

Travel and Tourism Section



2018 PRSA Travel and Tourism Conference

STORIES START HERE.

Using Digital to Maximize Revenue

Moderator: Casey Barks
Director of Communications
Fairmont Austin



Julia Marino



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@juliamarino1



Kate Buska



VP of Brand Development &
Communications
Provenance Hotels
kate@provenancehotels.com
@katebuska





DOG DAYS OF SUMMER

MAKE SOME NEWS

VOGUE

1909 | JULY 2014 | LUXE | 100 | 100

These Hotels Take "Pet-Friendly" to a Whole New Level

SEPTEMBER 24, 2014 12:02 PM



Over in the States, Portland, Oregon-based Provenance Hotels has partnered with *Pet-Friendly Magazine* to offer carefully selected, environmentally friendly pet amenities including soft fiber pet beds, plush toys from West Boy Design, as well as organic dog and cat food from The Highest Kitchen. But the amenity that truly resonates with guests is the custom-made dog tag. Kate Gaska, director of public relations for Provenance Hotels says that they launched their pet program in 2012 and revamped their offerings with an emphasis on sustainability and safety. "The custom hotel dog tags were for travelers to use in case their pup was to do some sightseeing on their own," she explains. "We also provide guest room door hangers that alert hotel staff when a guest has left their pet in the guest room." Guests get to keep the tags even after checkout.

5 RELAXING HOTELS WHERE YOU CAN PAMPER YOURSELF *AND* YOUR PUP

FOOD & WINE

1000 PEOPLE 1000 TRAVEL 1000 HOME 1000 KITCHEN 1000 SHOP 1000 RESTAURANT

The Art of High Tea Has Evolved, and There's Something for Everyone



Pet-Friendly Stays

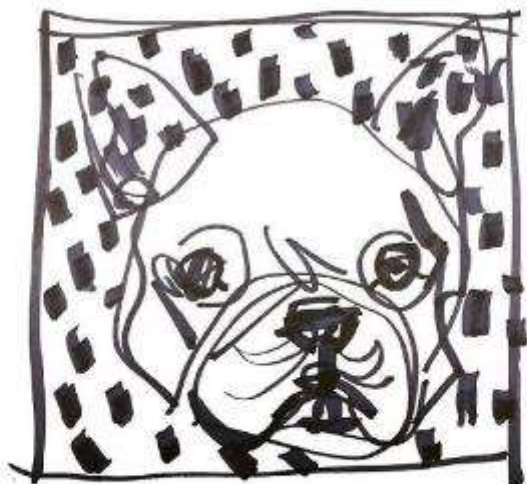
Many hotels are now pet-friendly, and some are even offering pet-friendly amenities like dog beds, dog bowls, and dog toys. This is a great way to ensure your pet is comfortable and safe while you are away. Some hotels even offer pet-friendly rooms with special amenities like dog beds, dog bowls, and dog toys. This is a great way to ensure your pet is comfortable and safe while you are away.



If you're lucky enough to find a dog-friendly hotel during your travels, the amenities offered for your pet are probably nothing like the typical ones that you're used to. The amenities that hotels offer services for pampering your pup that might even make you jealous. Seriously, these spots pull out all the stops.



GET SOCIAL WITH IT



dossier_hotel • Following

dossier_hotel Wilford Wood, Bark of the World @bylusvenegas #nationaldogday dossier_hotel #provenancepets #dossierhotel #dossierportland #dogsofinstagram #summer #dogdaysofsummer #petsofinstagram #dog #doglover #nationaldogday #photog #petameritiles #dogmeny 🐾 dossier_hotel #illegibleddog #bylusvenegas #peterundberg

29 likes
August 15, 2017

Add a comment...



provenancehotel • Following

provenancehotel We love dogs so much we have our own hashtag #provenancepets. Seriously. Three cheers for #NationalDogDay! Your pup is welcome with us any day. #dogdaysofsummer provenancehotel #dog #pets #tip #everymomentbet #travel #luxury #fun #we-come #mansbestfriend #pup #photomix #wreverymoment thankthepittipoo Happy National Dog Day 🐾🐾🐾

37 likes
August 15, 2017

Add a comment...



