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1.1 ACTIVATIONS

1.2 ACTION PLAN/TIMELINES

1.3 CREATIVE CONTENT PLAN





MY FAIR LADY THEMED HIGH TEA





MY FAIR LADY PUBLIC ACCOMMODATION

•Package promoted from 1st September–31st October

Combine a musical night to remember with a cultural overnight stay at Sofitel Sydney Wentworth, right in the heart of Sydney, only a short drive away from the Capitol Theatre.

With any Cultural Escape package booked with the hotel, each guest will also receive the below magnifique inclusions;

From \$325 per night

- Overnight accommodation
- Buffet breakfast for two guests in Garden Court Restaurant
- My Fair Lady inspired cocktails and canapés for two served in vibrant Soiree Bar

Bookings via ah.com and in house

TARSKEY: 19P



MY FAIR LADY LOYALTY EVENT

- •Friday, 6th October 2017
- •Meet the cast event in Garden Court Restaurant
- •60x guests for late High Tea followed by a 7:30pm performance at the Capitol Theatre (Value for ticket is \$159pp)
- Pricing \$129 per person
- Cast members will be present for a short meet greet/photo opportunity
- Timing 4:30pm 6:30pm at GCR
- Event sponsored by Veuve Clicquot
- · Event styled by Decorative Events



MY FAIR LADY LOYALTY ACCOMMODATION OFFER

- •Package promoted from 1st September–31st October
- Exclusive offer to Accor Loyalty guests
- From \$425 per night
- Includes: overnights stay in a Club room including Club Lounge access, 2x tickets to see My Fair Lady at the Capitol Theatre
- Limited packages available on selected performance dates as per below:

25 th August	5 packages available, performance at 7:30pm
1st September	5 packages available, performance at 7:30pm
2 nd September	5 packages available, performance at 7:30pm
9th September	4 packages available, performance at 7:30pm
23 rd September	5 packages available, performance at 7:30pm
29th September	5 packages available, performance at 7:30pm
30 th September	5 packages available, performance at 7:30pm
7 th October	5 packages available, performance at 7:30pm
13th October	5 packages available, performance at 7:30pm
14th October	5 packages available, performance at 7:30pm



1.2 DISTRIBUTION CHANNELS/RESULTS



ONSITE MFL DISPLAY



DIGITAL SSW





Unique landing page www.sofitelsydney.com.au/mfl

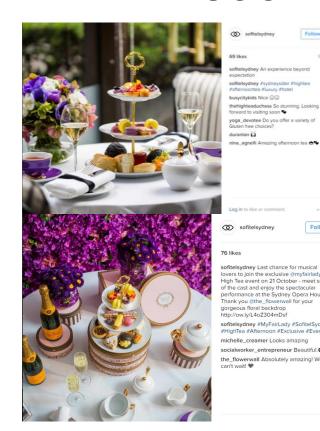
E-news F&B September 2016

E-news Rooms September 2016

BOOK NOW



SOCIAL SSW - INSTAGRAM









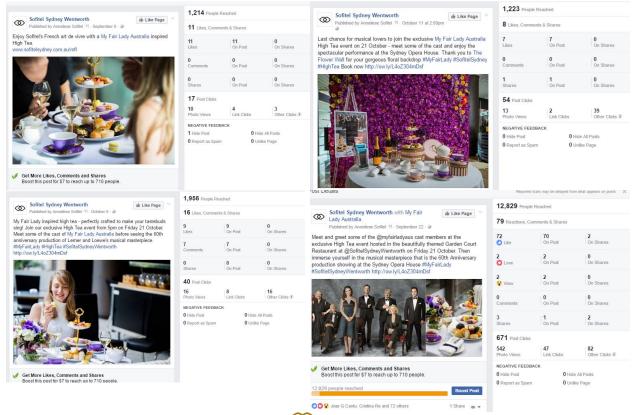
Follow

Follow





SOCIAL SSW - FACEBOOK



SOCIAL SSW - RESULTS

Instagram

Facebook

7x posts

Total likes: 461

4x posts

Total reach: 17,222

Total likes: 114

Total clicks to website: 61

DIGITAL MFL



Click through to sofitelsydney.com.au/mfl from official MFL website



Facebook post about MFL High tea on official MFL Facebook page



Inclusion in August & Oct MFL e-newsletters



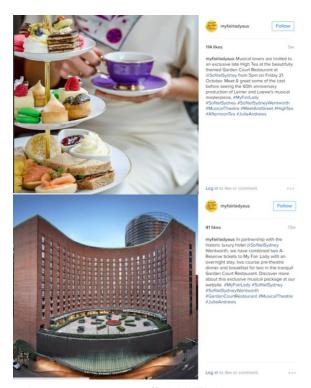
Facebook promotion of official MFL Facebook page



DIGITAL MFL



Facebook post about MFL High tea on official MFL Facebook page



Instagram posts on official MFL Instagram page



DIGITAL MFL - RESULTS

Instagram Facebook

2x posts 2x posts 155x likes 74x likes



DIGITAL MFL - RESULTS

Website traffic to sofitelsydney.com.au

ACMN e-news (2x)	ACMN Facebook	MFL website referral	
4,007 sessions	180 sessions	1973 sessions	
310x Events*	19x Events*	324x Events*	



