BOGO
BUY ONE **GIVE ONE**
VACAY LAYAWAY

Situation

The impact of the COVID-19 crisis has been devastating to the travel and hospitality industry. Countless hotels and destinations closed globally and millions of hospitality employees are out of work.

Mission

Bring immediate revenue to hotels while simultaneously thanking healthcare workers for their tireless efforts.

Objectives

- Jumpstart consumers' decision to travel again when restrictions are lifted (either staycation in home market or beyond)

- Offer collective charitable response to pandemic across the hospitality industry

- Drive web traffic and direct bookings to partnering hospitality brands/hotels

- Increase buzz, awareness and viral reach through media placements and social conversations

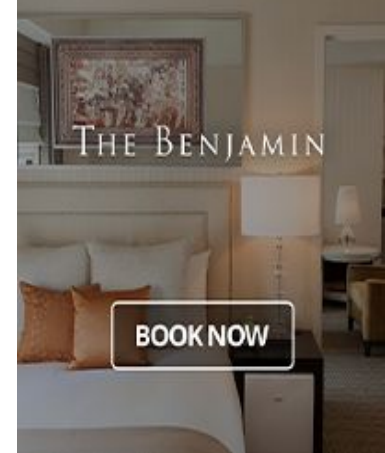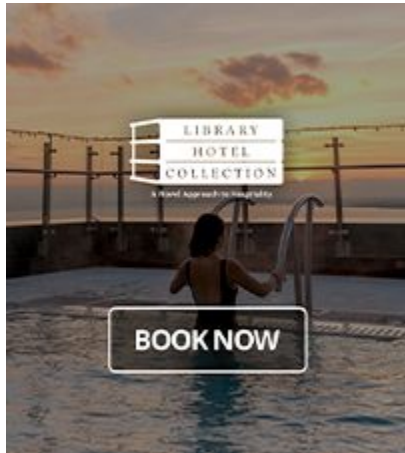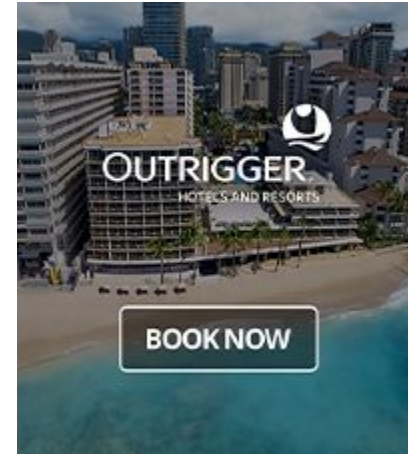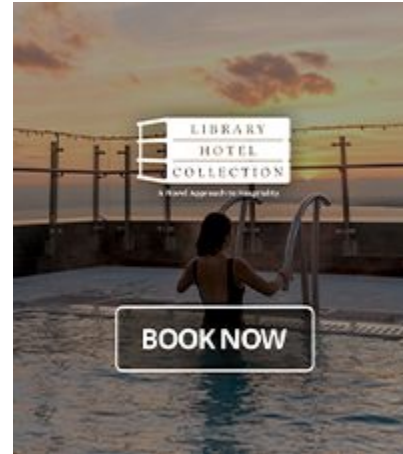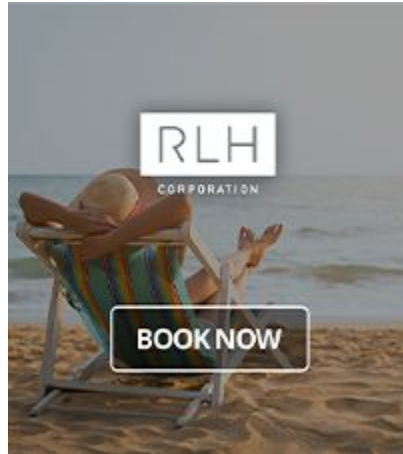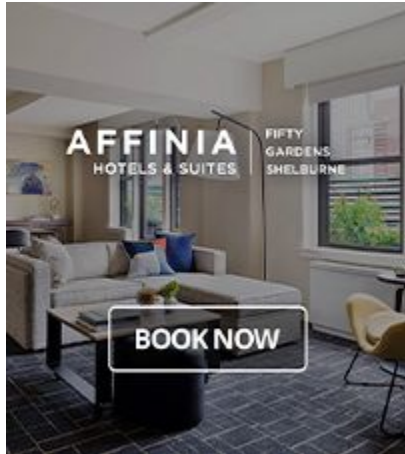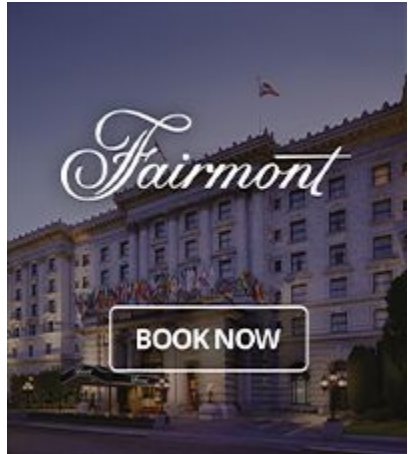# Donation Partners

