

HSMAI Adrian Awards 2020 – Traditional Adrian Awards Entry

Integrated Marketing Campaign- Appendix

Appendix 01 - Monthly tourist arrival stats to Sri Lanka

Month	2018/19	2019/20	Change %
January	238,924	244,239	2.2
February	235,618	252,033	7
March	233,382	244,328	4.7
April	180,429	166,975	-7.5
May	129,466	37,802	-70.8
June	146,828	63,072	-57
July	217,829	115,701	-46.9
August	200,359	143,587	-28.3
September	149,087	108,575	-27.2
October	153,123	118,743	-22.5
November	195,582	176,984	-9.5
December	253,169	241,663	-4.5
January	244,239	228,434	-6.5
February	252,033	207,507	-17.7
Total	2,830,068	2,349,643	-17%

Source: <https://www.sltda.gov.lk/>

Appendix 02 - Revenue from April 2019 to February 2020 for Cinnamon Sri Lanka Resorts

Month	Room Nights	Sum of Room Revenue (LKR)
Apr	18,723	280,544,106
May	6,358	64,264,940
Jun	10,642	108,939,178
Jul	15,185	181,303,248
Aug	20,494	265,357,517
Sep	15,860	161,991,774
Oct	18,189	165,565,532
Nov	19,649	207,992,559
Dec	22,265	356,786,335
Jan	22,510	418,822,475
Feb	19,725	356,535,441
Grand Total	189,600	2,568,103,105

Appendix 03 - Occupancy Rate from April 2019 to February 2020 for Cinnamon Sri Lanka Resorts

Month	Occupancy Rate
Apr	72%
May	24%
Jun	41%
Jul	57%
Aug	77%
Sep	61%
Oct	68%
Nov	76%
Dec	83%
Jan	77%
Feb	67%

Appendix 04 - Revenue from April 2019 to February 2020 for Cinnamon City Hotels

(Cinnamon Grand, Cinnamon Lakeside and Cinnamon Red)

Month	Room Nights	Room Revenue (LKR)
Apr	9,065	182,384,893
May	2,487	44,506,155
Jun	5,657	99,610,367
Jul	8,678	145,627,430
Aug	13,334	221,959,706
Sep	17,816	337,603,524
Oct	12,177	199,031,744
Nov	14,340	225,530,831
Dec	18,608	306,353,946
Jan	22,357	350,086,634
Feb	16,944	275,363,329
Mar	6,674	110,628,015
Grand Total	141,463	2,388,058,558

Appendix 05 - Occupancy Rates from April 2019 to February 2020 for Cinnamon City Hotels

Month	Occupancy Rate
Apr	28%
May	7%
Jun	17%
Jul	26%
Aug	39%
Sep	54%
Oct	36%
Nov	44%
Dec	55%
Jan	66%
Feb	54%

Appendix 06 - Increase in online web bookings further to online marketing efforts to encourage local bookings from April 2019 to February 2020

Country ?	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	21.62% ↑ 1,169,353 vs 961,479	22.38% ↑ 1,163,841 vs 951,019	15.03% ↑ 1,743,105 vs 1,515,412	3.41% ↑ 49.92% vs 48.27%	32.02% ↓ 2.33 vs 3.43	18.72% ↓ 00:02:14 vs 00:02:45	47.97% ↑ 10,117 vs 6,837	30.20% ↑ \$3,296,584.90 vs \$2,531,863.51	28.65% ↑ 0.58% vs 0.45%
1. 🇱🇰 Sri Lanka									
Apr 1, 2019 - Feb 29, 2020	554,997 (46.40%)	534,134 (45.89%)	903,866 (51.85%)	52.86%	2.29	00:02:15	6,222 (61.50%)	\$966,811.52 (29.33%)	0.69%
Apr 1, 2018 - Feb 28, 2019	485,553 (49.65%)	472,097 (49.64%)	807,807 (53.31%)	55.61%	3.01	00:02:22	2,818 (41.22%)	\$436,370.15 (17.24%)	0.35%
% Change	14.30%	13.14%	11.89%	-4.95%	-24.16%	-4.80%	120.79%	121.56%	97.33%

Source: Google Analytics

Appendix 07 - Campaign Details.

1. Back at CG campaign

#BackatCG campaign was launched displaying quick recovery and resilience of the brand and the specific hotel – Cinnamon Grand Colombo – to be back in operation. The campaign assured guests of their safety and security, with an onsite sniffer dog becoming a highlight as well as providing an emotional connect with the public. This also encouraged loyal guests to visit the property and post content using the hashtag #BackatCG on their social media handles stimulating the local market with an outpouring of support to Cinnamon as well as tourism.

<https://www.facebook.com/178252572263328/videos/396887284237842>

<https://www.facebook.com/178252572263328/videos/2114126615543951>

<https://www.facebook.com/178252572263328/videos/2281550612063276>

2. Celebrity endorsement campaign

Celebrity endorsements were the next phase of the integrated marketing plan, initiated for Sri Lanka as a part of a cohesive destination marketing campaign. A collaborative video was pushed out featuring all international celebrities (Nigella Lawson, who have been associated with the brand, thus helping to take the message of Sri Lanka's resilience as a nation, to the world.

<https://www.facebook.com/cinnamonhotels/videos/2125193677771847/>

3. Destination campaign

Next step was to a launch destination marketing campaign featuring former Miss World Manushi Chhillar who visited Sri Lanka taking her fans on a journey via a series of travel vlogs – promoting the country as a safe destination to visit, to a largely Indian audience. India as a market was in the fore front of focus for this camping considering its proximity and demand towards Sri Lanka.

