

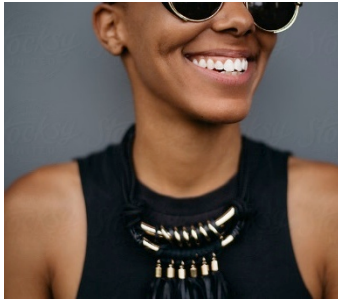


# Joie de Vivre Brand Promotion Summary

—  
Summer 2017

# SUMMER PROMOTION

## OVERVIEW



### Summary

Two Roads Hospitality launched a Summer campaign for Joie de Vivre Hotels from May 15<sup>th</sup> – September 30<sup>th</sup>, 2017.

The offer included themes of Summer, fun, sun and savings.

Goal: To exceed 2016 transient revenue for same time period a year ago.

### Objective

Drive transient awareness & bookings for the Summer period. Drive individual brand awareness with brand specific offer and programming.

Targeted to all past guests for each brand & property and new on-line acquisition.

### Media Vehicles

- ✓ Brand websites: Website landing page, special offers and homepage
- ✓ Social Media
- ✓ Email Marketing
- ✓ Paid Search
- ✓ Retargeting / Remarketing
- ✓ Display Advertising
- ✓ Public Relations

### Distribution Channels

- ✓ Brand.com
- ✓ Call Center
- ✓ Property Direct
- ✓ GDS

Promotion Codes: SPRITZ

Book & Stay Dates: May 15, 2017 – September 30, 2017

# JOIE DE VIVRE HOTELS

## PROMOTION OVERVIEW

Joie de Vivre is celebrating it's 30th anniversary in 2017. Properties will offer up to 30% off best available rates, two Signature spritzes, and sipping hours will be available at participating properties, bringing a fun & social component to the summer celebration. A user generated photo social media contest will be included, encouraging guests & influencers to enter their best summer spritz cocktail. A video series also helped to showcase Summer in NYC, JDV's



## MEDIA PLAN

Media Type	Media Partner	Targeting
PPC	Corporate PPC	Brand + Generic
	San Francisco Cluster	San Francisco Destination Keywords
Online Media Display Media	Google Remarketing	Past Website & Booking Engine Visitors
	Google Prospective	In-Market/Keyword, Airport Targeting
	TripAdvisor.com	Joie de Vivre Hotel & Content Pages
	Smarter Travel Media	BookingBuddy, Jetsetter & SmarterTraveler ROS
	Expedia.com	Joie de Vivre Hotel & Content Pages
Online Media Social Media	Facebook & Instagram Remarketing	Past Website & Booking Engine Visitors
	Facebook & Instagram Prospective	Lookalike Audiences + Life Events
	Pinterest Remarketing & Prospective	Past Website Visitors, Keywords, Travel Interest
	Waze In-Market	Local San Francisco Market

Offer: Up to 30% off Best Available Rate, two complimentary summer spritzes  
 Promotion Code: SPRITZ  
 Book & Stay Dates: May 15, 2017 – September 30, 2017

LANDING PAGE:

<http://www.jdvhotels.com/landing/summer-vacation-packages>

joie de vivre HOTELS ▾ DINING SPAS MEETINGS & EVENTS SPECIALS BLOG ABOUT JDV [existing reservations](#)



BOOK YOUR ROOM

## Sip of summer with Joie de Vivre Hotels

**Make a toast to the good life with up to 30% off rates** to salute Joie de Vivre Hotels' 30th year. We're raising our glass with complimentary signature welcome drinks and daily sipping hours. Your booking includes a splash of fun with the following bonuses:

**Make It a Tall:** Up to 30% off room rates, subject to availability

**Aperitif:** Savor two complimentary Joie de Vivre Summer Spritzes

### BOOK NOW



**Thirsty for summer?**  
Celebrate with us during Sipping Hours at participating hotels throughout the summer. You'll sip a bit of the season with our signature cocktail.