Industry Partner

Target Audience

- Local/national/global consumers

- Members of hotels' loyalty programs

- Resurgent/resilient travelers

- Consumer lifestyle/travel and trade media

Over 40 Hotel and Hospitality Partners

Deliverables and Toolkit Elements

- Relevant research

- Website

- Dedicated PR and social media campaign

- Branded PR and Social collateral

- Branded program logo

- Program rules of engagement

- Timeline for sharing results and reports

- List of participants

Press materials including:
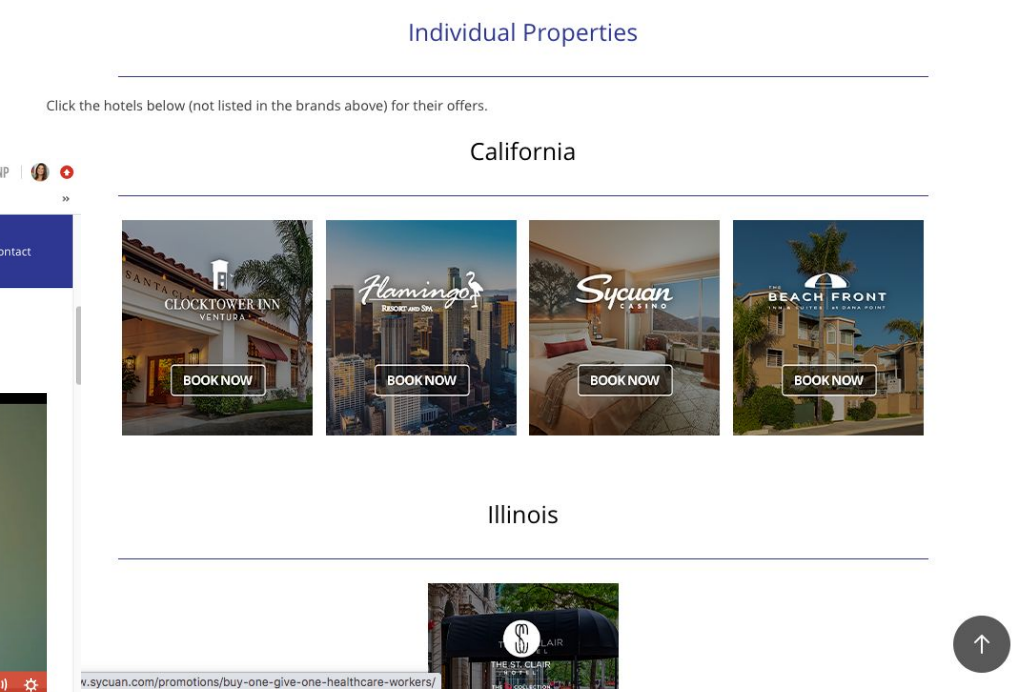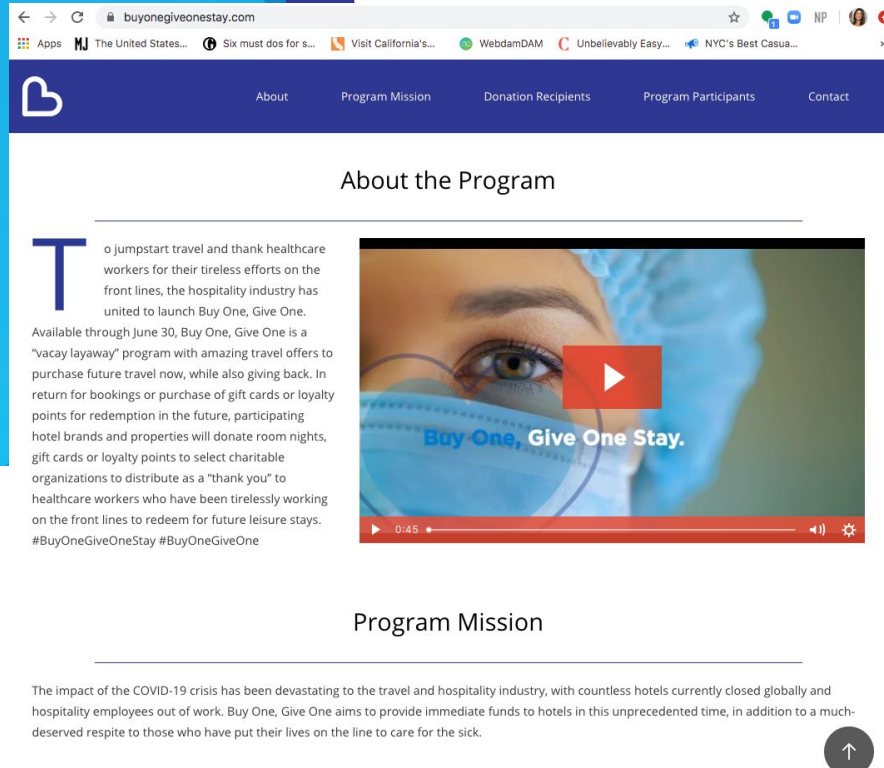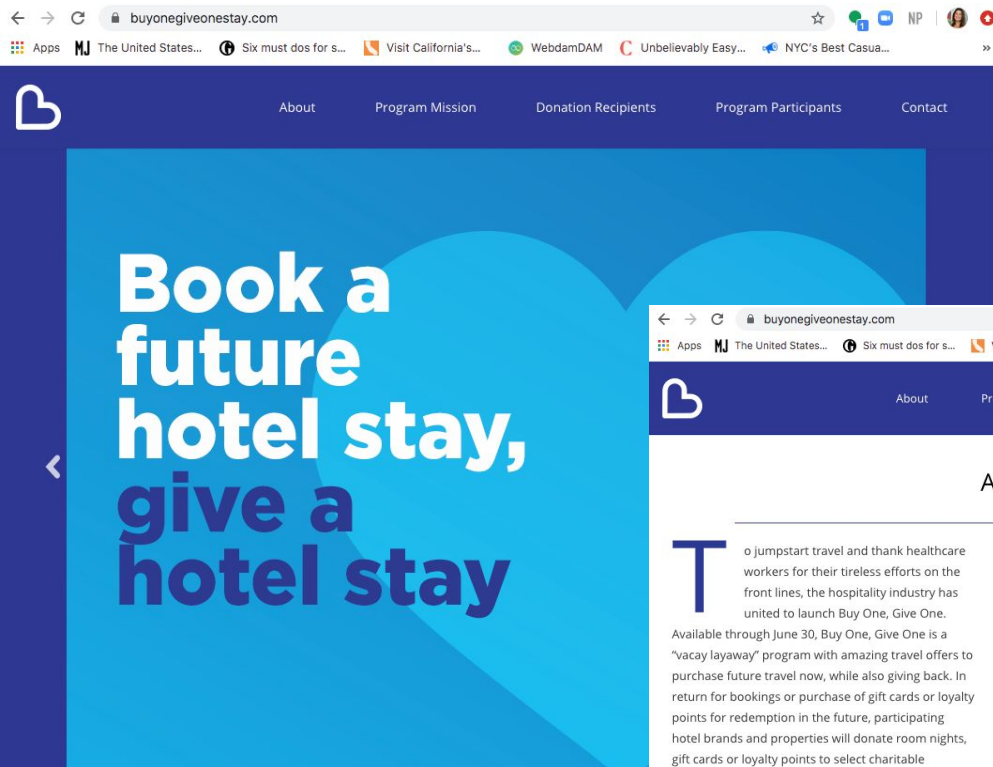- Program overview
- Talking points /FAQ
- Press release templates

Social media guidelines:
- Messaging templates and examples
- Social media creative
- Suggested images
- Program hashtags
- Best practices
- Posting cadence

Website Development

Public Relations

BUSINESS INSIDER

May 3, 2020

Hotels are selling credits and 'bonds' for future discounted travel in order to stay afloat during coronavirus shutdowns

msn

May 4, 2020

Hotels are selling credits and 'bonds' for future discounted travel in order to stay afloat during coronavirus shutdowns

FOX BUSINESS

May 1, 2020

Best gift ideas for Mother's Day

Food subscriptions that give back, vacation layaways, flowers and more

The COVID-19 pandemic may be keeping loved ones apart this year, but there are still ways to celebrate mom this Mother's Day wherever you are. Companies are offering contactless delivery and items that give back to those in need with every purchase.

