



Case Study



Industry

Hospitality

Services

Digital Marketing
Social Media

Date of Service

April - July 2017

Influencers Abound at Royal Savoy Hotel & Spa Lausanne and The Alpina Gstaad

Situation

Two acclaimed hotels in Switzerland – Royal Savoy Hotel & Spa Lausanne and The Alpina Gstaad – desired to drive demand for their properties during the summer months among U.S. and U.K. travelers, with a focus on creating strong positioning as ideal retreat getaways by highlighting their respective wellness features.

Solution

PTG Consulting identified that the most strategic way to inspire consumers to book travel to both properties was through the production of vivid user-generated content. Therefore, the agency invited top-tier social media influencers from both the United Kingdom and United States to experience the ultimate Switzerland itinerary via a dedicated, collaborative, two-part FAM trip that provided immersive experiences at both hotels. Three influencers were chosen based upon their travel content, credible reputation, engaged audience of active travelers, and previous experience partnering with similarly aligned brands. PTG Consulting and the hotel teams worked together to plan a trip that facilitated the optimal amount of content opportunities – both on property and in their respective destinations – and ensured influencer content during and following the trip contained proper brand positioning, required account tags and hashtags, and a predetermined amount of content.



Results

The thoughtfully curated social influencer FAM trip garnered the following results:

- ✓ Received 45 social media posts tagged with the official trip hashtag, #PHRinSwitzerland
- ✓ Received 50+ Instagram story posts dedicated to The Alpina Gstaad and 25+ posts dedicated to Royal Savoy
- ✓ Secured two comprehensive blog post reviews of hotel experiences on two of the influencers' dedicated websites – Marikokuo.com and ThoroughlyModernMilly.com
- ✓ Achieved additional content on top-tier media outlets' social channels. The Alpina Gstaad was featured in an Instagram story by @TravelChannel (1.9 million followers), achieving 35,000-40,000 average views per story post, and the Royal Savoy Hotel & Spa Lausanne was featured in an Instagram post by AFAR magazine (242,000 followers)
- ✓ Photos from The Alpina Gstaad were reposted by influential accounts including @beautifulhotels (3.2 million followers); @Switzerland.hotels (214,300 followers); and @Switzerland.vacations (716,100 followers)

1.8 million

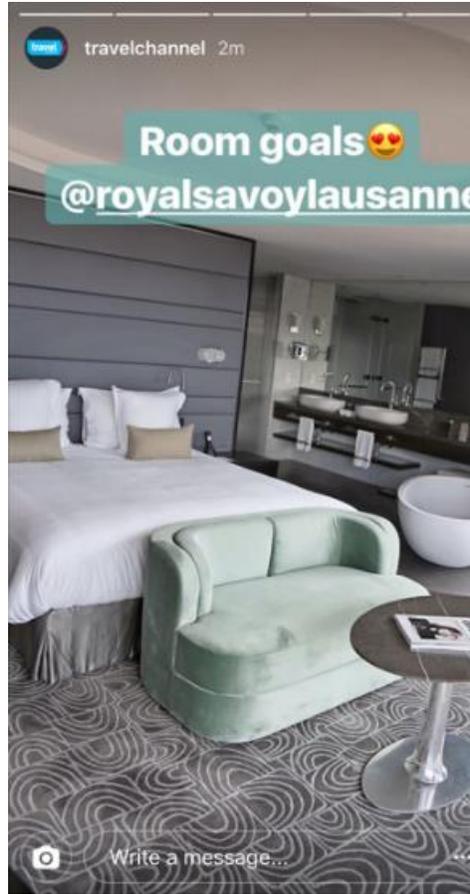
Viewers with 5.8 million impressions

1,239

Average engagement per post

95+

Social media posts and stories



MarikoKuo Retweeted
Milly Kenny-Ryder @millykr · Jul 2
 Breakfast time @Royal_Savo, joined by the gorgeous hand model @marikokuo. Today we check-out... [instagram.com/p/BWCNRqhFSOI/](https://www.instagram.com/p/BWCNRqhFSOI/)



A Legendary City Hotel in Lausanne

LAUSANNE, SWITZERLAND | A PREFERRED HOTEL

From the moment I sat down waiting for our Swiss Air flight to takeoff from London, I couldn't contain my excitement for what lied ahead on my journey with the Preferred hotels. Our adventure began in Lausanne (about a 50 minutes train ride from Geneva Airport), home of the International Olympic Committee and based on the shores of Lake Geneva. As we arrived at the **Royal Savoy Hotel & Spa**, the warm welcome of the staff immediately made me feel as if I had found my home away from home.



millykr The Alpina Gstaad Following
 millykr Serious destination dining at Sommet, the innovative Michelin star restaurant at @thealpinagstaad. #H+ #millykr #beautifulscapes #foodpics #foodgram #dinner #finedining #foodie #feedfeed #eeeeeats #switzerland #alpinagstaad #comeupsideown #roughnyers #thealpinagstaad #innovative #michelinstar #michelin #stay #loveswitzerland #weekend #summet #alpinagstaad #extraordinary #luxury #foodphotography #notinstable #onmyplate #foodstories #eattheseasons #delicious #creative #felicityspectator So fancy! That must've been a wonderful trip! preferredhotels Love this photo! And now we're hungry... quellaclaudia Love that swi♥️

470 likes
 JULY 8
 Add a comment...