

hma 2024

hotel marketing awards

Award Winners Showcase

FOR-SIGHT

net affinity



Clockwork Marketing

GuestRevu



agilysys
High Return Hospitality

The Audience
by ct

HOSPANA
The Hospitality Professionals Association
Professional Development

Profitroom

CTIDIGITAL

Hart Shoreditch. Local Community Partnerships.

Entry Showcase

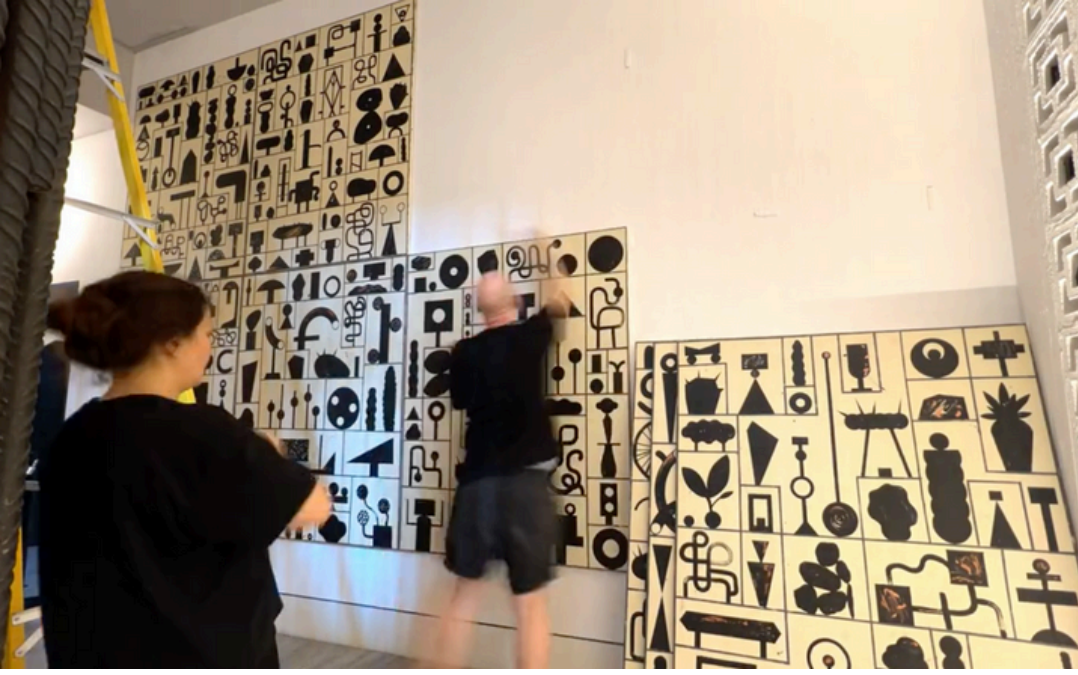
Hart conducted research to find businesses, artists and charities in the local community to collaborate with throughout the year. Professional photos of all installations and exhibitions were taken for marketing and press purposes. Press releases were distributed to design publications. Hart hosted a launch event for the art exhibition during the festival. Visitors and hotel guests were able to see the exhibition. Hart Shoreditch had an engaging social media strategy which was supported with influencer/content creators being invited to stay at the hotel throughout London Design Festival to further spread awareness of the installation and create additional content for the hotel.

The hotel received fantastic exposure across social media and mainstream media outlets, raising its profile in the UK. Hart's Local Community Marketing continues to celebrate and support local businesses, artists and charities.

Hart Shoreditch has solidified its position as a design-led hotel within the hospitality industry and has continued to support locally and build long-standing relationships.

Judge's Comments

- Hart Shoreditch's strategy to collaborate with local businesses, artists and charities has not only elevated its profile within the design industry and artist community but has also contributed significantly to the local community by supporting thriving artists and businesses.
- The extensive collaboration efforts undertaken, including hosting exhibitions, workshops and partnerships with renowned artists and organisations, have not only enhanced the hotel's presence but have also showcased a deep commitment to local craftsmanship and design. Through initiatives like the installation with Industrial Designer Rezzan Hasoglu and exhibitions like The Fundamentals of Caring. They created immersive experiences that connect with visitors and contribute to the cultural fabric of the community.
- The hotel's initiatives have garnered significant press coverage, generated social media engagement and strengthened its reputation as a design-led establishment that values art and creativity. Through these efforts it has established itself as a worthy winner by embodying a holistic approach to community engagement, artistic collaboration and cultural enrichment.