Here are some thoughtful gift-giving ideas sure to brighten up mom's special day:

Vacay Layaway

Give her something she can look forward to – like an all-expenses-paid vacation post-pandemic. Buy One, Give One, an initiative launched by hospitality industry leaders, is letting people buy future travel packages while giving back to front-line workers. Participants include CheapCaribbean, Fairmont Hotels & Resorts and Florida's four-star Hilton Clearwater Beach Resort & Spa among many others globally. Each will donate hotel stays, gift cards and loyalty points to select charities for every booking.

AFAR

May 5, 2020

How to Give a Vacation to Frontline Medical Workers When You Book One Yourself

Chron

April 30, 2020

Staypineapple Joins Hospitality Industry's "Buy One, Give One" Campaign To Help Jumpstart Travel And Provide a Thank You To Healthcare Workers

New "Vacay Layaway" offer incentivizes travelers to purchase gift certificates for future hotel stays while giving back to frontline healthcare professionals

BELLEVUE, Wash. (PRWEB) April 30, 2020

To help jumpstart leisure travel, Staypineapple has united with other members of the hospitality industry to participate in BuyOneGiveOneStay.com a "vacay layaway" program designed to generate immediate revenue for hotels, while simultaneously providing a "thank you" to healthcare workers who have been tirelessly working on the front lines.

Generated 59 press clips & 121 million media impressions

Social Media: Owned Channels

Buy One, Give One Stay
Published by Emily Dye [?] · June 13 at 10:44 AM · 🌐

Have you heard? There's a way to help healthcare workers while planning your next vacation. Book a future hotel stay now and at the same time give a healthcare worker a free stay. Learn more at BuyOneGiveOneStay.com.

- **49 Posts Across Facebook and Instagram**

- **2,531,817 Social media impressions**

- **31,875 Social Media Engagements**

- **16,810 Social Media Post Link Clicks**

buyonegiveonestay · Follow

buyonegiveonestay Let's thank our healthcare workers and give our helping hands a break. #BuyOneGiveOneStay allows you to book a future hotel stay now and give a healthcare worker a free stay of their own. Visit the link in our bio for more information.

