



Integrated Marketing Communications

Strategy

Our client: an independent luxury hotel competing with global hotel chains recruited Strategic Vision several years ago for its expertise across multiple sales and distribution channels in its key North American source market. The client needed support in the media, travel trade and MICE, group and consortia markets but could not afford three separate agencies or general sales representatives, even while their competition maintained extensive budgets and global sales teams. The hotel appointed Strategic Vision to deploy various communications strategies to build on the key relationships we have established in each of these key sectors.

Execution

Over several years, Strategic Vision has executed an integrated marketing communications strategy for our client, in line with the evolving strategy and priorities mutually agreed for the three key audiences of consumer media, the travel trade and group booking markets. This strategy has consisted of multiple sales activities including direct sales calls, appointment planning for visiting executives, exhibition attendance, webinars, and managing educational trips. These sales efforts have been supported by client events such as receptions for travel advisors, exclusive dinners for senior executives, or participating in various partner activities in the region (e.g. national tourist office events).

A robust marketing campaign has complemented these efforts, through direct mail marketing and email marketing to both travel trade and group booking markets. Using our proprietary databases in both segments which are verified through third party research, we featuring news and promotional offers jointly developed with the client to stimulate sales according to seasonal requirements.

Our extensive media contact list and complete public relations capabilities adds yet a further dimension to the integrated approach to the communications strategy for our client (See separate case study on Public Relations)

Results

Through our work with the client over several years, we have helped establish the hotel as one of the world's premier resort properties for business, hosting senior executive board meetings and corporate meetings and events, international sporting events, and numerous corporate incentive and meetings programs. At the same time, we have established the resort as one of world's leading family and spa destinations, with a myriad of unique leisure activities to appeal to a broad cross section of the luxury travel market.