Will Martin during LDF23 Workshop in HART Shore Street lobby.



The Grove

Entry Showcase

The Grove's objectives were to deliver a modern look and feel for the website that represented their brand purpose and pillars, with carefully curated photography and video, within budget and before a deadline of June 2023.

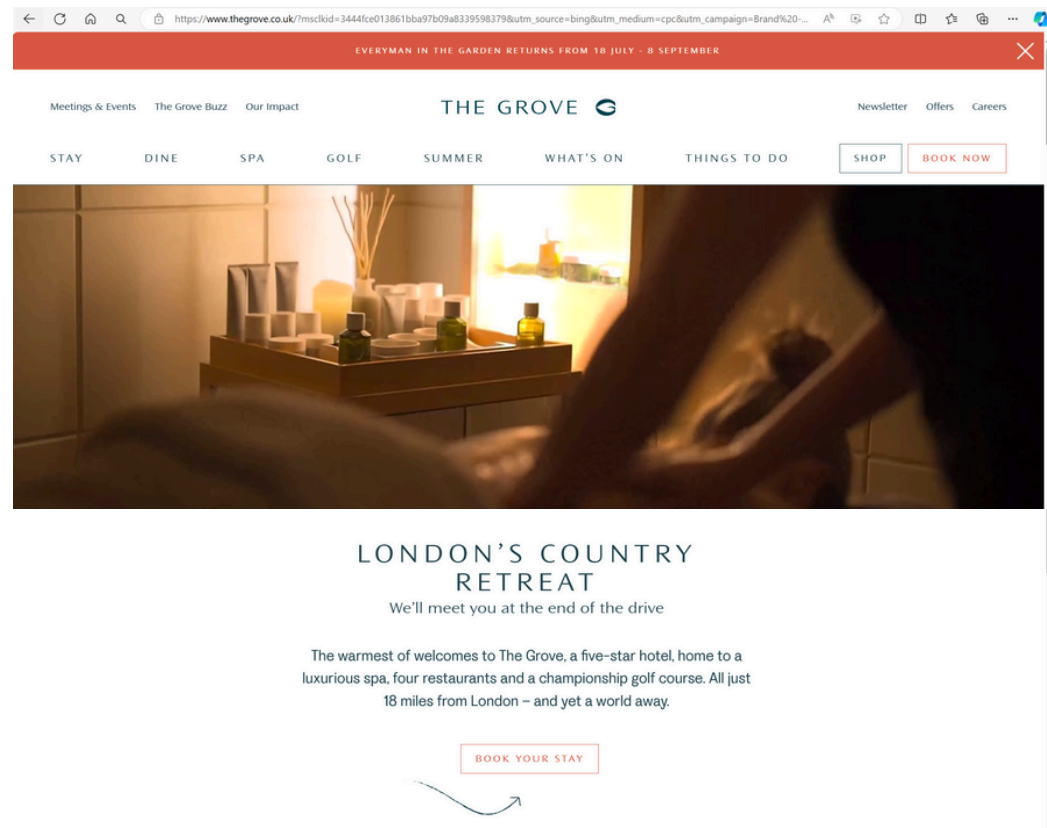
The project was more than just a new website design and build. It included a brand refresh with a different agency and a photography and videography project running alongside, both of which had their own project plans, timelines, research and briefing periods that ran in tandem with the wider website project.

The website itself is clear and concise and is visually appealing with a mix of video and images, carousels and static blocks. It is also easy to use, with the horizontal, drop down navigation a big part of this. The images and video used bring personality and warmth, whilst still looking 5-star. Everything is easy to find and most importantly, the booking widget is always accessible and easy to use.

Overall The Grove has seen an increase in leisure traffic, organic traffic and database tracking.

Judge's Comments

- Good use of video content and easy to book.
- Great results matched with clear objectives.
- Good tracking and an impressive growth in stats.
- Nice UX with good use of web apps like LiveChat





WE ARE FAMILY

For 20 years our family business has created a home away from home for all guests and employees alike.



ABOVE AND BEYOND

We constantly strive to exceed guest expectations and deliver personalised service with genuine hospitality.