tenitehotel • Following

tenitehotel Scoring up the art for landscape of a former with a 2 star brand! #nationaldogday #dogdaysofsummer 🐾 @tenitephoto

tenitehotel #provenancepets #getoutof #dogsofinstagram #tenitehotel #dogsofinstagram #photoofinstagram

38 likes
August 15, 2017

Add a comment...



hotel_lucia • Following

hotel_lucia We loved having Taco! sit out with the best couple ever. 🐾 What a night! hotel_lucia #delicious #hotelobby #miamiam #luxurytravel #travelpartner #dogsofinstagram #wof #cute dogs #dogsofinstagram #wreverymoment #outofthisworld #travelwitha #dog #puppy #dogsofinstagram #keweenawintthepast what a beautiful dog!

69 likes
August 15, 2017

Add a comment...



hotel_miami • Following

hotel_miami Fido gets a good view too! #dogdaysofsummer #hotel_miami #provenancepets #nationaldogday

hotel_miami #tip #dog #provenance #travel # #nationaldogday #dogsofinstagram #provenancehotel #dogsofinstagram #petameritiles #dogsofinstagram

62 likes
August 15, 2017

Add a comment...

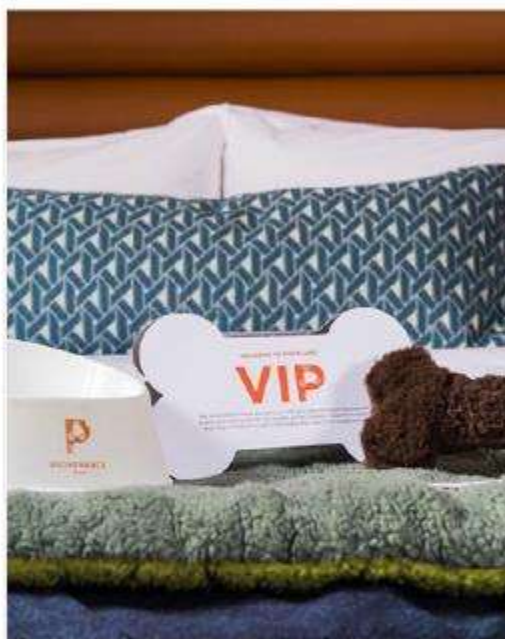
ALIGN YOUR CALL TO ACTION



LIVING BOOK

STAY 3 GET 4

The dog days of summer are nowhere near over and our cozy, air-filled accommodations will keep your cool while you explore the best of Portland's backyard during Labor Day. Catch a few rays, sip on a cocktail from [Outwood Room](#) and let summer last a little longer with rates at Hotel deLuxe from \$212 Per night.



PETS WELCOME

August 26th marks National Dog Day, however our pet-obsessed hotels always welcome man's best friend. We will happily greet all of our #provenancepets with a pet bed, bowls, toy, tasty treat, pet-friendly room service menu, and a list of local pet resources. We've also got a range of inspirational books – from dog massage to pet psychology – feel free to borrow one.

[VIEW AMENITIES](#)



PET WELCOME AMENITIES

We will happily greet your pet with a pet bed, bowls, toy, tasty treat, pet-friendly room service menu, and a list of local pet resources. We've also got a range of inspirational books – from dog massage to pet psychology – feel free to borrow one.



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REAP THE REWARDS

PUBLIC RELATIONS:

May 2017- May 2018

Total reach of 39.92M viewers over 12 months with four KPI placements among Vogue, Food & Wine, The Points Guy and Frommer's.

SOCIAL MEDIA:

August 2017

Dog Days of Summer posts deployed across all social channels. Instagram posts on the topic generated 2x engagement vs. average.

EMAIL:

August 2017

Highest performing emails of the year up until that date both in terms of revenue and click-through rate.

SITE TRAFFIC:

On average, we saw a 22% MOM increase in site traffic to the Signature Amenities pages in August 2017.

ROI:

Email revenue generated in August 2017 was an increase of 413% YOY.



