



DEVONSHIRE HOTELS
& RESTAURANTS

Getting Creative - Building Loyalty

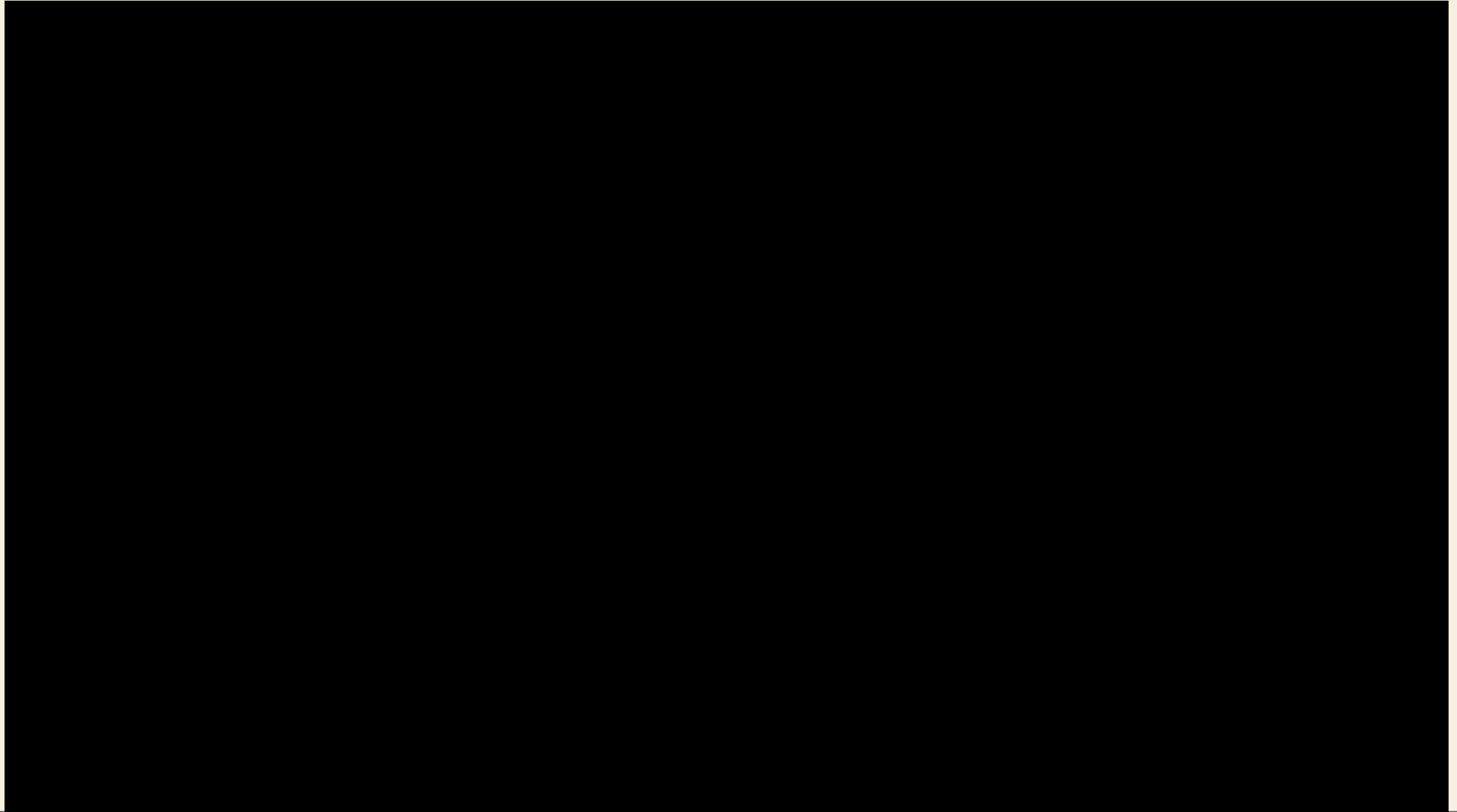
About me – Rachael Leister

- Hallmark Hotels - supported the group from one hotel with a logo to 28 rebranded hotels with full marketing support
- Moved to Devonshire Hotels & Restaurants Group in May 2019 as Group Marketing & Sales Manager
- As of April 2022, Head of Marketing for Devonshire Hotels, Bolton Abbey Estate and Lismore Castle



