

Adrian Entry #1263477

A MERRY MILLION CHRISTMAS

Integrated Campaign | Business to Consumer

GOALS

- Drive revenue over the challenging winter holiday season for a portfolio of 45 select-service Marriott, Hilton, and IHG hotels
- Convert pent-up demand for travel into room nights and revenue for leisure properties in winter destinations
- Fill need dates at hotels in business markets

We created a compelling marketing campaign with images, taglines, and copy that could be swapped into social media posts, paid social and digital ads, email blasts, and print collateral.

The campaign was tailored to reach, engage, and convert potential guests for select-service hotels in leisure as well as business markets.

HOW WE DID IT

RESULTS

\$1,148,688

total revenue

for a portfolio of 45
select-service Marriott,
Hilton and IHG hotels

1,565,964

total
impressions

from social media
advertisements

7,858

total
room nights

with 45 select-service
hotels participating

20,658

total
link clicks

from social media
advertisements

Rooms & Revenue Metrics

\$1,148,688.50

total revenue

7,858

total room nights

\$147.15

average ADR





Email Marketing Metrics

132,103

deliveries

106

campaigns

12%

open rate

2,647

link clicks

Social Media Metrics

1,565,964

impressions

13,942

engagements

20,658

link clicks

\$8,103.30

ad spend

141:1

ROAS



HOME (AWAY FROM HOME) FOR THE HOLIDAYS THEME



Fairfield
BY MARRIOTT

[Book Now](#) [About us](#) [Gallery](#)



Put experiences ahead of presents, so Santa can just coast! Gift yourself and your family with memories amid a bevy of amenities. This new hotel is nestled in the heart of Oakhurst, CA and is located only 15 miles from Yosemite National Park. Explore the great outdoors, make unforgettable memories and save this holiday by enjoying 10% off our best available rates.

[BOOK NOW](#)

'TIS THE SEASON TO TRAVEL THEME

'tis the **SEA**_{son}
TO TRAVEL



 **Hilton**
Garden Inn

[Book Now](#) [Rooms](#) [Gallery](#)

'tis the **SEA**_{son}
TO TRAVEL



This Thanksgiving, vitamin sea is on the menu. Come celebrate all the same love – in a different location – while making new memories.

We are offering 10% off the best available rate.

*offer valid for stays between 11/17/22-1/02/23. Offer based upon availability and cannot be combined with other offers. Black out dates may apply.

BOOK NOW

THE GIFT OF A SILENT NIGHT THEME



[Book Now](#) [Things to Do](#) [Gallery](#)



Thankful for a Good Night's Rest!

When everyone comes home for Thanksgiving, enjoy a full heart without an overcrowded house so you can keep calm and Gobble on. Gather around the table and make ALL the memories with out-of-town family and friends but enjoy a silent restful night, so everyone can be full of pumpkin spice and everything nice. We are offering 10% off our best available rate for stays between 11/20/22-1/08/23.

EAT, DRINK & BE MERRY THEME



[Book Now](#) [About Us](#) [Gallery](#)



Sharing good food is akin to expressing great love, and 'tis the season for plenty of both. Consider us your home (away from home) for the holidays, a place to gather 'round the table with family and friends. We will make the meal; you make the memories. Book our exclusive Holiday Rate and save.

Rate Includes:

- Complementary Appetizer at the AC Lounge - up to \$15
- Two Cocktails per night at the AC Lounge - up to \$15 each
- Breakfast for Two at the AC Kitchen
- Late Check out 2pm

[BOOK NOW](#)