WOMEN'S HISTORY MONTH

EMBRACE THE ZEITGEIST

The women you missed in history class



By Mackenzi Lee | GLOBE CORRESPONDENT FEBRUARY 27, 2018

The author of the first novel, warriors and rulers, scientists and war heroes. History abounds with tales of trailblazing women long forgotten — especially those who were non-white, non-Western, or not straight. Take a look at a dozen of the women in "Bygone Badass Breads" so you can begin to see what you missed in history class.

TIME

This Is How March Became Women's History Month

This Is How March Became Women's History Month



President Jimmy Carter signs documents at the White House in Washington on Feb. 22, 1980, proclaiming March 2nd "National Women's History Week." — AP Photo/John G. ...



You May Like

These Italian-made Leather Flats Are As Comfy As Sneakers



23 Discounts Seniors Get Only if They Know



FOOD & WINE

Read These 13 Stories of Women Changing the Food and Drink World



Read These 13 Stories of Women Changing the Food and Drink World



In honor of Women's History Month, we're showcasing the chefs, creators and businesswomen changing the game.

WATERGATE NEWS 10/10/18

You May Like

What? You Came To Ape A Pizza At A Five, Too? No, No, No!



10 Kickass Products You Should Buy at Costco



Best Papa John's Locations - Visiting & Dining



Casey O'Brien's Incredible Wine-Loving Outdoor Ice Skating



LESSON PLANS

Teaching and Learning About Women's History With The New York Times

How have the lives and roles of women changed over the last century? What do those changes say about us as a society? How can a newspaper and its archives help answer those questions?



TIME

Why 'Nevertheless, She Persisted' Is the Theme for This Year's Women's History Month



Why 'Nevertheless, She Persisted' Is the Theme for This Year's Women's History Month



JOIN THE CONVERSATION



FastForward - Following
The administrative team

FastForward's founder of the year...
The idea of a fast-food...
The idea of a fast-food...
The idea of a fast-food...

We are proud to be...
one of our...
partners in...
the...
community...

Multi-award-winning...
award-winning...
award-winning...

100 likes

See comments...



theodoreestelle - Following

theodoreestelle She was an aviator...
She was an aviator...
She was an aviator...
She was an aviator...

Bessie Coleman is one of the pioneering...

100 likes

See comments...



Amelia Earhart - Following
Historical Aviation

Amelia Earhart...
Amelia Earhart...
Amelia Earhart...
Amelia Earhart...

Amelia Earhart...
Amelia Earhart...
Amelia Earhart...
Amelia Earhart...

100 likes

See comments...



ed77 hotel - Following
The Ed 77 Hotel

ed77 hotel...
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100 likes

See comments...



Hotel Dallas - Following
Hotel Dallas

Hotel Dallas...
Hotel Dallas...
Hotel Dallas...
Hotel Dallas...

Hotel Dallas...
Hotel Dallas...
Hotel Dallas...
Hotel Dallas...

100 likes

See comments...



Hotel Dallas - Following
Hotel Dallas

Hotel Dallas...
Hotel Dallas...
Hotel Dallas...
Hotel Dallas...

Hotel Dallas...
Hotel Dallas...
Hotel Dallas...
Hotel Dallas...

100 likes

See comments...

PUT YOUR MONEY WHERE YOUR MOUTH IS



Dossier
Published by Hootsuite (7)
Like This Page · March 22 · Edited · W

The Tough Mother and Chairman of Portland's Pfluegerough make-over company Gertrude Berg fled Nazi Germany with her family when she was just 13, arriving here in Portland where her father built what is now Columbia Sportswear. Gertrude took over the company after her husband's death in 1970 and went on to launch the infamous "One Tough Mother" campaign with the help of her son. From ousting the US Sp... See more

Tag Photo · Add Location · Edit

7,455 people reached [Boost Again](#)

Recent Activity

Boosted on Mar 26
Audience: Lookalike (CA, US, 1%) · Dossier (1)
By Caro Carmichael · Completed

[View Results](#)



Hotel Theodore
Published by Hootsuite (7)
Like This Page · March 22 · W

This pioneering English aviator was the first female pilot to fly alone from Britain to Australia and was also the first woman ground engineer in the world. Flying solo or with her husband, she set numerous long-distance records during the 1930s and joined the war effort in WWII as a pilot with the Air Transport Auxiliary unit.