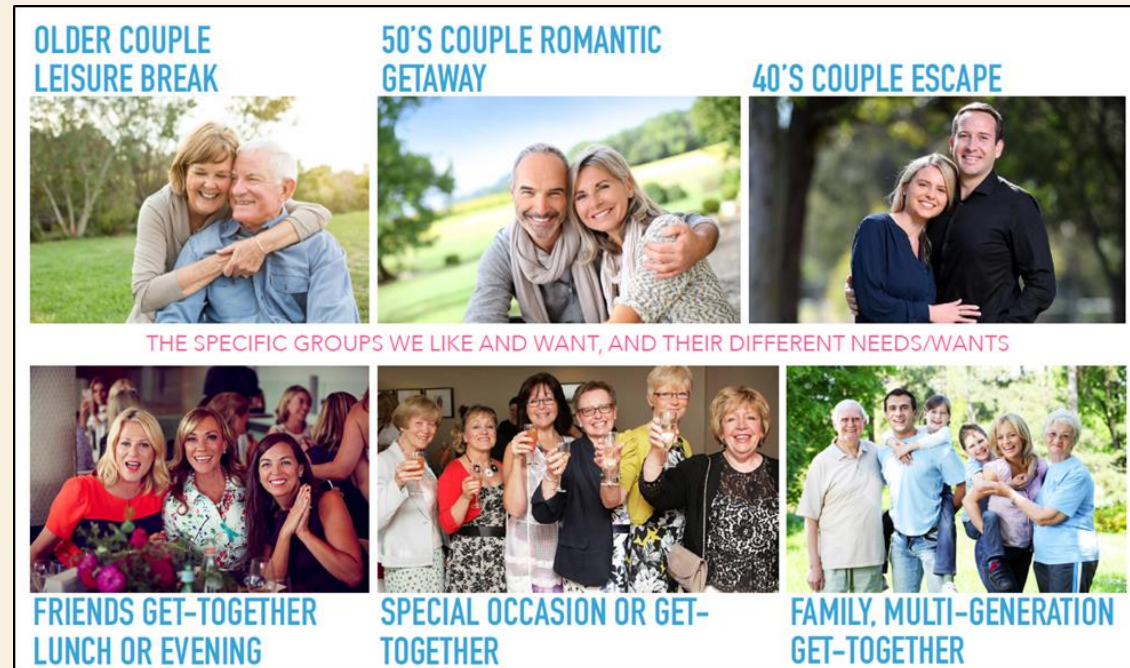
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Devonshire Hotels & Restaurants



Demographics

- ABC1 demographic
- 88% guests are age 41 plus
- High level of loyal repeat guests
- 95% guests book direct, minimal reliance on OTAs
- 95% guests plan to return to one of our properties in future and recommend to friends





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Case Study – Festive Giveaway 2020

Festive Giveaway Objectives

Objectives

- Build brand loyalty
- Drive social media engagement
- Raise brand awareness
- Showcase the variety of our offering through imagery
- Capture data

Key considerations

- Budget restrictions
- Team on furlough – needed to be relatively easy to implement and manage
- GDPR compliant for the data capture element