7w

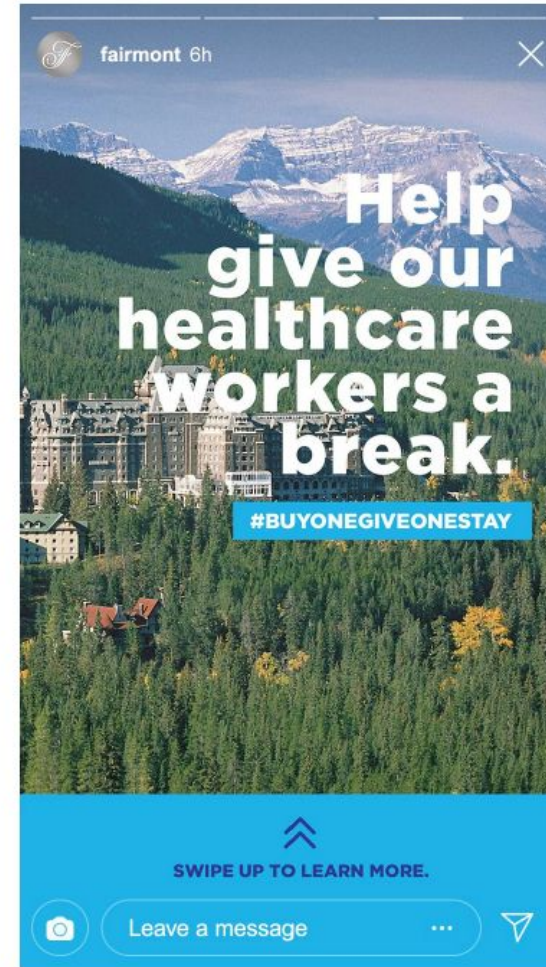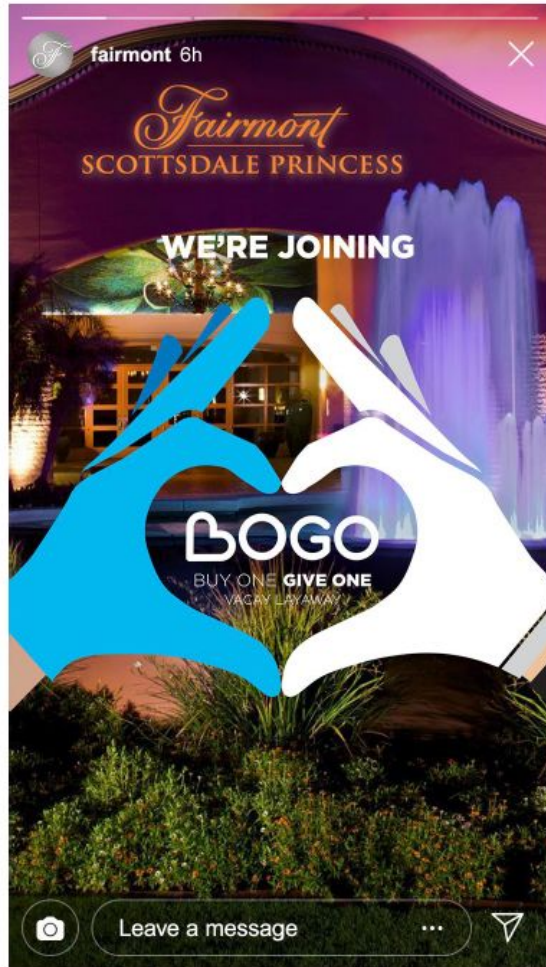vagabond3 This is really great, guys. Just shared!

7w   1 like   Reply

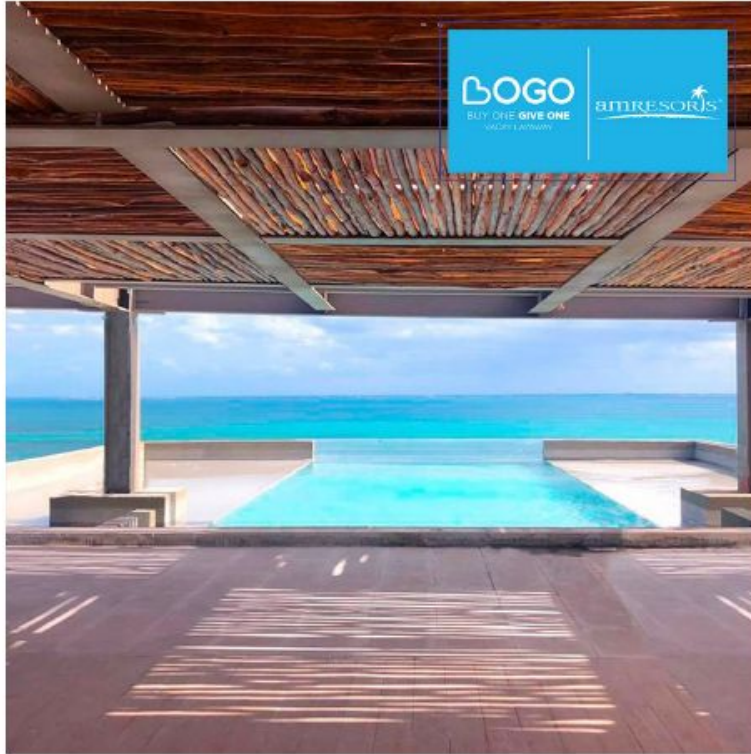Liked by emilycdye and 17 others

MAY 2

BOGO
BUY ONE GIVE ONE
VACAY LAYAWAY

Social Media: Partner Insta Story Examples

Partner Website Footer Examples

Program Results & Donations

- Over 40 participating hotel brands/hotels/travel brands

- Approximately 65,000 room nights booked

- 8385 donated room nights

ANA
AMERICAN NURSES ASSOCIATION

NewYork-Presbyterian

Program Results

- 59 press clips generated and more than 121 million media impressions

- Social Stats:
  - 2,532,688 impressions
  - 31,892 engagements
  - 16,814 post link clicks
  - 85,048 video views
  - 64 published posts