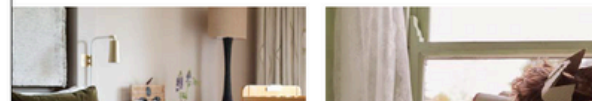
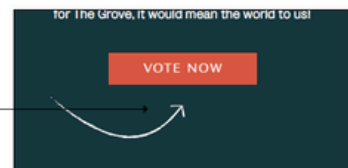
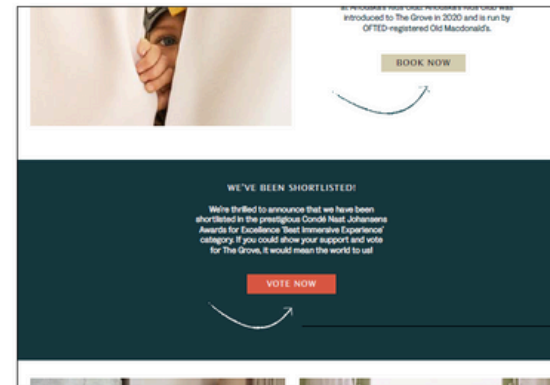
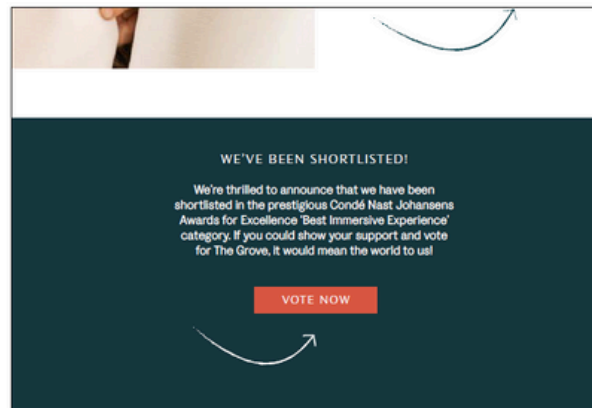
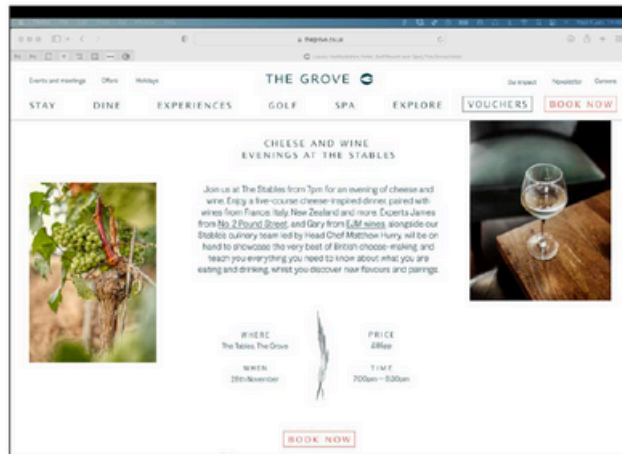
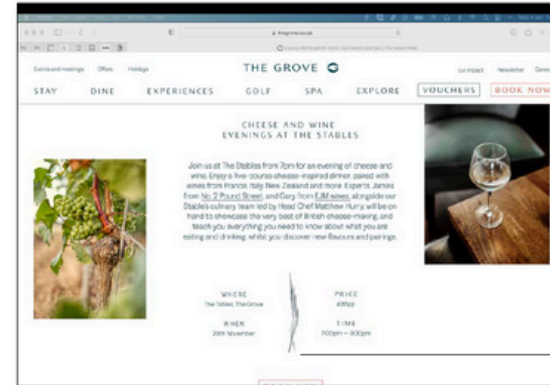
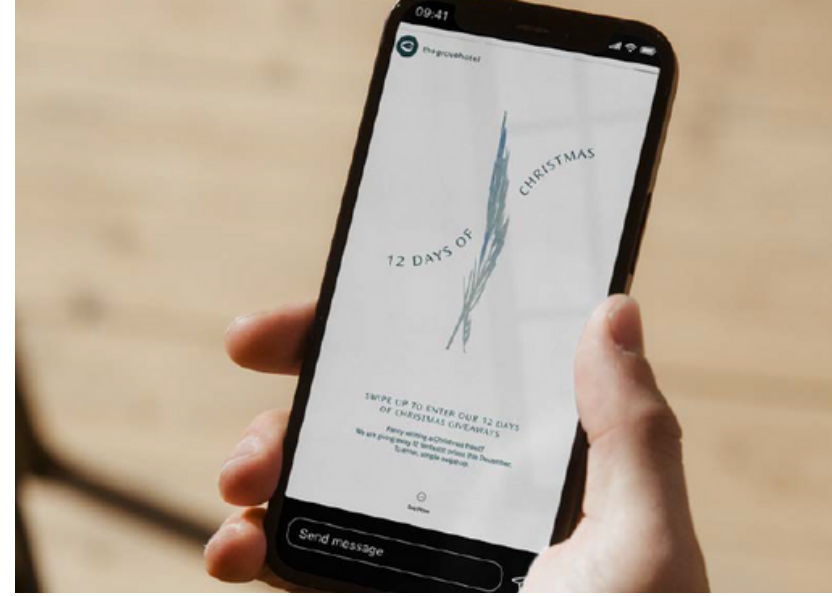
DELIGHT OF THE UNEXPECTED