**Joie de Vivre Summer Spritz**  
1 oz Aperol  
1 oz Cocchi Americano  
1 oz Fee Brothers Velvet Falernum syrup or Giffard almond syrup  
3 oz Fever Tree bitter lemon soda

Subject to availability at participating Joie de Vivre Hotels properties. Offer cannot be combined with any other discounts, offers or promotions and is subject to blackout dates and based upon availability. Offer is bookable XXX ##, 2017 - XXXX ## 2017 and valid for stays XXX ##, 2017 - XXXXX ##, 2017. Room upgrade is based upon availability at time of check-in and is not guaranteed. Rate is non-commissionable. Joie de Vivre Hotels reserves the right to modify or cancel this promotional offer at any time without prior notice.

**PRESS**      **DEVELOPMENT**      **HOTELS**  
**PROGRAMS**      **PARTNERS**      **CAREERS**  
**CONTACT US**

## SIGN UP FOR EXCLUSIVES

| **SIGN UP**

Be the first to know about breaking news and exclusive offers from Joie de Vivre hotels.

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LANDING PAGE – MID-CAMPAIGN CREATIVE REFRESH:  
<http://www.jdvhotels.com/landing/summer-vacation-packages>



BOOK  
YOUR  
ROOM

## Sip of Summer

**Shake up the last of summer and take a getaway with a twist.**  
Our 30th birthday celebration continues with discounted room rates, a complimentary round of signature cocktails, and Sipping Hours.

Your booking includes an extra splash of perks:

**Top-shelf Savings:** Up to 30% off our Best Available Rate. Use promo code SPRITZ when booking.

**It's on the house:** Savor two complimentary Joie de Vivre Summer Spritzes.

**High spirits:** Drink in the season with Sipping Hours at participating hotels.

Use promo code **SPRITZ**

BOOK NOW



**Raise a Glass**  
Taste the season with our newest signature cocktail.

**Joie de Vivre Summer Spritz**  
1 oz Aperol  
1 oz Cocchi Americano (cinnamon infused if possible)  
1 oz Fee Brothers Velvet Falernum syrup or Giffard almond syrup  
3 oz Fever Tree bitter lemon soda

*Terms & Conditions: Savings of up to 30% off leisure rates is valid for bookings and stays from May 15, 2017 – September 30, 2017 and subject to availability at participating Joie de Vivre Hotels. Must use promo code SPRITZ when booking. Offer includes two complimentary cocktails once per stay. Offer cannot be combined with any other discounts, offers or promotions, is subject to blackout dates, and normal arrival/departure restrictions apply. A limited number of rooms are allocated to this offer. Joie de Vivre Hotels reserves the right to modify or cancel this promotional offer at any time without notice.*



PRESS      DEVELOPMENT      HOTELS  
PROGRAMS      PARTNERS      CAREERS  
CONTACT US

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Privacy Policy

## SIGN UP FOR EXCLUSIVES

email address | SIGN UP

Be the first to know about breaking news and exclusive offers from Joie de Vivre hotels.

# JOIE DE VIVRE HOTELS

## E-MAIL

Sip of summer | [View in browser](#)

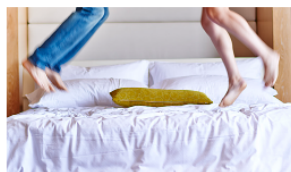


### Make a toast to the good life with up to 30% off rates

to salute Joie de Vivre Hotels' 30th year. We're raising our glass with complimentary signature welcome drinks and sipping hours. Your booking includes a splash of fun with the following bonuses:

#### MAKE IT A TALL

Up to 30% off our Best Available Rate. Use promo code SPRITZ when booking.



#### APERITIF

Savor two complimentary Joie de Vivre Summer Spritzes

#### HAPPIEST HOUR

Celebrate with us during Sipping Hours at participating hotels throughout the summer



**BOOK NOW**

joie de vivre  
HOTELS RESORTS

Savings of up to 30% off leisure rates is valid for bookings and stays from May 15, 2017 - September 30, 2017 and subject to availability at participating Joie de Vivre Hotels. Must use promo code SPRITZ when booking. Offer includes two complimentary cocktails once per stay. Offer cannot be combined with any other discounts, offers or promotions, is subject to blackout dates, and normal arrival/departure restrictions apply. A limited number of rooms are allocated to this offer. Joie de Vivre Hotels reserves the right to modify or cancel this promotional offer at any time without notice.