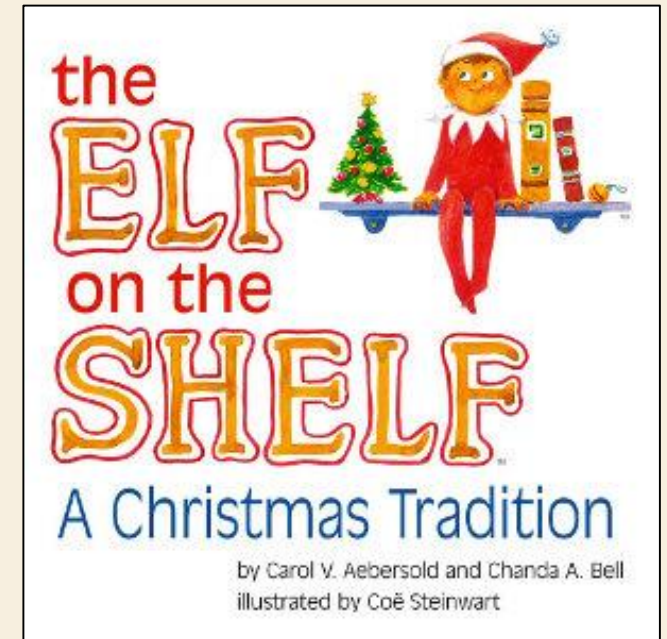


Festive Giveaway - Implementation

- Looked at a variety of off-the-peg engaging gaming solutions
- Advent calendar format – continual engagement throughout December
- Data capture – grow our marketing database
- Incentivised – prize draw to win a selection of prizes

Content

- Looked for inspiration from festive trends and traditions
- Elf on a Shelf, stemmed from a 2005 children's book
- Simple to implement and met objective of showcasing our offering



Festive Giveaway - Implementation



Festive Giveaway – Example Content



Festive Giveaway – Example Content



Festive Giveaway – Marketing Tactics

Website landing page and merchandising

Devonshire Hotels database launch

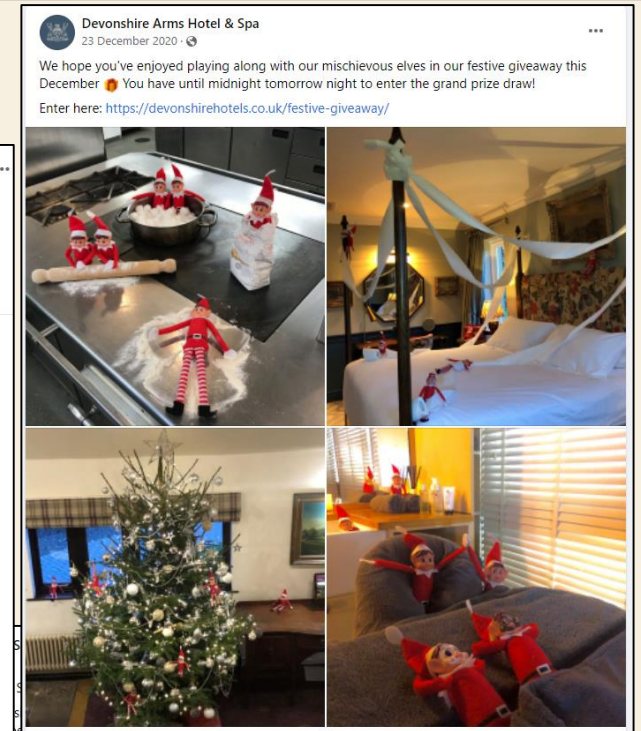
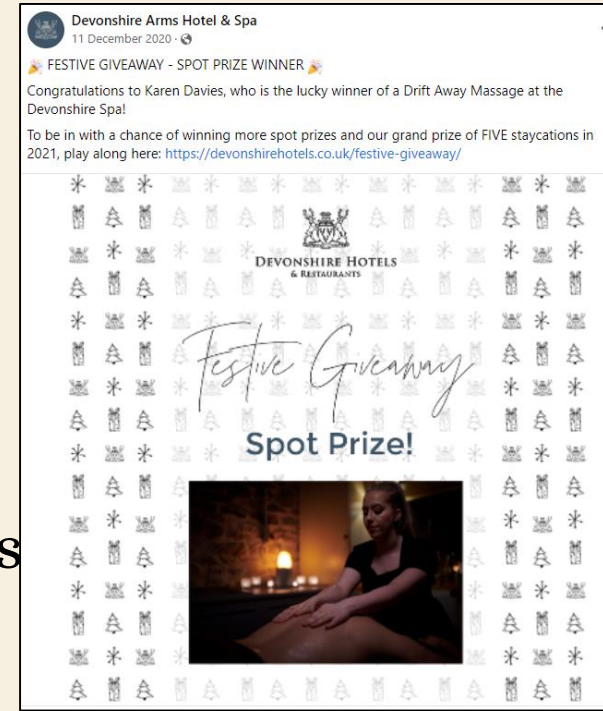
- Email to over 100k subscribers