We offer new and surprising experiences that bring our guest experiences to life and make them unforgettable.



THE SPIRIT OF LONDON

The Grove's geographical and emotional roots are in London, we are modern, diverse and culturally rich.





Luxury Family Hotels. The Little Things Newsletter.

Entry Showcase

- Towards the end of 2022, LFH used Kantar research and booking data to categorise their target markets. They then used these categories to plan marketing activity to move each of these groups through the marketing funnel from awareness to repeat customers. As part of this, they considered their brand position and USPs specifically for these groups and concluded that it wasn't just one or two facilities or experiences that they provided but rather the culmination of 'the little things'. As a family-focused hotel group, this play on words worked well as 'The Little Things' implies children or dogs as well as those special moments or practical considerations that lead to wonderful family memories.
- As part of the wider strategy, they developed a strategy for CRM activity, which included the introduction of a new monthly newsletter, designed to provide seasonal 'little things'. These newsletters were supplemented with more targeted campaigns sent to smaller segments, but this broader, brand-wide approach has actually been their most successful.
- Luxury Family Hotels achieved their 2023 CRM KPIs and saw an uplift in revenue and open-rates.

Judge's Comments

- Judges were impressed by the innovative approach taken to elevate the LFH brand, particularly through the introduction of 'The Little Things' newsletter. By focusing on the unique needs and desires of their target markets, LFH successfully presented a compelling offer for the modern family, showcasing a deep understanding of their audience's preferences.
- LFH's strategy demonstrated remarkable success in driving bookings and exceeding budgeted revenue targets. The substantial year-on-year growth in engagement and revenue from email campaigns, especially through 'The Little Things' newsletter, showcased the effectiveness of their targeted approach in meeting business objectives.
- The judges recognised LFH's shift towards a more customer-centric CRM strategy as a key factor in their win. By prioritising customer experience over sales-driven tactics, LFH not only improved engagement but also fostered positive sentiment among their guests and team members. The consistently high open rates and positive feedback from recipients underscored the effectiveness and appeal of their approach.

The Little Things

August 2023



Forecast: sunshine, swimming and seaside jaunts

Big news...next week's weather forecast shows that summer is **finally** on the way! Whether you pack your bags and head for the country or coast, you can expect swimming, pizza making, story time and cinema screenings, not forgetting our signature Four Bears Den kids club. But what makes each of our holidays unique is their incredible setting so get a flavour of what's in store...

BOOK A BREAK

The Little Things

December 2023



It's Chriiiiistmas!

December has arrived and so too have twinkling lights, gingerbread showstoppers and our crafty elves. Whether you're popping by for a bite to eat or you're descending with the whole clan for the festive season, we have all manner of yuletide experiences to look forward to.

BOOK NOW

The little things

July 2023



Dive into July at Luxury Family Hotels

The pizza ovens are fired up, the drinks are on ice and the refreshing pools beckon; there's no time quite like summertime at Luxury Family Hotels. If you plan to savour the season with a getaway to one of our boltholes, discover what's in store...