# JOIE DE VIVRE HOTELS

## E-MAIL - MID-CAMPAIGN CREATIVE REFRESH:



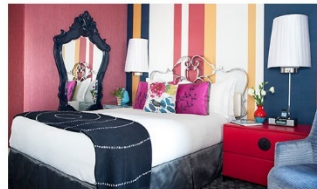
**Summer is sipping away. Drink it in with up to 30% off rates.**

Soak up another round of summer and raise a last glass to our 30th birthday with celebratory room rates, complimentary signature welcome drinks, and sipping hours.

Your stay includes these end-of-summer perks:

### TOP-SHELF SAVINGS

Up to 30% off our Best Available Rate. Use promo code SPRITZ when booking.



### IT'S ON THE HOUSE

Savor two complimentary Joie de Vivre Summer Spritzes.

### HIGH SPIRITS

Celebrate with us during Sipping Hours at participating hotels.



**BOOK NOW**

joie de vivre  
HOTELS & RESORTS

Savings of up to 30% off leisure rates is valid for bookings and stays from May 15, 2017 - September 30, 2017 and subject to availability at participating Joie de Vivre Hotels. Must use promo code SPRITZ when booking. Offer includes two complimentary cocktails over per stay. Offer cannot be combined with any other discounts, offers or promotions, is subject to blackout dates, and normal arrival/departure restrictions apply. A limited number of rooms are allocated to this offer. Joie de Vivre Hotels reserves the right to modify or cancel this promotional offer at any time without notice.

10333 E. Dry Creek Road, Suite 450 | Englewood, CO 80112

To unsubscribe from all Joie de Vivre email, please click here.

# JOIE DE VIVRE HOTELS

## DIGITAL ADS



Raise your glass to summer '17 with **up to 30% off** rates and complimentary cocktails!

**BOOK NOW**

joie de vivre  
HOTELS & RESORTS



Raise your glass to summer '17 with **up to 30% off** rates and complimentary cocktails!

**BOOK NOW**

joie de vivre  
HOTELS & RESORTS



Raise your glass to summer '17 with **up to 30% off** rates and complimentary cocktails!

**BOOK NOW**

joie de vivre  
HOTELS & RESORTS



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joie de vivre  
HOTELS & RESORTS



Raise your glass to summer '17 with **up to 30% off** rates and complimentary cocktails!

**BOOK NOW**

joie de vivre  
HOTELS & RESORTS



# JOIE DE VIVRE HOTELS

## DIGITAL ADS - MID-CAMPAIGN CREATIVE REFRESH:



Soak up another round of summer with **up to 30% off rates** and complimentary cocktails!

**BOOK NOW**

joie de vivre  
HOTELS RESORTS



Soak up another round of summer with **up to 30% off rates** and complimentary cocktails!

**BOOK NOW**

joie de vivre  
HOTELS RESORTS



Soak up another round of summer with **up to 30% off rates** and complimentary cocktails!

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joie de vivre  
HOTELS RESORTS



Soak up another round of summer with **up to 30% off rates** and complimentary cocktails!

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joie de vivre  
HOTELS RESORTS



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joie de vivre  
HOTELS RESORTS



Soak up another round of summer with **up to 30% off rates** and complimentary cocktails!