Social media – organic

- 28 social channels – over 110k followers
- Facebook, Instagram, Twitter

Social media – paid

- Facebook & Instagram
- Look-a-like audiences
- Demographics of existing guests/followers



one entry into the grand prize draw. Play every day until
WIN, plus you'll also be in with a chance of winning three spot
prizes



Results

Participations - 80,000

Participations per user – 7.1

Social shares – 3,973

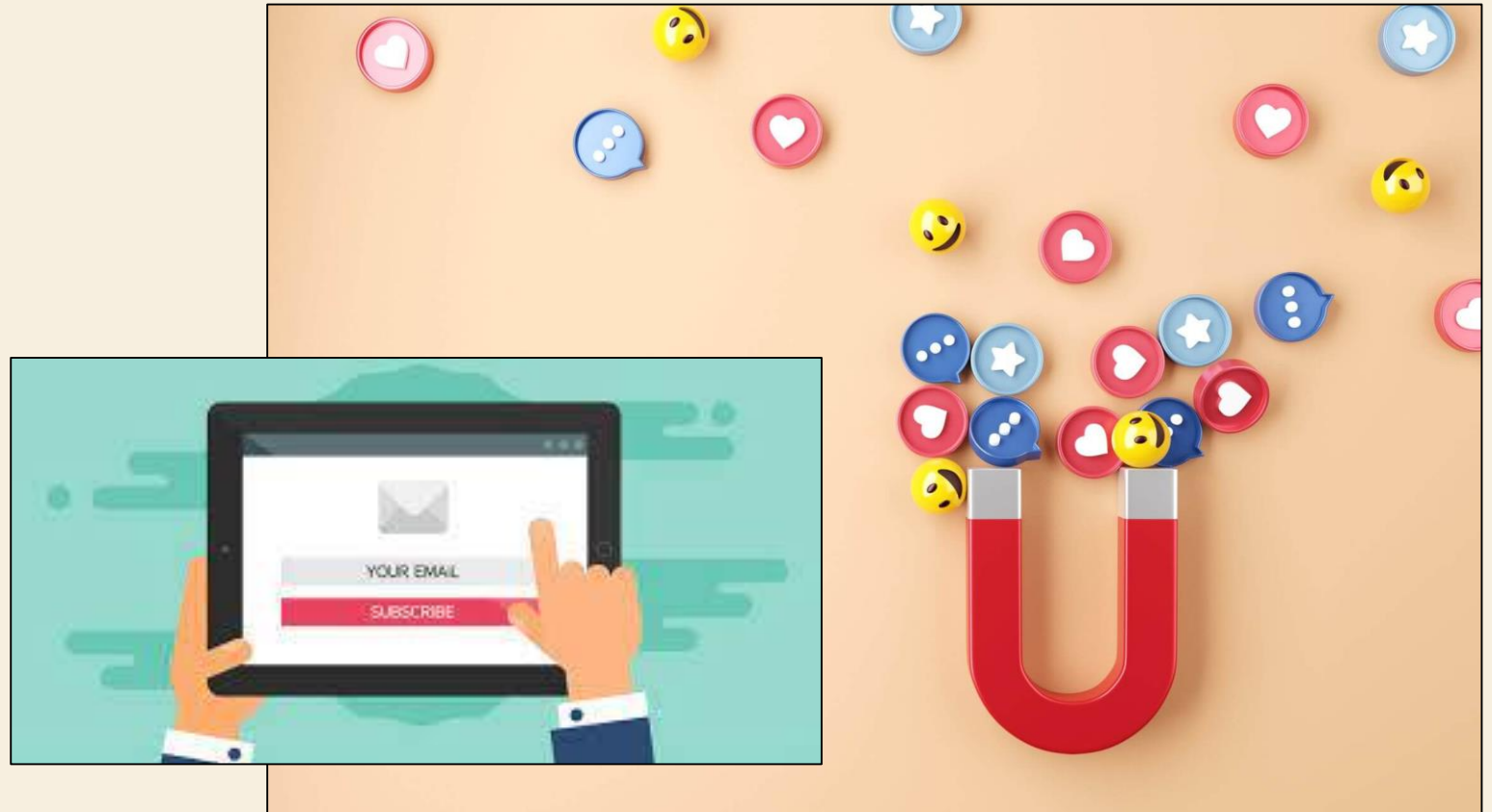
Data opt ins – 6,418

Social stats –

71% increase in impressions

280% increase in engagement

206% reach increase



Feedback

Thank you for a fun Advent calendar.

I just wanted to say that I loved your Advent calendar (although it is poor second best to visiting your hotels and pubs). If you wanted to continue it in the new year to cheer us all up, that would be great.

Thank you for the entertainment each day hope 2021 is better for the Hotel and the staff.