JOIN US

The Little Things

September 2023



IMAGE - MOONFLEET MANOR, DORSET

Embracing the autumn transition

Ah, September. A month filled with the last of the summer sunshine, the start of the new school year and the first signs of autumn. Here at LFH, it's all systems go as we launch our latest partnership and our teams get ready for October half term and - dare we say it - the festive season!

BOOK A BREAK



The Eden Project Summer of Play

With a brand new adventure playground and all manner of activities for all ages, The Eden Project promises plenty of family fun. The best bit? It's only a 15 minute drive away from Fowey Hall!

SEE WHAT'S ON



Bookings now open: domes at Fowey

Guess what? Our domes have made a comeback! And this year, they have a new menu that promises a taste of the Swiss alps perched on the Cornish coast.

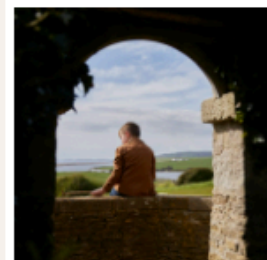
FIND OUT MORE



Now available: summer schedules

Summer holidays are almost here, and we have a jam-packed schedule of fun. From pizza making to forest school-inspired nature adventures and a myriad of local events, there's a whole host of experiences to choose from.

SEE WHAT'S ON



Nature Adventures at Moonfleet Manor

New for summer 2023, Moonfleet Manor will be encouraging little (and big) ones to step away from screens and immerse themselves in the natural world that surrounds the hotel.

SEE WHAT'S ON



Our guide to the best festive films

Did you know - our littlest guests can enjoy daily films with popcorn at LFH? Well, whether it's with us or at home, we've rounded up the top festive films to get all ages into the spirit!

READ MORE



Introducing our new partner, Yoto

We're delighted to introduce our new partner, Yoto! Offering audio players with cards - filled with stories, music and interactive play - we're certain they'll be a huge hit with our little guests who can make use of them during their stay.

TELL ME MORE



Slice of Doe at New Park Manor

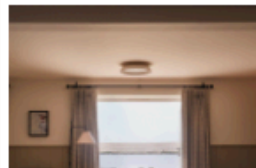
Named as a nod to the hotel's mascot - a fallow deer - New Park Manor has an exciting poolside pizza pop up. Families can even book a pizza-making lesson with us!



Festive activities at Moonfleet Manor

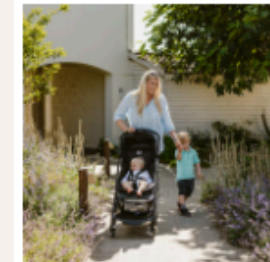
Make the festive season unforgettable with a trip to our Christmas wonderland. From Santa's grotto to festive afternoon tea and swash-buckling parties, it's the ultimate destination for family fun!

SEE WHAT'S ON



Unveiling the all-new Fleethouse

Hot on the heels of our new rooms at Fowey Hall comes a new addition to the family. Our dreamy Fleethouse at Moonfleet Manor is now complete and



Bugaboo X LFH

We've taken family getaways up a notch; this exciting collaboration means guests will have use of Bugaboo Stardust travel cots, Bugaboo Giraffe highchairs and Bugaboo Butterfly pushchairs at each of our five hotels.

FIND OUT MORE



Bath Children's Literature Festival

With over 100 writers, creators and illustrators, the Bath Children's Literature Festival is perfect for all the family. Don't miss Demot O'Leary's headline event, which we'll be proudly sponsoring.

SEE WHAT'S ON



Plan Ahead: October half term

Whether you're staying with us over half term or you live locally, we've put together a family-friendly guide to what's on in and around our hotels.

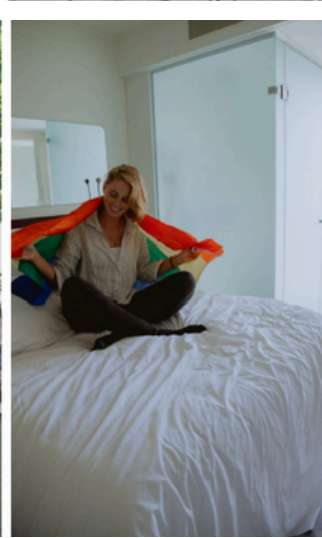
Yotel. Non-Stop Pride.