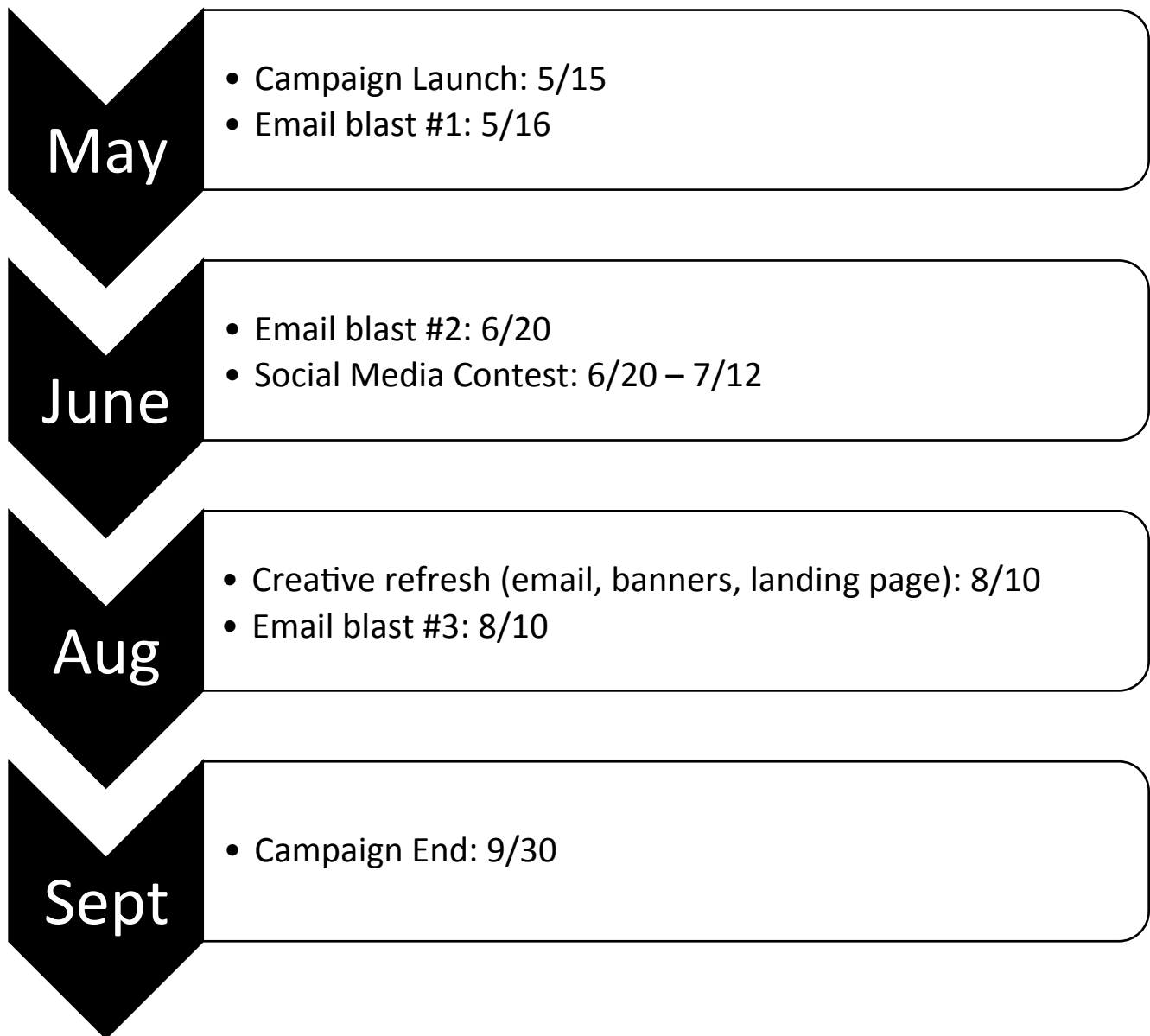
**BOOK NOW**

joie de vivre  
HOTELS RESORTS

## CAMPAIGN TIMELINE

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The 2017 Summer campaign was a fully integrated campaign that included multiple tactics and touchpoints throughout the campaign lifecycle. Below is the timeline of activities/tasks completed for the 2017 Summer campaign.