Amy Johnson is one of the pioneering spirits we at Hotel Theodore and Provenance Hotels are celebrating this March during National Women's History Month for her hand in paving the way for female exploration, representation and expression. #provenance #womenshistory #womenempowerment

Tag Photo · Add Location · Edit

11,570 people reached [Boost Again](#)

Recent Activity

Boosted on Mar 26
Audience: Lookalike (CA, GB, US, 1%) · Hotel The...
By Caro Carmichael · Completed

ECHO YOUR MESSAGE IN EMAIL



Dorothea Lange, Frida Kahlo, Jane Goodall,
Clementine Hunter, Amelia Earhart.

We're celebrating the pioneering women who refused to believe that it's a man's world. From first ascents and exploration to athletic feats and Freedom Rides, we are marking National Women's History Month with the stories of ladies both past and present who've paved the way generations of girl power.

You can check out their stories all month long on social media. And we're throwing some Lady Boss events in Seattle, Portland and New Orleans to celebrate – keep scrollin' for details.



LAUREN'S TRIP TIPS

SAVE UP TO 20%

Want to save more when you come to Seattle? Then just stay longer.

- Stay 2 nights and save 15% off our Flexible Rate
- Stay 3+ nights and save 20% off our Flexible Rate
- Rates starting from \$155 per night, plus tax

While you're here, hit up the lobby during our free daily Craft Beer Hour. Sip a cold Seattle brewed pint and snack out the pit. Top that with a Waffle. And, thank you to Susan's Revolution #1, a sculpture whose stacked stone base broke a monumental spirit. Seattle doesn't settle – and neither should you. Stay longer. Del your art on. This is Now.

*This offer ends on 03/31/2019. Blackout dates may apply. Taxes by a per Seattle hotel stay. See our hotel.com for details and restrictions.

BOOK NOW

WOMEN IN HISTORY

We're celebrating National Women's History Month in March by shining a light on historic women who inspired the world of travel as well as present-day pioneers who re-imagine in the places we call home.



Throughout the month of March, hike along as we highlight female pioneers—both past and present—in celebration of National Women's History Month.

FOLLOW OUR STORY

CREATE SOCIAL MOMENTS



hotel_lucia • Following
Hotel Lucia

hotel_lucia Join us in celebrating #InternationalWomensDay!! We want to recognize all of the amazing accomplishments women have made worldwide! #staywoke #wokewomen #WWD2018 #wminhistory #wobewomen margarareeta @lmanchen lol this place is the best

hotel_lucia @margarareeta o humanblood Cool!! 🙌

lmanchen @margarareeta yessss I love it!!

59 likes

MARCH 8

Add a comment...



hotel_murano • Following
Hotel Murano

hotel_murano Join us in celebrating International Women's Day!

#prowomen #WWD2018 #wminhistory #girlsrule #InternationalWomensDay #szenzaki 🙌

👉ciao "tes we do" hotel deluxo #girlsrule

76 likes

MARCH 8

Add a comment...



botherwell • Following
Botherwell Hotel

botherwell Continuing to Celebrating Women's History Month @botherwellhotel We need to rewrite the amazing tales in our lives every single day! #wminhistory #celebratinghistorymonth #supermariobros And say high heels to boot!



botherwell • Following
Botherwell Hotel

botherwell Continuing to Celebrating Women's History Month @botherwellhotel We need to rewrite the amazing tales in our lives every single day! #wminhistory #celebratinghistorymonth #supermariobros And say high heels to boot!

17 likes

MARCH 8

Add a comment...



ACTIVATE AND CONNECT

#BringHer Brunch:

We invited an intimate group of Portland female leaders to brunch and asked that they bring a fellow rising girl boss, effectively making room at the table for the next generation of female leadership.



#GetItGirl Brunch:

We also invited the public to come celebrate women's month with a female DJ and limited edition cans from Union Wine and Wild Fang - with 100% of can proceeds benefiting Planned Parenthood.



PORTLAND: Get it Girl Brunch!

On March 31, we're partnering with Union Wine and Portland organizer @indigo_oh_sweet for brunch in support of Gender with a 3-course menu, bubbly and live music at 2 p.m. Event from 11 a.m. Complimentary mini courses by pastry chef @lucyandjane are served with brunch drinks, too! Up in Portland and join us - 100% of proceeds from Union Wine and Wild Fang's Get It Girl Cans will benefit Planned Parenthood.