Entry Showcase

- This initiative was driven by a desire to foster a sense of belonging, demonstrating that travel is a universal right, rich with opportunities for authentic connections and memorable experiences.
- The objective for the Instagram-only 2023 YOTEL Non-Stop Pride campaign was not bookings. Instead, the objective was twofold: to affirm their commitment to inclusivity and safety for the LGBTIQ+ community, and to entice a broader domestic and international customer base with the promise of a diverse, safe and interesting experience for all.
- The campaign's success was marked by a large number of interactions over Pride Month, reaching a wide audience supported by numerous self-generated influencer posts, Instagram stories and reels.
- These outcomes represented more than numerical achievements; they signified a broader acceptance and positioning of the Yotel brand but also its cities as a beacon of inclusivity. The diversity and 'realness' of their influencer partnerships ensured authentic representation of the LGBTIQ+ experience.

Judge's Comments

- Thought the ethical and inclusivity side of the campaign was great showcasing Manchester, London and all of the cities as welcoming, inclusive destinations.
- Great reach and creativity relevant to what is a relatively new target audience.
- Innovative - They sought to illuminate LGBTIQ+ travellers and their destinations. A new, meaningful way, moving beyond conventional travel guides about bars and beaches to highlight the diversity and vibrancy of experiences available to all types of travellers.
- Attention-grabbing with great authenticity, fostering a deeper connection with their audience and reinforcing YOTEL's commitment to being a welcoming space for all travellers.
- The campaign has made the brand acceptable to a diverse and inclusive audience.





The Waldorf Hilton. 'Be Our Guest' A Winter's Tale afternoon tea.

Entry Showcase

- The Waldorf Hilton's main marketing objective for the Be Our Guest afternoon tea campaign, was to tap into an audience who grew up watching Beauty and the Beast and create nostalgia. The aim was that it would make those who now have families or those who are still Disney lovers want to attend their afternoon tea experience.
- The Waldorf Hilton aimed to increase brand awareness by promoting their 'Be Our Guest' afternoon experience across various channels.
- They invited influencers through the platform Invyted. This proved to be a very effective way of building awareness for the campaign from the outset. By centring the campaign on social media, they were able to create a buzz about their offering and this was maximised further through two influencers who attended that had videos go viral on TikTok.
- Due to the success of our afternoon tea, on New Year's Eve they hosted a 'Be Our Guest' Feast in their signature restaurant Homage. A grand event with many food stations and live entertainment.

Judge's Comments

- The campaign demonstrated "full-circle thinking", was innovative, met its awareness-generating objectives.
- The financial results were particularly impressive and strong.
- The judges liked that they worked closely alongside the Food and Beverage team on the initial concept, to ensure their visions aligned.
- They loved the innovative way they identified an ideal target audience.



Rudding Park. Follow the Christmas Stars.

Entry Showcase

- From a marketing perspective Rudding Park's objective was to create a strong, considered campaign to offer something new to support sales. However, they recognised they first needed to elevate the guest's experience to create a sense of magic.
- With a desire to support a local independent business, they approached Harrogate-based Lights4fun and pitched the opportunity to collaborate on a mutually beneficial initiative for the festive season. Together, following a number of brainstorming and storyboarding sessions, they created Follow the Christmas Stars; a series of illuminated outdoor installations to inspire magical and unforgettable moments for their guests.
- Marketing of the new initiative throughout all marketing comms was key. They created some striking artwork with a nod to each element of the installations and animated the artwork to bring it to life.
- With lots of creativity, vision, passion and drive, Rudding Park were delighted to achieve all targets, through a carefully considered and well executed campaign.
- The success of Follow the Christmas Stars was due to versatility of the artwork and the integrated channels used to target and resonate with the respective audience, as well as embracing partnerships and utilising all skills within the wider team.

- December 2003 went down in Rudding Park history as the best in terms of the balance of revenue and guest feedback to the supporting local business and charity.

Judge's Comments

- Rudding Park created something very different, working with partners, using a negligible budget, adopting a very collaborative, strategic approach and delivering an impressive ROI. The campaign touched all areas of their business and appealed to their entire customer base.
- Great marketing in 2024 is about story-telling and they took one of the oldest & best-known stories and delivered exciting creative across many channels, both digital and traditional & even integrated Influencers into their strategy. They considered every opportunity, and proceeding with an approach traditionally used by tourist attractions, in collaboration with a partner, delivered a very exciting, successful & fully integrated campaign.