## SOCIAL MEDIA

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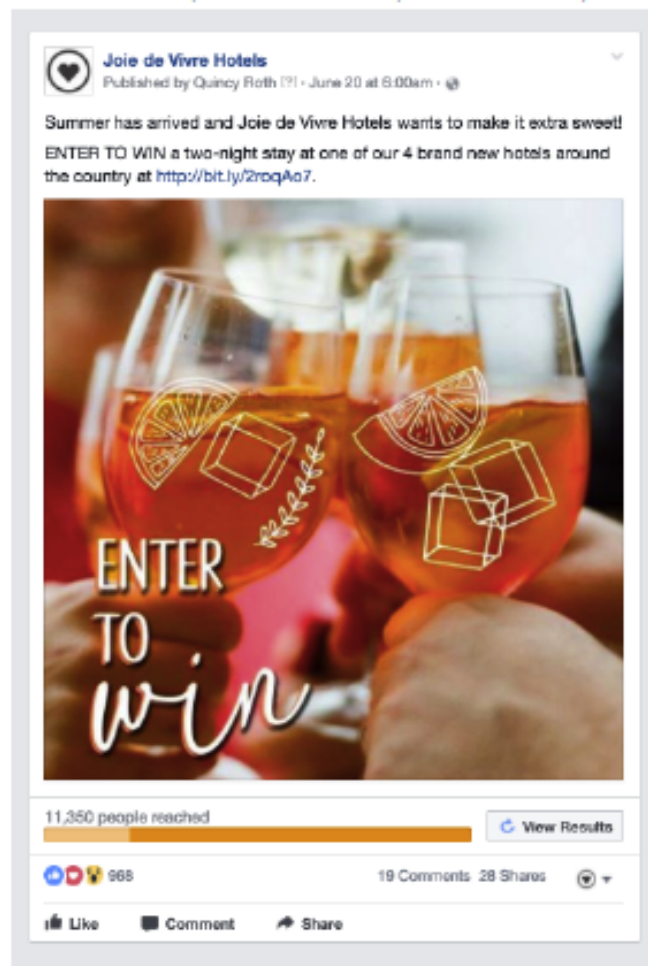
### Contest Results

The Social Media component of the Summer campaign consisted of two parts:

1. A User Generated Content photo contest where we partnered with social media influencers and had them share a photos under the theme of the Summer campaign.
2. A 6-part video series covering Summer in NYC, home to the newest JDV Hotel: 50 Bowery.

### #JDVSummerSips Campaign Report

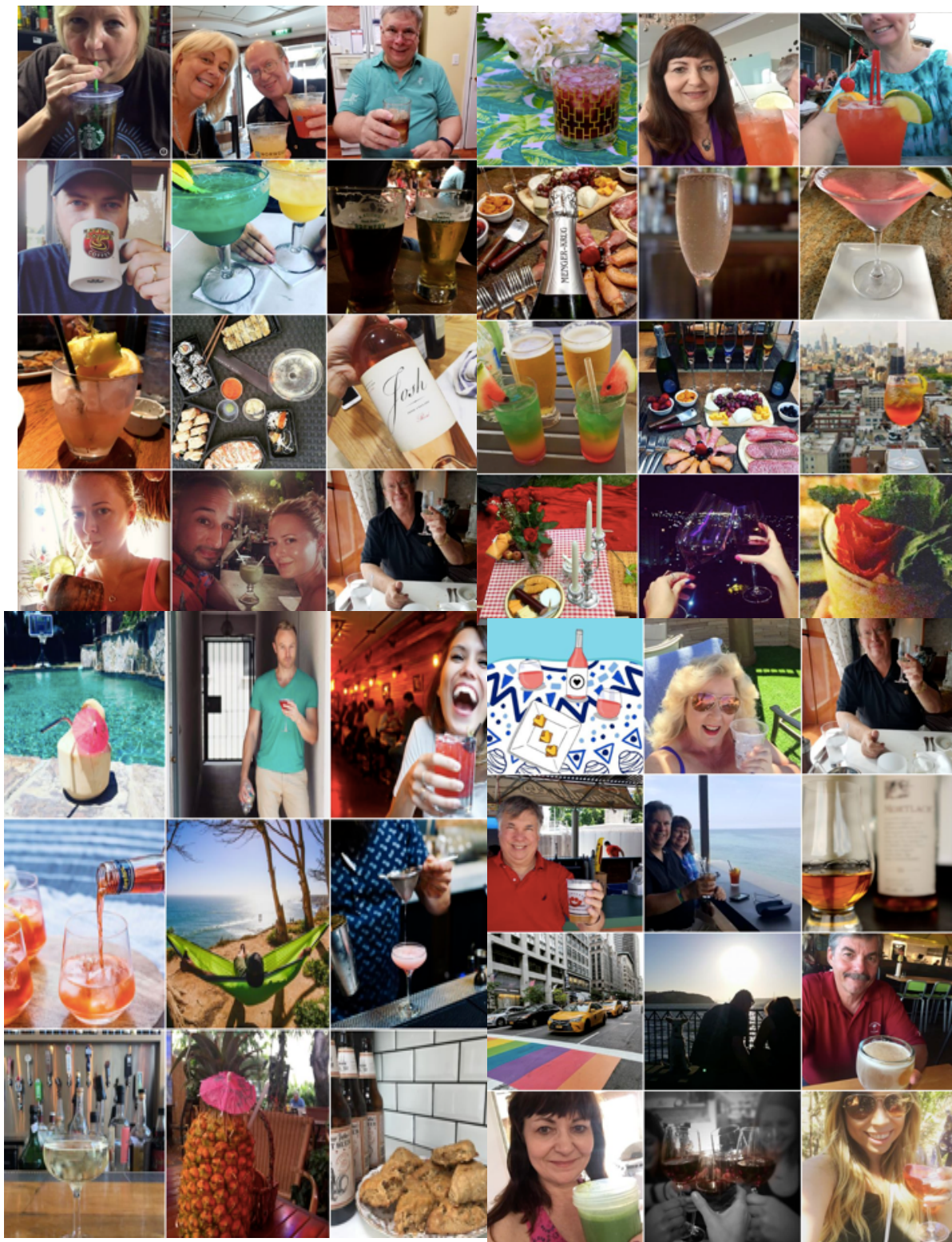
- Facebook Page Growth: Grew 18%, adding 11,133 new page likes, rising from 60,451 to 71,584
- Email Acquisition: 529 form entries and 282 email opt-ins (53% opted in)
- Instagram Growth: Grew 7% and received 711 (public) entries



