

Hampton by Hilton Blackburn Hotel Launch Case Study



Hampton by Hilton Blackburn
Hospitality industry
January 2021
www.hilton.com/en/hotels/manubhx-hampton-blackburn



AT A GLANCE

The Hampton by Hilton Blackburn worked with The Afro Marketer in the run up to the opening of their hotel during the covid-19 pandemic and post-launch until January 2021.

ABOUT HAMPTON BY HILTON BLACKBURN

The hotel is owned by Monte Hospitality and managed by leaf HOSPITALITY. Opening in December 2020 the hotel features 152 modern and spacious rooms with value-added amenities. With the absence of an internal marketing team the business outsourced its marketing activities to The Afro Marketer.

WHAT DID WE DO?

Working alongside the hotel General Manager we put into practise different marketing tactics to support the growth of the brand. A marketing strategy was created based on market research conducted by the team.

Highlights

- Composed press releases to support the launch of the hotel and a local charity initiative. Coverage was attained in Lancashire Telegraph, Lancashire Business Review, Hotel Owner newsletter and Asian Image.
- Set up social media accounts and scheduled engaging content to increase customer engagement.
- Worked with external agency to create listing on the Visit Lancashire website
- Organised a successful photoshoot of the hotel approved by the Hilton brand.



WHY WERE WE CHOSEN?

The hotel opened during the covid-19 pandemic with an incomplete team, limited resources and external pressures. They therefore outsourced their marketing activity to The Afro Marketer who has many years of experience managing hotel openings pre and post launch.

THE RESULTS

Using a mix of carefully implemented marketing strategies a multi-channel spa campaign was delivered that generated over £308k in revenue. The achievement was recognised by the Leisure & Spa Manager who approved permission to run the spa campaigns each year moving forward.



The team at Afro Marketer aren't like a typical marketing agency, they go beyond the norm. Not only do they have a great knowledge of our industry, they helped our hotel with insight and key marketing activities such as organising brand photography and managing PR activities during the covid-19 pandemic.

They are a great team to work with; even complex tasks roll out smoothly and timely with them. I feel appreciated to have had the support when we needed it the most and I wish them the best for the future.

Samantha Strefford
General Manager

The Afro
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