Can't see the email below? Click here to view in your browser



Okay, well not quite. But, in 153 days (not that we're counting) we'll be laying out the mince pies and a glass of sherry anticipating a visit from Santa!

Take a look at this exclusive festive preview before we release it online...

NEW FOR 2023, join us for your festive celebrations at Ridding Park and create cherished memories as you follow the Christmas Star with our friends

lights4fun

FOLLOW THE CHRISTMAS STARS



WIN
RUDDING PARK x lights4fun

ruddingparkhotel and lights4fun
Ella Joy Meir · Christmas Piano

ruddingparkhotel Edited · 19 w
COMPETITION CLOSED -
Congratulations @katielouise04

To celebrate our partnership throughout the festive season, @ruddingparkhotel and @lights4fun have teamed up to offer one lucky follower (and their +1) a chance to experience the ultimate festive getaway!

What you'll win:

- ★ An overnight stay at @ruddingparkhotel
- ★ Dinner at Horto or Clocktower Brasserie

View Insights [Boost reel](#)

7,284 likes
1 October 2023

Add a comment...



The Athenaeum Hotel & Residences. Datanaeum.

Entry Showcase

- The hotel realised three things:
 - 1.They had an incomplete understanding of their guests,
 - 2.The challenge of data sitting on different platforms and thus duplicating work.
 - 3.They had challenges tracking the metrics that give insight on guests, corporate accounts, leisure vs. corporate agencies and OTA channels.
- The strategic approach, called Datanaeum, when executed allows the hotel to see who their guests actually are and what loyalty even looks like, across rooms, F&B and other outlets.
- Datanaeum is enabled through 3rd party AI and data-driven technology. Magically transforming data into clean and analysed outputs, like dashboards, that help ask the right questions, to find opportunities that actually move the needle.
- Whilst the focus for this award is on marketing the scope for this innovation stretches all the way across the commercial team.

Judge's Comments

- Although it is relatively early days for the results, which were documented, the judges felt that this project will have a vast and far-reaching impact on the business.
- AI has been used to great effect and the aspiration for a 'single source of truth' impressed the judges, as did the clever name of the project.
- Described as an exceptional entry producing tangible deliverables, which emanated from a change in ownership, the hotel has liberated itself from its previous systems and now not only has complete ownership of its own data, but has useable dashboards that enable it to deliver excellent personal service, optimise guest spend, maximise repeat business & adopt a unique approach to lapsed guests.



Best Partnership Marketing - Sponsored by The Audience



The Grove. Everyman Secret Garden.

Entry Showcase

Everyman Secret Garden at The Grove is a pop-up cinema in The Grove's Walled Garden, a beautiful outdoor spot for guests to watch a film in the summer afternoon or evenings. 2023 was the third year of the pop-up cinema in partnership with Everyman, previously open in 2019 and 2022, however 2023 the cinema was elevated by the sponsorship of Jaguar Land Rover's 'Discovery' and this was their first activation separating out the Discovery brand.

The campaign exceeded many of its marketing and commercial objectives. Furthermore, it helped meet overall business objectives of driving hotel occupancy, raising brand awareness and increasing their database size. Hotel occupancy increased in summer 2023, and NPS have been at an all-time high. It is a great example of brands coming together to build a unique and authentic marketing campaign that is not only engaging for the consumer, but drives results for both businesses too.

Judge's Comments

- A very carefully thought-out partnership which aligned with the brand values of everyone involved.
- Clear objectives and targets supported by strong creative. It was great to see in-depth research into the target audience which ensured they produced some clear results for a partnership that is long lasting and continues to expand and improve.
- Ticked so many boxes in terms of strong partnerships for marketing.





Best Hotel Marketing Agency Team - Sponsored by HOSPA



Professional Development

Pic PR

Entry Showcase

- Pic PR's portfolio of clients has continued to grow over the last year. The average PR coverage count across their hotel clients remains high across the course of 2023 – far surpassing the average agreed monthly KPI's.
- The success of the last year has led to Pic PR creating a dedicated hospitality division within the agency. Framed and branded as 'Hospitality PR' to underline the specialism within the team, it sees ten members of the agency's structure allocated as hospitality marketing specialists, with a remit that's focused on high-end hotels and resorts.
- This year Pic PR are providing complimentary marketing and PR services to two important hospitality charities: the [Blue Badge Access Awards](#) and [Muscle Help Foundation](#).

