



Awards Showcase



The Retreat (Signet Hotels Ltd) - The Retreat Website

Entry Showcase

The Retreat is a luxury boutique hotel in Berkshire, owned by Signet Hotels. It is promoted as "the perfect blend of quirky British sensibility and elegant authentic luxury", and the owners engaged hospitality marketing agency Journey to design a website that would truly bring The Retreat brand to life.

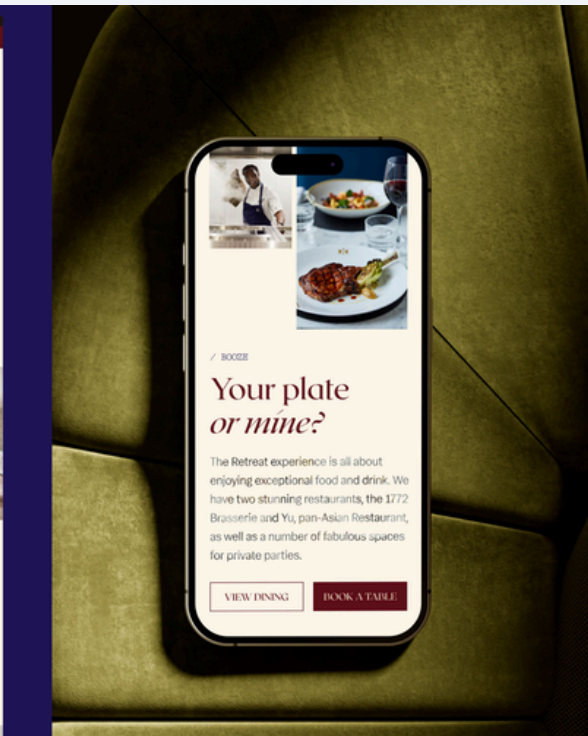
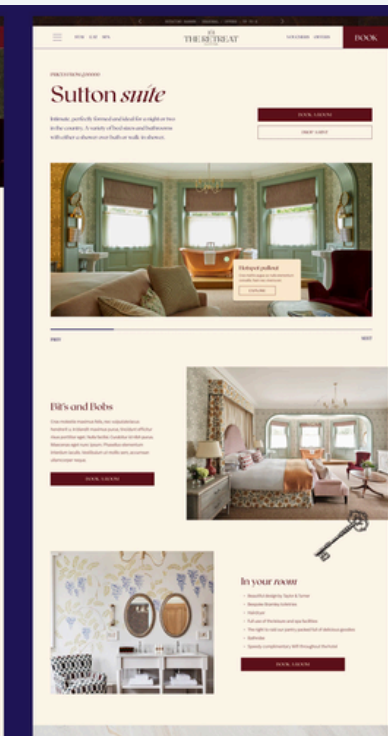
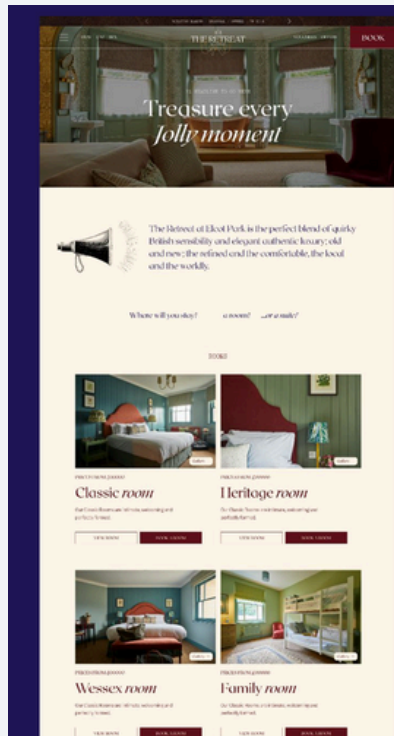
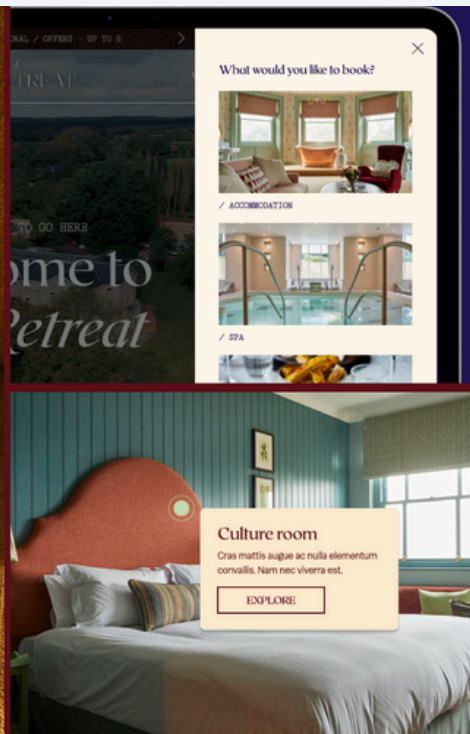
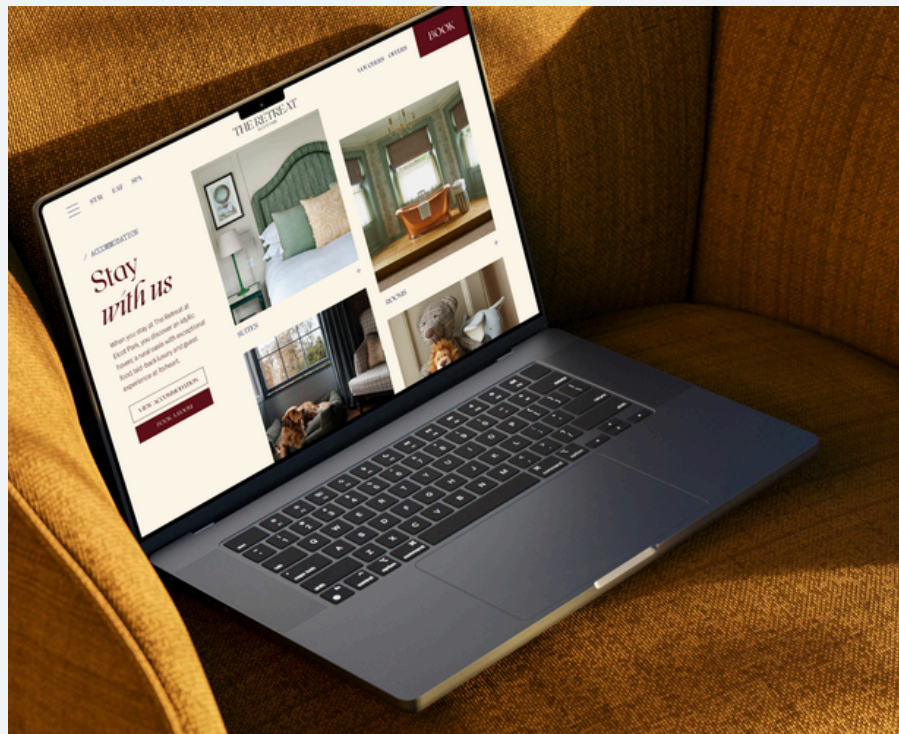
The agency wanted to create a website that truly embodies The Retreat's identity as a rural oasis with laid-back luxury and with the guest experience at its heart.