SISTERS DON'T SETTLE CHARITY RIDE:

Women supporting women supporting women.

In honor of National Women's History Month, we teamed up with Jessi Duley, the badass lady boss and founder of BurnCycle to host a "Sisters Don't Settle" charity ride at BurnCycle's Seattle spin studio. All proceeds from the event benefited Seattle's Jubilee Women's Center and following the 45-minute spin workout, Hotel Max hosted a post-ride happy hour at the studio.



SEATTLE CHARITY RIDE – March 23rd

We're teaming up with the boss babes of BurnCycle for a charity ride on at 6 p.m. on March 23 at their newest spin studio in Capitol Hill. All proceeds will benefit Seattle's Jubilee Women's Center and their mission to help women experiencing poverty rebuild their lives. Registration for the ride opens on March 16. If you're in Seattle, next weekend, come sweat it out with us!

REGISTER TO RIDE: MARCH 16TH



hotel_max • Following

hotel_max Thanks to all who came out and celebrated #WomensHistoryMonth with us at @burncyclesea and a huge thank you to the boss lady herself - @msduley 🙌 She kicked our butts tonight but all for a good cause as all proceeds from the ride will go to @jubileewomenscenter ❤️

hotel_max...

#womenshistorymonth #sistersdontsettle #seattledoesntsettle #providencehotels #seattle #hotelmax #burncycle burncyclesea YES55555 🍷🍷🍷❤️❤�

47 likes

MARCH 23

Add a comment...



hotel_max • Following

hotel_max Thanks to all who came out and celebrated #WomensHistoryMonth with us at @burncyclesea and a huge thank you to the boss lady herself - @msduley 🙌 She kicked our butts tonight but all for a good cause as all proceeds from the ride will go to @jubileewomenscenter ❤️

hotel_max...

#womenshistorymonth #sistersdontsettle #seattledoesntsettle #providencehotels #seattle #hotelmax #burncycle burncyclesea YES55555 🍷🍷🍷❤️❤�

47 likes

MARCH 23

Add a comment...

REALIZE THE HALO EFFECT

ORGANIC SOCIAL MEDIA:

Facebook posts during the campaign had an engagement rate 176% above average. The overall Instagram engagement rate for campaign posts was 33% above average.

PAID SOCIAL MEDIA:

Boosted posts on Facebook reached 15K+ and had 2K+ engagements. These proved to be the highest performing paid social posts for entire month of March.

EMAIL:

Dedicated Women's Month email had a 24% higher open rate and a 30% higher click through rate than the average company-wide email.

ROI:

March 2017 revenue was 108% higher than average for a company-wide email. Hotel specific emails with secondary Women's Month messaging performed 25% above average and represented an increase of 128% YOY.

Best Practices Discussion

- Stories are everywhere
- Think multi-dimensionally
- Content is king
- Embrace the halo effect
- Get real
- Play the long game

Best Practices Discussion

Maximizing and navigating multi-channel campaigns

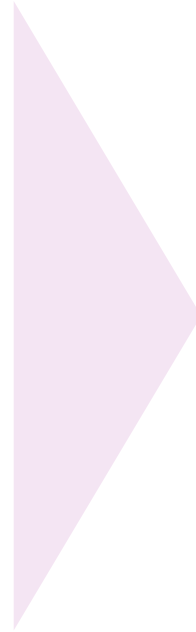
- a) Specify your outlets and mediums to use
- b) Power of segmentation and customer targeting
- c) Track, measure, optimize, repeat
- d) Smarter, not harder



JULIA MARINO
B2B Marketing | Hospitality

#100OpenTables

100 epic dinners
30 international cities.
1 night.