Judge's Comments

- Primarily PR-led, its team follows an "earned thinking first" philosophy, which then translates across multi-channels.
- Pic's client portfolio continued to grow throughout 2023 – including securing a major international account.
- Maintained an amazing 100% retention rate of existing hospitality clients, leading to the creation of a dedicated hospitality PR division.
- Average results per client far outweighed agreed targets.
- On the staff front, 10% of turnover is dedicated to training, with a local college partnering with Pic to deliver a hospitality marketing focused apprenticeship.
- The judges felt that the agency embodied expertise, energy and innovation, with a fun and dedicated culture which benefitted clients and team members alike.

Foxhills Club and Resort

Entry Showcase

- 2023 was a crucial year for the Foxhills marketing team as the club celebrated 40 years of ownership by the Hayton family. As a marketing team, they were tasked with a suite of ambitious objectives – all of which they have exceeded.
- Using storytelling to enhance the Foxhills brand, they strategically implemented holistic campaigns combining email marketing, paid and organic social media promotion and PR.
- The campaigns have driven an increase in visitors to www.foxhills.co.uk each month with more than a quarter coming to the site direct from URL links on email marketing campaigns.
- Monthly targets to grow the email database subscribers and Instagram followers were well exceeded.
- Overall, the marketing team successfully grew the Foxhills membership.



Judge's Comments

- Foxhills smashed all their KPIs, exceeding targets and expectations.
- The team collects valuable data and then uses it effectively.
- Foxhills met all judging criteria, with impressive results, demonstrating a clear impact.
- The judges loved the holistic approach to marketing.
- Alongside the stability of 40-years family ownership, they strived for innovation which was impressive.



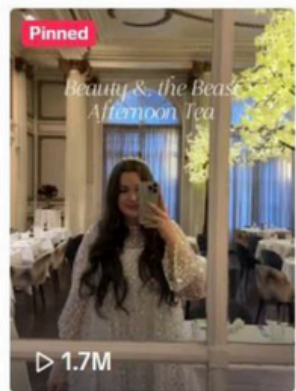
Lauren Bradley. The Waldorf Hilton.

Entry Showcase

- Lauren joined The Waldorf in 2021 as a Marketing Executive, and has since been with them for over 3 years in which she has worked her way up to Marketing Manager and head of the department.
- Since Lauren has been in her post, she has increased the team, which has proven to be extremely successful in streamlining processes within the department and how they assist and support all areas of the hotel.
- Lauren led the Be Our Guest afternoon tea campaign, which saw the team generate a large net revenue through marketing activity alone.
- Through creating a successful influencer strategy, this led to weekend bookings selling out.
- Lauren and her team always strive to enhance the guest experience, through creating clear assets about the hotel offerings.

Judge's Comments

- Lauren was described by judges as innovative and very creative.
- She impressed the judges with the different strategies shown and the broad range of tactics used.
- Lauren provided tangible evidence of planning, impressive results and exceeding expectations.
- It was refreshing that guest experience was a major focus of the marketing team thanks to Lauren's influence.
- Statements by her colleagues showed she is a highly respected individual and goes above and beyond to help develop colleagues.
- Judges particularly noted the support she and the team give to the community.



A magical experience y...

A must for Disney fans ...

imcandynicole
CandyNicole · 2023-1-13

Follow

A magical experience you have to try! 🌟👑👑 #afternoontea #beautyandthebeast #london #hightea #afternoontea #disney

less

♪ Prologue (From "Beauty and the Beast") - Moisés Nieto

108.9K 1471 18.4K

<https://www.tiktok.com/@imcandynicole/video/71881...> Copy link

Comments (1471) Creator videos

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Els · 2023-3-7

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A must for Disney fans #afternoontea #disney #hightea #beautyandthebeast #disneyafternoontea #beourguestafternoontea #londonlife #londonafternoontea #belle #londonmusteats

less

♪ Beauty and the Beast (from "Beauty and the Beast") [Instrumental...]

394.9K 6577 83.2K

<https://www.tiktok.com/@elharding1/video/72077266...> Copy link



hma hotel
marketing
association
part of HOSPAs