The aim was to boost direct bookings and reduce OTA reliance. Since launching, the new site has achieved an uplift in direct bookings and room conversion rate, and an increase in direct revenue.

Enhanced UX User Experience and seamless ecommerce now allow guests to book rooms, dining, and spa in one smooth journey. This transformation has not only elevated the brand online but significantly improved business performance

Judge's Comments

- The judges felt that The Retreat's entry was excellent across the board.
- The website had a focused target market, as well as design and brand synergy, showcasing a strong use of video and book direct messaging.
- The website also had references to mature sustainability practices and generated "drop a hint" social sharing tips from guests.
- The website was well-designed with a strong use of video-generated content.
- The website results show a significant increase in direct bookings and double the industry conversion rate for bedroom reservations.



The Grove - Christmas in the Mansion with Jo Malone London

Entry Showcase

The Grove's Partnership Marketing Campaign was entitled "Christmas in the Mansion with Jo Malone London".

The objectives were to elevate the hotel's festive offering and reach new audiences through a highly creative partnership, hitting ambitious targets for Christmas Breaks, and also Christmas Afternoon Tea bookings.

It involved the creation of a giant Christmas Bow around the hotel main entrance-this was designed by Jo Malone-and within the Christmas Afternoon Tea menu, all cakes were inspired by Jo Malone London fragrances. Masterclasses were also created in partnership with the brand, including wreath-making and Christmas bauble-decorating, and a pop-up shop was opened.

The Christmas in the Mansion with Jo Malone London was a standout festive campaign with immersive storytelling and perfect brand alignment. The partnership evolved from a single décor idea into a multi-touch point collaboration. The results were outstanding. Crucially, Jo Malone London's promotion to their email database was a first for them, elevating The Grove's profile and creating an experience guests loved, talked about, and shared

Judge's Comments

- The judges loved the brand synergy between The Grove and Jo Malone London.
- They also praised the focussed smart objectives and the resulting Return on Investment achieved by the hotel.
- Top tier press coverage achieved by the partnership was double that targeted and a press event had standout attendance, including from leading UK titles such as Elle, Grazia, The Times, The Telegraph and The Guardian.
- Room sales were up year-on-year,afternoon tea sales were almost double, and every non-residential masterclass sold out indays.



Social Media Campaign of the Year - Sponsored by GuestRevu



Mad Monkey Hostels – Mad Pass

Entry Showcase

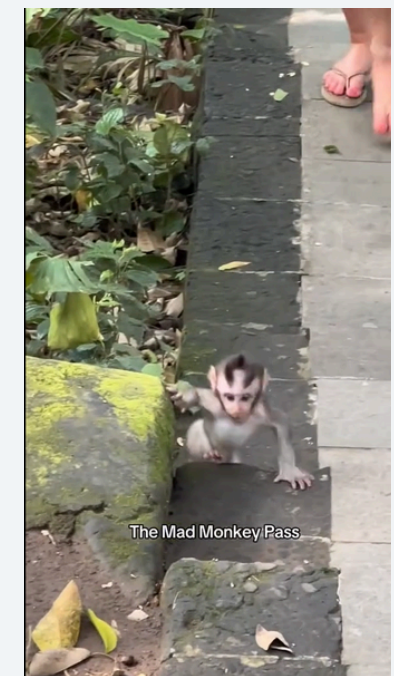
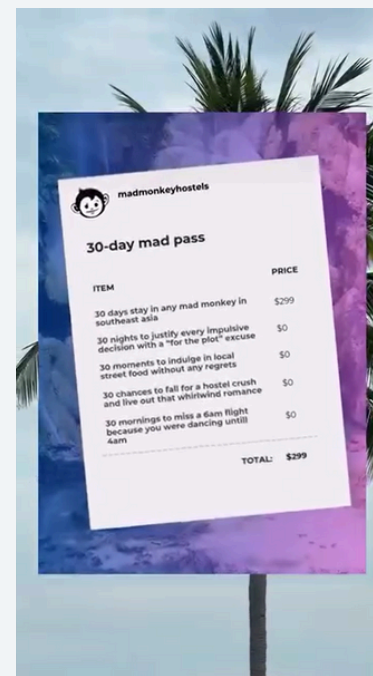
Mad Monkey set out to do more than sell beds – they wanted to own the conversation around backpacking in Southeast Asia. With the Mad Pass campaign, they captured the attention of a new generation of backpackers and gave them a reason to book direct, stay longer, and come back for more.