RESULTS & IMPACT



Reservation & Traffic Growth



Diner Engagement Boost



Broad Media Coverage



Extended Social Buzz



Massive Influencer Reach



COVERAGE

FOOD & WINE



THE
HUFFINGTON
POST

WIRED

EATER



REFINERY29



ishai! zahavrestaurant • Follow

zahavrestaurant @mikesclomonov plating mixed grill of skewers for our awesome #100OpenTables winners. Really fun night for @opentable ishainthecity Please come to Canada!



yummertime • Following Penrose

yummertime 🤔🤔 can we add "acting" to our LinkedIn profile? 🤔🤔 Currently filming to celebrate @opentable's #100opentables in one night at @penroseoakland

View all 25 comments

nicholaskep Glasses 🍷

ericrivera 🤔🤔

lemuel4r 🍷

louiegraphy Cool 🤔🤔

chrisbernabeo 🤔🤔

kowadakowa Love your style!!

probablythis Hi may I have that watch? :D cute pic!

le_vaughn_duh @halfrorer



jenpelka • Following Penrose

jenpelka Tonight @opentable gave away 100 dinners at restaurants all around the world for #100opentables. (So much fun!) Great hanging out @penroseoakland w/ @yummertime @saltandroe @lukasbeard @thisisvanille to celebrate lukasbeard COOL NIGHT 🍷

schmooy 🤔🤔

emilycgraff @jenpelka WE HAD A GREAT MEAL!

jenpelka Yay @schmooy @emilycgraff @infusion How was Blue Hill?!

tarafanagan212 Jealous I didn't win :-(

saltandroe Great night full of inspiring people, grateful hospitality, and delicious food. 🍷

124 likes

APRIL 3, 2015



danielboulud • Follow

danielboulud #Repost @restaurantdaniel - Canard à la Presse bound for the #Skybox @danielboulud chef's table inside the DANIEL kitchen, a special preparation for tonight's @opentable #100opentables winners

View all 36 comments

mercedes pr @wazertth 🍷🍷

kathleen_edgah @francis_felix

francis_felix Whoa 🍷 @kathleen_edgah

bizarromatthew Press it, press it good

bennettjims @bigtooth @pulp_m @lanee1 @roben7

chadbrauze Looks great guys! Got an extra duck press for me?!

dnrightpythons I trust the breast will be fish, with the legs to follow

1,718 likes

APRIL 2, 2015



The Table Is Just the Start ...TM

There are countless reasons to get together and share a meal.
We celebrated 100 of our favorites on one very big night.
See what happened.

2018 PRSA Travel and Tourism Conference

STORIES START HERE.

#prsatravel *New Orleans*

Amazon Restaurants | P.F. Chang's



Chinese New Year Campaign

Two week long contest

“Red Envelope” touchpoints

P.F. Chang's @PFChangs · Feb 12
 Enter for a chance to win a trip for two to China to dine at our new restaurant! Plus, play to win hundreds of other prizes and offers.
chinesenewyear.com



CHINESE NEW YEAR

During the month of February, help grant wishes benefitting The Boys & Girls Club by ordering from our Chinese New Year Menu or posting your own wish with #PFChangWish. We'll donate \$1 for every order or post.

eat
 Slurp up some longevity with our new Long Life Noodles & Prawns on our Chinese New Year Menu.

drink
 Our new Monkey Mule cocktail mixes things up for the Year of the Monkey.

wish
 Share a wish using #PFChangWish and we may grant yours.

P.F. CHANG'S

CHINESE NEW YEAR
eat. drink. wish.

CHOOSE YOUR
**CHINATOWN
 SWEEPSTAKES**

CHICAGO, SAN FRANCISCO,
 OR NEW YORK CITY?

We're sending one lucky winner and a guest to the Chinatown of their choice! The winning trip for two will include spending money, two nights of hotel accommodations, airfare, and a \$100 P.F. Chang's gift card.

Enter to win this adventure, plus hundreds of other prizes at
CHINESENEWYEAR.COM

P.F. CHANG'S

RESULTS & IMPACT



Customer Acquisition



Cross-Channel Growth



Order Volume



Audience Q&A

Stay Connected to PRSA

- Newsletter

- @PRSATravel



- **Members-only Facebook Group:**

- *“PRSA Travel & Tourism Section Membership”*

- PRSA Communities



- **SAVE THE DATE:** Philadelphia – June 16-19, 2019

Travel and Tourism Section

PRSA

2018 PRSA Travel and Tourism Conference

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New Orleans

