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Strategic Marketing & PR Case Studies: French Quarter Inn PR for Expedia and TripAdvisor.com awards

Introduction:

In 2006 Charleston's French Quarter Inn was selected by participants in TripAdvisor's 2006 Travelers' Choice awards as the number one Luxury Property in USA. During the same time frame, Expedia named Charleston's French Quarter Inn one of the top ten four star hotels in the US.

In order to get maximum value out of the award, the hotel's management wished to publicize the award among national freelance and publication travel writers, Charleston area media and South Carolina media.

Situation:

Quickly alerting the media (while the news was fresh) and driving them to the French Quarter Inn's website was seen as key. The keyword optimized news release was written to support the hotel's need for national awareness of their services and offerings. In addition, the management of the hotel wanted a release that could be used as both an article and a news release.

Strategies:

Gaining a high number of pickups and reads was the key element in getting this news out as was causing prestigious newsletters on luxury travel to write about the awards.

1. Create a news release and send to hand picked state and local media outlets.
2. Create a hand picked list of national travel writers and communicate with them one on one to gain editorial coverage of the French Quarter Inn's award.
3. Send release out via national wire service

Achievements:

1. 38,000 reads based on wire service distribution statistics
2. Local tourism writer at The Post and Courier (Kyle Stock) wrote up awards in the Business News section
3. Five independent luxury travel writers wrote about the awards in their newsletters.
4. Hotel gained mention in O magazine in May 2007, in part due to the elevated profile of the hotel from the news of the awards