The campaign delivered an increase in bookings, revenue and conversions compared to the previous quarter. On social, the brand gained thousands of new followers, doubled engagement, and increased reach.

The results were transformative, driving real business impact and solidifying Mad Monkey's position as the go-to hostel brand in the region.

Judge's Comments

- The judges were very impressed with the campaign balancing both a casual and polished approach at the same time.
- There was a great alignment with channels, understanding their target audience and producing great results.
- It was an entry that ticked all the boxes.
- It had perfect CTA's and succeeded in getting people to 'stop scrolling and click'.
- A campaign that encouraged and promoted social sharing.
- They made it exciting, resonating with their audience.
- The execution was very polished but without a high value production.
- A fully integrated approach that produced impressive results.



BWH Hotels GB - Year of the Free Breakfast

Entry Showcase

BWH Hotels' "Year of the Free Breakfast" campaign aimed to drive direct bookings, boost brand awareness and grow Best Western Rewards membership through a complimentary breakfast offer.

The campaign was designed to resonate with a wide audience, leveraging various marketing channels and creative strategies to create a memorable and impactful promotion that cuts through in a competitive time of year (launched January 1st 2025).

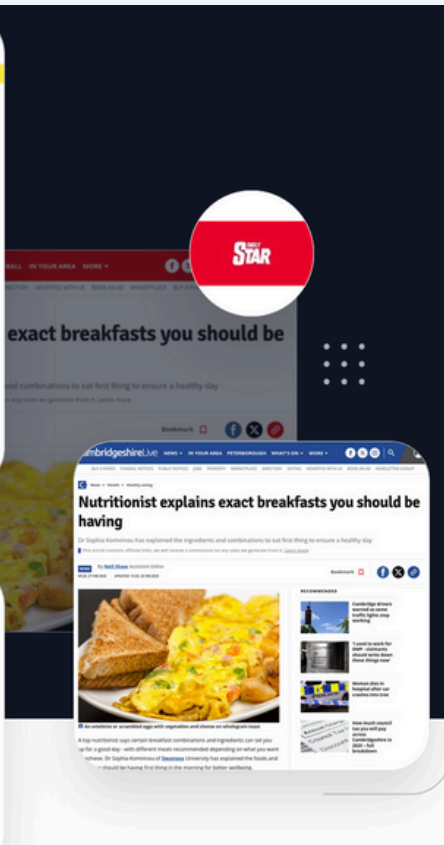
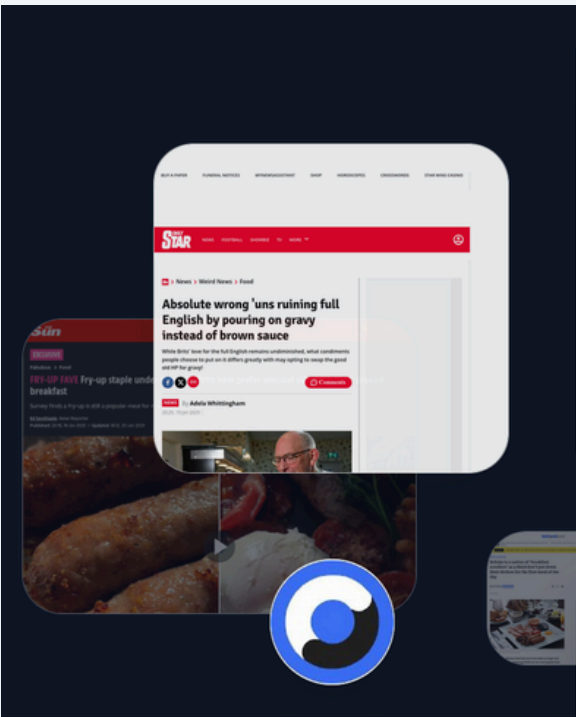
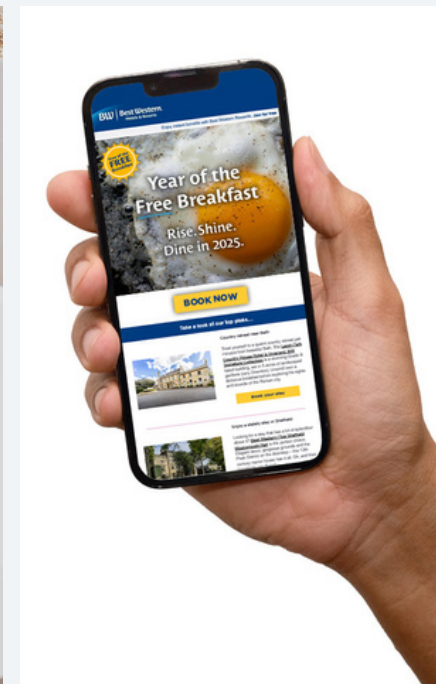
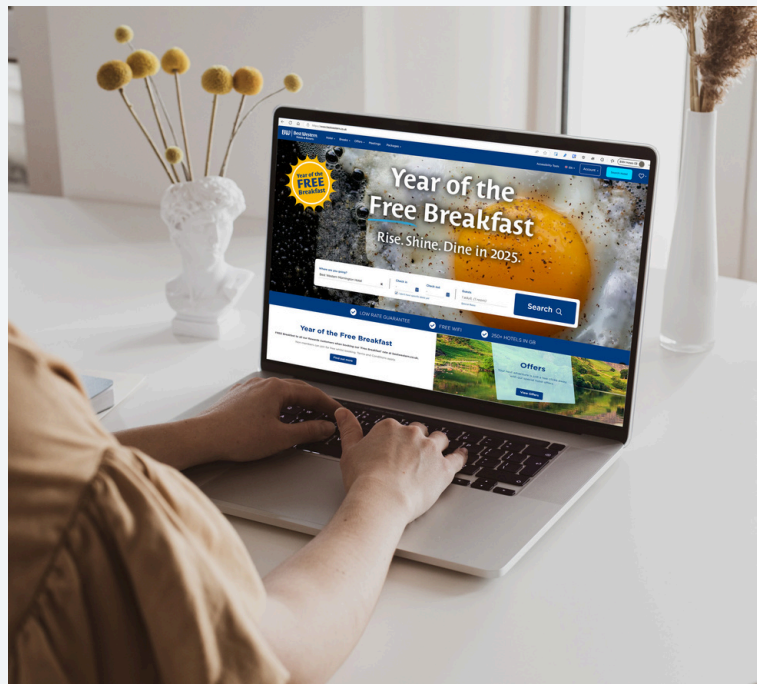
Results so far have exceeded expectations with booked revenue up year-on-year and Rewards sign-ups rising.

The campaign has also delivered a 3-point brand tracking lift, 315M PR reach, and 5M+ influencer impressions, proving that it is resonating widely.

With eight months remaining, the campaign is on track to deliver even more impressive results as momentum continues.

Judge's Comments

- A campaign to make you smile - the judges couldn't believe it hadn't been done before.
- It was a simple idea made creative, crossing each channel in a different and clever way - pure genius!
- They kick-started the campaign with a research study which was unique and compelling.
- The campaign delivered very neat messaging.
- They have changed the perception of the brand in a very positive way, creatively delivering great results.
- A 10 out of 10!
- Exactly the sort of entry we were hoping for in this category



Hilton London Metropole

Entry Showcase

The Hilton London Metropole team showcased their team of professionals to bring the hotel to life, delivering exceptional experiences and building a special team culture.

Their financial performance and 10 award wins in 2024 showcase their success as they have won prestigious titles across a massive range of categories, from events to sustainability to marketing.