# SOCIAL MEDIA

## Contest Results

### #JDVSummerSips UGC Submissions



## SOCIAL MEDIA

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### Contest Results

Three winners of the #SummerSips User Generated Photo Contest were picked each week. To generate increased excitement about the entries, we partnered with our Artist-in-Residence Megan Roy to illustrate the winning entries in our signature JDV Style.



# SOCIAL MEDIA

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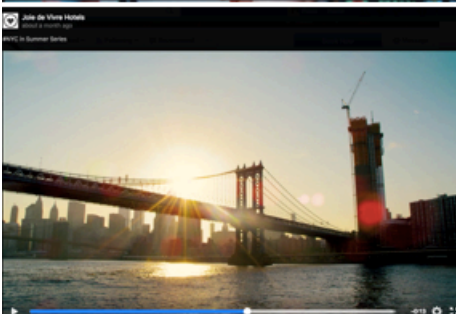
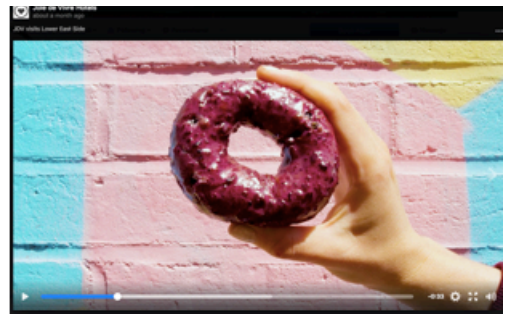
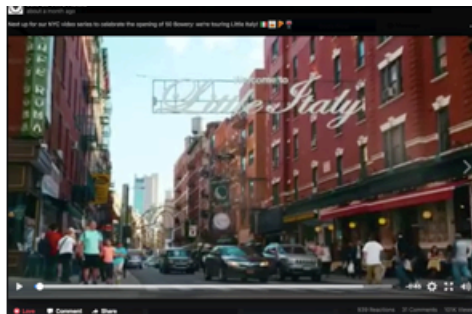
## Contest Results

### Joie de Vivre #SummerinNYC Video Series

As an extension of the JDV Summer Campaign, a 6-part video series entitled #SummerinNYC was created to capture the feeling of summer in NYC, home to the newest JDV Hotel: 50 Bowery. The video series covered highlights from 6 neighborhoods all within a 10-minute walk from 50 Bowery. The videos were released weekly on Facebook and Instagram.

