

# FERRCONN

BESPOKE STRATEGIES FOR TOURISM & HOSPITALITY





# Expand your BRAND VOICE



CONFIDENTIAL

With a collective experience of over 50+ years 2



# ENHANCE

Media kit

Unique Storytelling

Hotel photography

Property leadership bios

Local site and content

Influencer activations

Digital asset ecosystem

Partnerships & integrations

Lifestyle campaign activation

# ATTRACT

Media Newsletters

Blog content

Retail campaign

Groups campaign

Loyalty campaigns

Segmentation deployment

Leisure targeting campaigns

FAM Trip and influencer activations

Destination media strategy

# DRIVE

Radio and TV spots/interviews

Media & Email Newsletters

Cross-exposure

Lifestyle campaigns

Loyalty campaigns

Programmatic Strategy

FAM Trip

Influencer activations



# BUSINESS ASSESSMENT



## ASSESS CURRENT SITUATION

- Stakeholders (employee, guest, brand, owner)
- Market (micro, macro)
- Situation analysis (growth, physical product, F&B, financial, innovation)



## ASSET OVERVIEW

- Facilities (rooms, suites, F&B outlet and seating capacity, meeting rooms, etc.)
- Product SWT



## DESIGN STRATEGY

- Design strategy
- 3 Important goals
- Innovative opportunity
- Determine business goals (¿What do you dare to be?)



## DELIVER

- How will you get what you need?
- Timeline



## 2. DELIVERABLES

IT'S ABOUT CREATING  
SOMETHING BIGGER  
TOGETHER.

A large, modern yacht is shown from a low angle, emphasizing its scale. The yacht is white with dark accents and has multiple decks with railings. It is docked at a pier, and the water is visible in the foreground. The background shows a sunset sky with palm trees silhouetted against the horizon. The overall mood is serene and luxurious.

## 2.1 MEDIA

### OVERVIEW

- ✓ Secure a minimum of 1-2 monthly media coverage in top-tier and a minimum of 2 secondary feeder market publications, both print and digital.
- ✓ Building strong relationships with influential media outlets.
- ✓ Conducting press conferences, media briefings, and one-to-one interviews.
- ✓ Preparing talking points and speeches when required.
- ✓ Developing and maintaining a database.
- ✓ Continuously monitor and survey all news coverage offline and online media reachable to North American audiences.
- ✓ Continuously provide intelligence input about the travel market.
- ✓ Hybrid interviews with team executives and media.
- ✓ Sweepstakes opportunities with top-tier media.





## 2.2 MEDIA FAMS

### OVERVIEW

We will invite 1-2 Media visits monthly and 2 FAM trips per year to visit the property and experience it firsthand in exchange for press coverage.

#### Travel & Lifestyle

- ✓ AFAR
- ✓ Robb Report
- ✓ Travel & Leisure
- ✓ Elite Traveler
- ✓ The Globe & Mail
- ✓ Departures
- ✓ The New York

#### Business

- ✓ Yahoo Finance
- ✓ Fortune
- ✓ Forbes
- ✓ Business Insider
- ✓ Fast Company
- ✓ Quick Table by Bloomberg
- ✓ Cheddar

#### W & M interest

- ✓ GQ
- ✓ Vanity Fair
- ✓ Town & Country
- ✓ Vogue
- ✓ Elle
- ✓ Esquire
- ✓ Good Housekeeping

#### Culinary & Design

- ✓ Dwell
- ✓ Bonn Appetit
- ✓ Wallpaper DÉCOR
- ✓ DuJour
- ✓ Eater
- ✓ Interior Design
- ✓ AD

#### Travel Trade

- ✓ Travel Weekly
- ✓ Travel Pulse
- ✓ Hotel Business
- ✓ Hospitality net
- ✓ Hotel Management

#### Pop Culture

- ✓ People
- ✓ US
- ✓ Today
- ✓ The Early Show
- ✓ Good Morning America
- ✓ Access

#### Bridal & Honeymoon

- ✓ Bridal Guide
- ✓ Brides
- ✓ The Knot
- ✓ Inside weddings

#### Family

- ✓ Wherever Family
- ✓ Parents
- ✓ Scary morning
- ✓ Romper
- ✓ Tiny Beans





## 2.3 INFLUENCERS

### DELIVERABLES:

Secure a minimum of 6 influencers per year. We will research and select influencer partners based on their reach, engagement, and alignment with the brand's values and target audience.

Monitor performance metrics to track progress toward the campaign objectives.

Enhance brand awareness and customer reach by partnering with famous social media influencers.

- ✓ Amplify collaborations
- ✓ Content authenticity and transparency
- ✓ Podcast content
- ✓ Diversity and inclusion

### Influencer categories

- ✓ Celebrity influencers (A-Listers) per year
- ✓ Micro and Nano influencers
- ✓ Vloggers
- ✓ Bloggers





## 2.4 CONTENT

### DELIVERABLES:

- ✓ Crafting compelling content through blog posts, videos and interactive elements to engage with potential visitors.
- ✓ Gather assets( logos, images, video.)
- ✓ Promotional materials (media kit.)
- ✓ Website Press Room.
- ✓ Create Bios for property leadership.
- ✓ Press releases per quarter.
- ✓ Influencer stay invitations, welcome kit, media alert with property leadership.
- ✓ Assistance with social media cross-exposure agreements with your brand and new business alliances.





## 2.5 EVENTS

### DELIVERABLES:

- ✓ Organizing promotional events and media familiarization trips to showcase your attractions and experiences.
- ✓ Establish collaborations with prominent brands and tourism organization.
- ✓ Expand strategic alliances with tourism stakeholders such as partners, product owners (niche products), eco-tourism/adventure initiatives, and airlines.
- ✓ Coordinate joint promotional activities such as travel fairs, trade shows, and marketing campaigns.
- ✓ Media invitation, event idea brainstorming, and event exposure.
- ✓ Coordinate with your brand marketing and PR team to ensure cohesive branding and messaging.



### 3. AUDIENCE

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## GUESTS

- Direct clients
- Indirect clients
- Loyalty clients
- MICE clients
- 150+k Annual income
- Tier-A feeder markets



## STAKEHOLDERS

- Marriott brand
- Ownership



## PARTNERS

- B2B Partners
- Consortia partners
- Travel agencies
- Tour operators
- Online agencies
- Wholesalers
- Business alliances<



## MEDIA

- Journalists
- Influencers
- Content creators
- Opinion leaders



## EMPLOYEES

- Property staff
- External representatives
- Brand ambassadors



## 4. METRICS

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# METRICS

## VIRTUAL ECOSYSTEM



### Backlinks

- We analyze brand reach through links provided by other websites.
- We get higher domain authority publications to provide more valuable link results.



### Conversions

- Understanding the conversion path of customers or route to purchase will lead to a higher reach.
- This method includes asking customers of how they reached the brand.



### Sentiment Analysis

- We analyze performing sentiment to differentiate between positive and negative brand feedback.
- We prepare the brand to control negative reviews and work on it.



### Website Traffic

- We analyze website traffic from B2B efforts to measure the effectiveness of strategy used.
- This includes finding visitor's referral source.



### Sales Reports

- Monthly production report analysis with Sales Team.



# CAMPAIGN IDEAS





# FERRCONN

## IN NUMBERS

- 3 Founders
- 2 Offices (New York, Cancún)
- 13 Staff members
- 50+ Years of combined experience
- 1 Goal - Collaboration to succeed



# DO YOU NEED A STRATEGIC ALLIANCE?



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