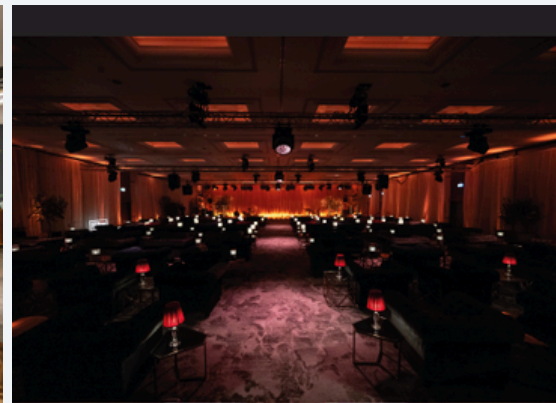
Working in such a large hotel, the marketing team's responsibilities are diverse, with two key target markets to consider – leisure guests and conference and events clients.

The team's responsibilities not only cover multiple target markets but also extend past Hilton London Metropole's branding to their four restaurants and bars, each with its own unique tone of voice and branding. They support all hotel departments, from Sales, Planning, Reservations, C&E, F&B, and the internal ESG Committee.

Their results from 2024 speak for themselves!

Judge's Comments

- The winning team excelled with a perfect mix of creativity and commercial success, achieving impressive revenue growth, high owner return retention and a shift towards direct bookings.
- They also demonstrated strong leadership and internal development, with promotions and training driving success.
- Evidence of ongoing learning and career progression within the team.
- The team showed how marketing is being used as a central driver of business success, rather than just support.
- The passion and the teamwork, underpinned by measurable impact across the board made this team standout.



Molly Peel - Red Carnation Hotels

Entry Showcase

As Head of Social Media for Red Carnation Hotels, Molly has been instrumental in shaping Red Carnation Hotel's digital presence with creativity, strategic vision, and an exceptional ability to engage audiences.

Her willingness to adapt to evolving business needs and shifting strategies has made her an invaluable asset, ensuring that their social media approach remains innovative, relevant, and aligned with broader goals.

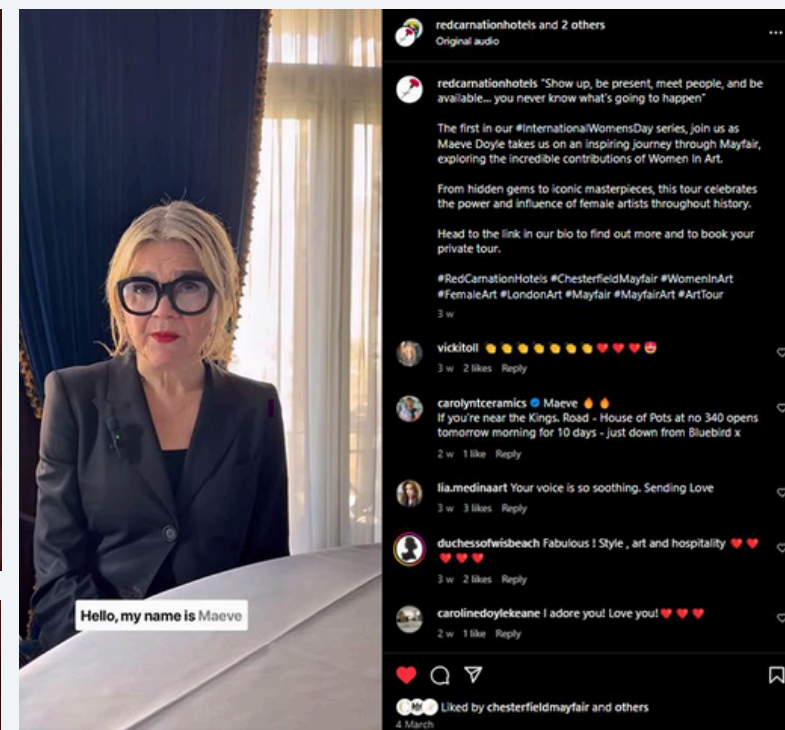
Molly's ability to collaborate across all levels of the business sets her apart. She works seamlessly with the hotel teams, bringing their unique stories to life, while also engaging senior stakeholders with confidence and professionalism.