Full Video - <https://www.facebook.com/cinnamonhotels/videos/401766353774852/>

Episode 1 - <https://www.facebook.com/cinnamonhotels/videos/715546672238815/>

Episode 2 - <https://www.facebook.com/cinnamonhotels/videos/2472127129512163/>

Episode 3 - <https://www.facebook.com/cinnamonhotels/videos/1434257436725527/>

Episode 4 - <https://www.facebook.com/cinnamonhotels/videos/1235655209941248/>

Results

Matrix	Visibility on Manushi's Channels			Visibility on Cinnamon Channels			Youtube
	Instagram (5 Videos & 6 Posts)	Facebook	Twitter	Instagram	Facebook	Twitter	
Engagement	3,670,939	417,282	23,025	60,138	191,304	-	115,213
Video Views	2,357,316	321,000	23,025	55,113	189,000	-	115,213
Reach	-	-	-				
Total	4,111,246			359,326			

Next phase of the destination campaign was launching 'Bring a Friend Home' with internationally acclaimed Sri Lankan's with global following on SM channels such as Jacqueline Fernandez, Kumar Sangakkara, Mahela Jayawardene. The campaign entailed multiple communication pieces which were promoted across all online channels with an ethos of encouraging Sri Lankan expats living across the world, to visit Sri Lanka and bring their foreign friends with them.

Website Link: <https://www.bringafriendhome.com/>

Jacqueline Fernandez Video – <https://www.facebook.com/cinnamonhotels/videos/405257957053644/>

Kumara Sangakkara Video - <https://www.facebook.com/cinnamonhotels/videos/943119589356681/>

Mahela Jayawardena Video - <https://www.facebook.com/cinnamonhotels/videos/2608796665850698/>

Results –

Public Relations Campaign -

39 local articles & 106 international articles with a total value of LKR 51 Mn.

Local PR Value – LKR 11 Mn +

International PR value – LKR 40 Mn +

Matrix	Visibility on Jacqueline's Channels			Visibility on Cinnamon Channels	
	Instagram	Facebook	Twitter	Instagram	Facebook
Engagement	16,770,772	2,942,023	35,630	10,007	4,670
Video Views	6,420,603	2,507,561	-	7,494	4,589
Total	19,748,425			14,677	

A few of the PR articles -

<https://www.dailynews.lk/2019/09/09/finance/196329/cinnamon-spearhead-destination-marketing-sri-lanka>

<https://www.traveldailymedia.com/cinnamon-launches-bring-a-friend-home-campaign-to-speed-up-tourism-recovery-in-sri-lanka/>

<https://www.ttgasia.com/2019/08/22/bring-a-friend-home-to-sri-lanka-with-cinnamons-help/>

<https://www.srilankaembassy.at/index.php/embassy/1-4-culture-and-tourism/26-tourism/423-bring-a-friend-home-campaign-by-cinnamon-hotel-managment>

<http://thevoiceofcanada.online/%EF%BB%BFjacqueline-fernandez-visits-sri-lanka-under-cinnamons-bring-a-friend-home-campaign/>
<http://www.ft.lk/Travel-Tourism/Cinnamon-s-Bring-a-Friend-Home-campaign-partners-with-KPMG/27-687948>

Partnerships

<https://www.bringafriendhome.com/partners>

Online campaign results

Impressions – 25.9 Million

Video views – 505,350

User generated content – 3350

Website visits – 21,276

Jacqueline Fernandez Vlog featuring Cinnamon with the website link in caption which achieved 1.8 Mn views

<https://www.youtube.com/watch?v=mBnltuFIJTU&t=53s>

A few of Instagram posts in Jaqueline Fernandez's official Instagram account

<https://www.instagram.com/p/B05T18ynKy3/>
<https://www.instagram.com/p/B05odqGngFI/>
<https://www.instagram.com/p/B08k069nU0p/>
<https://www.instagram.com/p/B08mvp9Hc-g/>
https://www.instagram.com/p/B0_TrNYnU0A/
https://www.instagram.com/p/B0_T34mnw-P/
<https://www.instagram.com/p/B1BErnaHdiK/>

4. Future of Tourism Conference.

As a part of industrial thought leadership with the aim of confidence building for the Sri Lankan tourism industry as well as its stakeholders – the Future of Tourism Conference was held garnering the support and presence of Hon. Ranil Wickramasinghe – then Prime Minister of Sri Lanka, as well as the conference being hosted by Richard Quest who delivered the key note address. International media exposure was granted by CNN, with conference coverage as well as consideration of Richard Quest's travels around Sri Lanka. The value created for destination via CNN Traveler Program on Sri Lanka was USD 22 Million (Worldwide Feed). The total sales revenue of the campaign was LKR 7,740,000 whilst it gained 2 Mn impressions via online channels.

Website Link: <http://futureoftourism.co/cinnamon-fot-2019-2/>

Event Launch video - <https://www.youtube.com/watch?v=7rSvUG2KpVQ>

Richard quest video interviewing former prime minister of Sri Lanka at Cinnamon Future of Tourism Summit 2019 - <https://www.facebook.com/cinnamonhotels/videos/241901623397106>

Richard Quest speech at Cinnamon FOT 2019 - <https://www.facebook.com/watch/?v=383783635896172>

Ashish Hemrajani Video - https://www.youtube.com/watch?v=qCZ_AbemPAo&t=7s

Richard quest visiting Sri Lanka – Authentic video which went viral -
<https://www.facebook.com/cinnamonhotels/videos/528332717924141>

Campaign results

Facebook Campaign Performance	Metrics
Total Campaign Impressions	2,370,162
Total Campaign Reach	1,771,913
Overall Video Views	402,000
Overall Engagement	472,803