Love this. The strangest part is that it's the highlight of my day!

The xmas game is fun. I really enjoy it and it cheers xmas up.

Merry Christmas and thanks for the fun we've had with the elves.



Awards



Shortlisted
Best Marketing
Campaign



Winner
Best Social Media
Campaign



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2021 Festive Giveaway

- Better branding
- Enhanced game
- Multiple play and leaderboard



2021 Festive Giveaway Results

Participations:

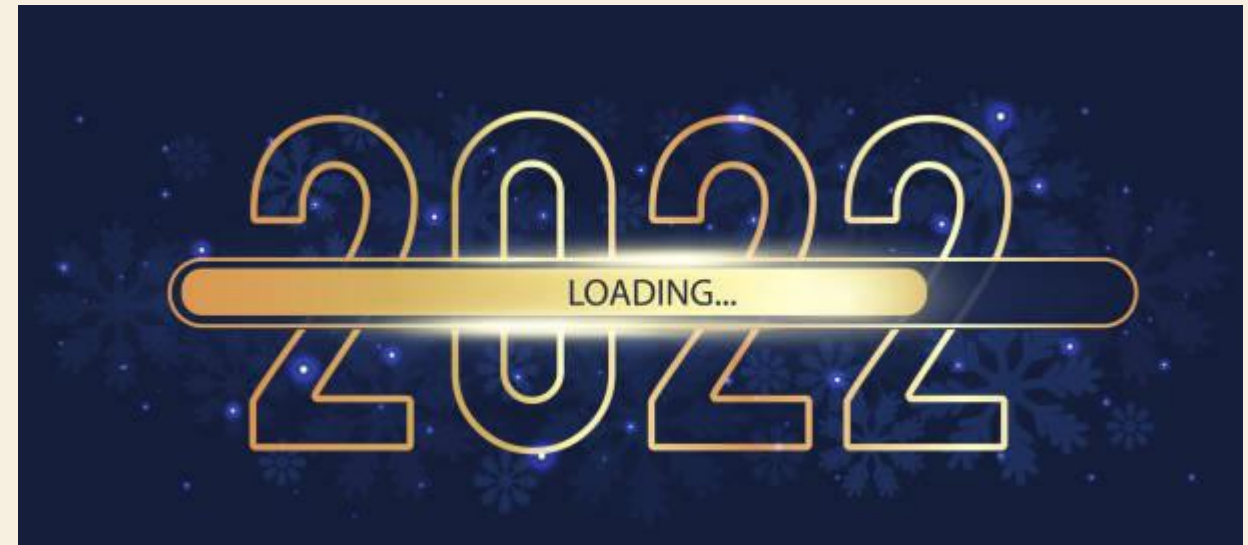
488,991

	2021	2020	variance	variance %
Users	12,853	11,230	1623	14%
Participations	488,991	80,173	408818	510%
Opted ins	8,396	6,418	1978	31%



Summary

- ✓ Marketing objectives met
- ✓ Christmas cheer spread
- ✓ Loyal followers rewarded
- ✓ Valuable data gained
- ✓ Social media engagement increased
- ✓ Brand awareness increased
- ✓ Results improved YoY





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Q&A