Her rare combination of creativity and pragmatism means she not only generates fresh, compelling ideas but also ensures they are practical, measurable, and aligned with commercial objectives. Beyond her impressive skill set, Molly is a true pleasure to work with—enthusiastic, dedicated, and always willing to go the extra mile. She is an integral leader within the marketing team, and without a doubt, a star of the future.

Judge's Comments

- The winner surprised the judges with their creative and community-focused approach.
- They considered efficient ways to generate content, bringing teams and communities closer together while boosting loyalty and advocacy for the brand.
- Lots of effort and innovation in each campaign, with human elements being brought to the heart of one campaign in particular that was great to see.
- Very impressive entry. Clearly hugely talented, creative and results focused. Thought about how to engage both internally and externally through social media , with their human-centred storytelling.
- Proved how much impact their work has had on the business with the growth of their team as well as an increase in social media followers

Keynote Speaker: Travel & Tourism Masterclass

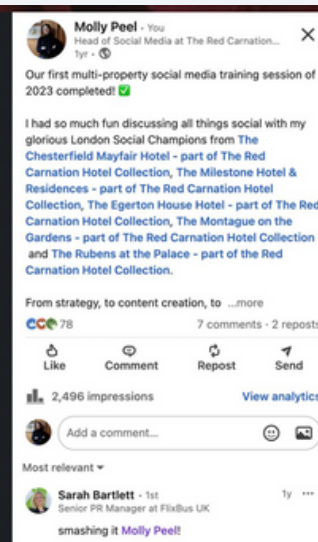


It's a busy week at Propeller, from speaking at the Oracle Hospitality and Restaurants Days to hosting our event, The Roadmap to Digital Success. What better time than now to show off our fantastic lineup of speakers...

Harry Clarkson-Bennett, Daniel Foot and Matt Evans will discuss all things search and how to adapt your approach to capture user attention across every searchable platform.

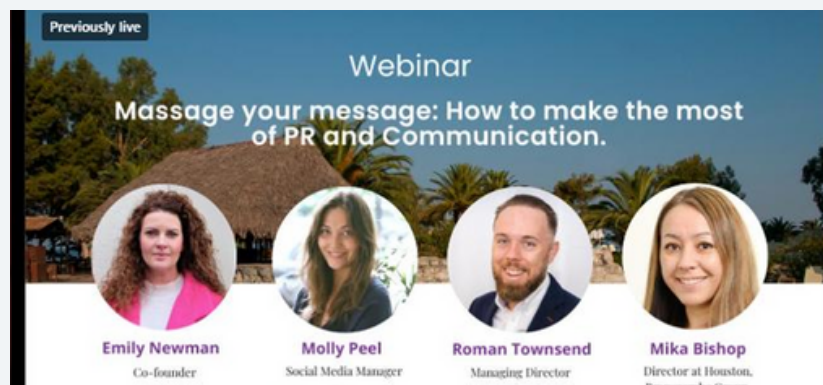
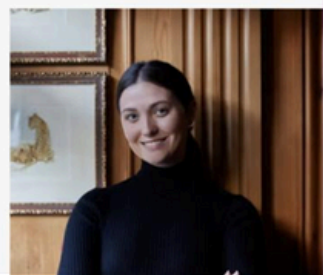
Over on our Social panel, Molly Peel and Ellena Strestik cover the brands taking socials by storm and how to maximise your ROI.

Our event is now fully booked, but if you are interested, please sign up for our waitlist: <https://lnkd.in/ec7T3Y6p>



Molly Peel

Head of Social at
Red Carnation Hotels



Panellist: Stop the Scroll





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