### Joie de Vivre #SummerInNYC Campaign Report

- **350,000** views on Facebook
- **78,600** minutes of video viewed
- **3,000+** Facebook video shares
- **22,000** views on Instagram
- **10,000** likes on Instagram
- **1,274,300** people reached with video content



# EMAIL MARKETING

## Email Results

2017 Summer campaign email results:

- Three (3) Emails Sent
- Total Email Recipients: 1,060,842
- Open Rate %: 17.79
- Revenue Generate: \$175,734

*\*Revenue listed above is Attributed Revenue (not Direct)*



**Summer is sipping away. Drink it in with up to 30% off rates.**

Soak up another round of summer and raise a last glass to our 30th birthday with celebratory room rates, complimentary signature welcome drinks, and sipping hours.

Your stay includes these end-of-summer perks:

### TOP-SHELF SAVINGS

Up to 30% off our Best Available Rate. Use promo code SPRITZ when booking.



### IT'S ON THE HOUSE

Savor two complimentary Joie de Vivre Summer Spritzes.

### HIGH SPIRITS

Celebrate with us during Sipping Hours at participating hotels.



**BOOK NOW**

joie de vivre  
HOTEL & RESORTS

Savings of up to 30% off best available rate is valid for bookings and stays from May 12, 2017 - September 30, 2017 and subject to availability at participating Joie de Vivre Hotels. Most use promo code SPRITZ when booking. Offer includes two complimentary cocktails once per stay. Offer cannot be combined with any other discounts, offers or promotions, is subject to blackout dates, and normal arrival/departure restrictions apply. A limited number of rooms are allocated to this offer. Joie de Vivre Resorts reserves the right to modify or cancel this promotional offer at any time without notice.

10333 E. Dry Creek Road, Suite 450 | Englewood, CO 80112

To unsubscribe from all Joie de Vivre email, please click here.

# PUBLIC RELATIONS

## PR Results

- Total Placements: 4
- Total Impressions: 5,341,488



## Red, White & New: 7 U.S. Hotel Openings

### 7 Hotel 50 Bowery: NYC



Joie de Vivre Hotels has officially opened its first NYC hotel, **Hotel 50 Bowery**, in Manhattan's Chinatown neighborhood. Located in a 21-story building on Bowery Street, the 229-room boutique hotel reflects its deep roots in the Chinese community through a permanent exhibit from the Museum of Chinese in America (MOCA) located on the hotel's second floor in The Gallery, as well as through the Asian-inspired cuisine; and the property's playful design with subtle nods to Asian heritage.

Guestroom categories include the 260-sq.-ft. *Deluxe King and Deluxe Double Beds*; the *City View King and City View Double Beds*, which start on the ninth floor and offer expansive views of Lower Manhattan; and the 340-sq.-ft. *Grand King* with an adjacent seating area. The hotel's *Kindred Suite* spans 575 sq. ft. and has a separate living room with a convertible sofa. The fourth-floor *Manhattan Suite* boasts a private, landscaped terrace overlooking the Manhattan Bridge and Brooklyn skyline in addition to a separate living room complete with a convertible sofa. Lastly, the hotel's *Pearl, Ruby, and Jade Bowery Suites* are 575-sq.-ft., 1-bedroom accommodations situated among the top three floors of the hotel with separate living rooms, full baths, powder rooms and panoramic city views. Rates start at \$269, plus up to 30 percent off the BAR when using the promo code **SPRITZ** for stays through Sept. 10, 2017. For more information, visit [jdvhotels.com/50bowery](http://jdvhotels.com/50bowery).

## Joie de Vivre Hotels: Sip of Summer Offer

The boutique hotel outfit is turning 30. To celebrate? Guests can save up to 30% on a room.

By Alysia Gray Painter



Fancy an ocean view room at Monterey Tides? There's an up-to-30%-off deal afoot at Joie de Vivre Hotels, all to honor the company's 30th birthday.

**30TH BIRTHDAYS**, on the whole, tend to be pretty big deals, what with that whole new decade thing coming into play. Sometimes trips are planned, with multiple friends on board, or a lively supper at home, or something a bit extraordinary, which feels right, since the next decade-starter is some ten years away (spoiler alert not required on that one). But how does a company, one that's become well-known for...

**STYLISH, NOT-TOO-SERIOUS HOTELS**, approach such an auspicious occasion? A group of hotels can't up and take a trip or host a supper, given their size and permanence, but the people behind the stay-over structures can do something pretty darn sweet for guests. And that's just what **Joie de Vivre Hotels** is doing over the summer of '17. The San Francisco-started outfit does indeed have roots in 1987, and it has grown from there, alighting in Illinois, New York, Washington, DC, as well as a host of other spots. And, of course, California, the home to several hotels from Laguna Beach to South Lake Tahoe. So what about that "pretty darn sweet" deal for guests that was mentioned earlier? Oh, it just involves...

**UP TO 30% OFF...** your room, courtesy of The Sip of Summer offer, which is on through Sunday, Sept. 10 (yep, the Sunday after Labor Day). This deal includes newly opened hotels,



# DIGITAL MARKETING

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## Digital Marketing Results

Below are the digital marketing results for the 2017 Summer campaign from May 15<sup>th</sup>, 2017 – August 31<sup>st</sup>, 2017.

Campaign	Impressions	Clicks	CTR	Total Revenue	Overall ROI
<b>Online Media</b>	<b>5,874,114</b>	<b>10,703</b>	<b>0.18%</b>	<b>\$1,213,195</b>	<b>26.10</b>
Adara - Display Media	421,562	110	0.03%	\$19,610	9.31
Facebook & Instagram Prospective	322,934	1,109	0.34%	\$89,950	21.47
Facebook & Instagram Remarketing	450,450	2,460	0.55%	\$177,805	27.03
Facebook & Instagram Remarketing - Dynamic	9,903	171	1.73%	\$8,108	131.14
Google Remarketing	1,779,085	1,959	0.11%	\$501,151	85.35
Google Remarketing - Mobile	536,624	917	0.17%	\$48,231	24.07
Pinterest Remarketing & Prospective	206,324	1,134	0.55%	\$28,490	22.67
TripAdvisor.com - Display Media	521,020	681	0.13%	\$251,321	21.89
<b>PPC</b>	<b>112,859</b>	<b>7,094</b>	<b>6.29%</b>	<b>\$148,964</b>	<b>6.25</b>
JDV Corporate PPC Campaign	52,690	4,892	9.28%	\$144,739	20.79

# JOIE DE VIVRE HOTELS

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## OVERALL RESULTS 5/15 – 8/31

**ROI: \$124:1, Room Nights: 8,404, ADR: \$249.16, Total Revenue: \$2,463,953,  
Direct Revenue: \$2,093,907, Attributed Revenue: \$370,046**

### KPIs

#### Digital Marketing

- 5,986,973 Online Impressions
- Google Remarketing ROI: \$85:1
- Facebook & Instagram Overall ROI: \$131:1

#### Email

- Total email recipients: 1,060,842
- Open rate: 17.79%

#### Public Relations

- # of Outlets: 4
- Total Impressions: 5,341,488

#### Social Media

- ↑ Facebook likes by 18%, adding 11,133 new page likes
- Gained 529 new email addresses from contest entrants
- ↑ Instagram by 7%, gained 424 new Instagram followers, received 711 photo entries into photo contest

### Channel Strategy

- Email Marketing
- Social Media - boosted posts
- Public relations
- Adara - Display Media
- Facebook/Instagram Prospective
- Facebook/Instagram Prospective - Dynamic
- Facebook/Instagram Remarketing
- Facebook/Instagram Remarketing - Dynamic
- Google Remarketing
- Google Remarketing - Mobile
- Kayak.com - Display Media
- Pinterest Remarketing & Prospective
- TripAdvisor.com - Display Media
- JDV Corporate PPC Campaign
- San Francisco Cluster PPC Campaign