^{*}Events are website actions for visitors that are inclined to book such as click on BOOK NOW, ONLINE **ENQUIRIES or DOWNLOADS**

PRINT SSW

INTRODUCING MY FAIR LADY



Executive Chef Borls Cuzon has designed a quintessential English High Tea, Inspired by My Fair Lady the Musical performance at the Sydney Opera House, Indulge In a decadent selection of sweet and savoury treats in the elegant surrounds of Garden Court Restaurant

From \$55 per person

MEET THE CAST OF MY FAIR LADY



Musical lovers are invited to an exclusive late afternoon High Tea at the beautifully themed Garden Court Restaurant, where they get the chance to meet & greet the cast of Lerner and Loewe's musical masterplece, My Fair

From \$277.90 per person

A 'LOVERLY' LADY AFTERNOON TEA Sofital Sydney Wentworth's Executive Chef Boris Cuzon has designed a quintessential English High Tea, inspired by My Fair Lady.

Guests can indulge in a decadent selection of sweet and savoury delicacies including lavender & mango macaroons, strawberry tartlet, blueberry cheesecake and truffled egg sandwich, in the suitably elegant surrounds of Garden Court Restaurant

The experience is priced from \$55 per person (including Ronnefeldt Tea).

Discover more

sofitelsydney.com.au/MFL P 02 9228 9133



INTRODUCING My FAIR LADY

Julie Andrews directs a glorious production of My Fair Lady, teaming up with the Tony Award-winning Christopher Gattelli and associates of the musical's original designers, Cecil Beaton and Oliver Smith.



ANNA O' BYRNE Australian born Anna O'Byrne as Eliza Doolittle

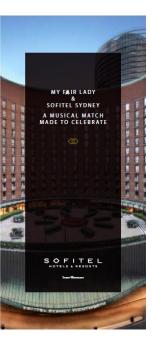
ALEX JENNINGS Acclaimed UK actor Alex Jennings as Professor Higgins

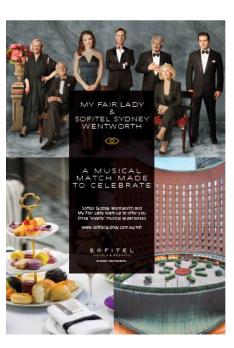




Australia's Got Talent winner 2009, Mark Vincent as Freddie Eynsford-Hill

Discover more myfairladymusical.com.au





Q4 in room brochure

MFL brochure for onsite distribution

MFL sign for for onsite display



PRINT ADVERTISEMENT- SSW



Sunday Life advertisement 2nd October 2016

Results:

15x Phone calls



DISTRIBUTION COST

MFL distribition cost					
	Cost		Contra		
Photography	\$	200.00			
Brochure print	۲	420.00			
Sign print	- \$	420.00			
Advertsiment design	\$	250.00			
Sunday Life print placement 2nd Oct			X		
Social Paid Post	\$	500.00			
MFL distribution	\$	-	X		
TOTAL	\$	1,370.00			

1.3 REVENUE VS. COST



REVENUE VS COST

Revenue					
Hotel Offer	Covers/RN/Bookings	Revenue			
MFL So Culture Public offer	45	\$ 36,970.00			
MFL Loyalty Show Stay Package	36	\$ 7,182.00			
MFL High Tea GCR	54	\$ 2,309.08			
MFL C&E offer	5	\$ 94,441.00			
TOTAL		\$ 140,902.08			
	Cost				
Distribution		-\$ 1,370.00			
Contra Room nights	100	-\$ 14,850.00			
ROI		\$ 124,682.08			

1.4 MEDIA COVERAGE



MEDIA COVERAGE

01 Oct 2016 Get Up & Go, National

Section: General News - Article type : News Item - Audience : 20,525 - Page: 11 Printed Size: 374.00cm² - Market: National - Country: Australia - ASR: AUD 2,788 Words: 150 + Item ID: 663865678

&isentia.mediaportal

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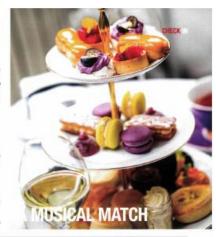
Page 1 of 1

The Sofitel Sydney Wentworth Hotel and My Fier Lady, directed by Julie Andrews, have come together to create special experiences for theatre fans this spring, to celebrate the Sigh previously of this beloved musical at the Sydney Opera House, from 30 August. until 5 November 2016.

Sofitel Sydney Wentworth is offering. guests a choice of overright stay and show packages, a themed High Tea, and an exclusive operaturity to meet some of the My Fair Lady cast in Sydney For à musical night to remember. Sofitel has created a cultural psyclope which includes overnight accommodation and breakfast. for two, a two-course pre-performance rEnner at the instelly applyimed Garden Court Restaurant, plus two A-Reserve tickets to see the 60th professory. production of My Fair Lady at the nearby Sydney Opera House.

For the full variety of packages and

Visit (9) www.sofitelsydney.com.au/MFL or contact the hotel on 1800 676 860.



Get up and go

Friday, 2nd September 2016

World Australia Asia New Zealand Americas Europe India Middle E



TOP STORIES INDUSTRY NEWS OTHER NEWS INDUSTRY FOCUS FEATURES DIRECTO ETB Travel News > Australia > Sofitel Sydney Wentworth and My Fair Lady team up

Sofitel Sydney Wentworth and My Fair Lady team up

September 1, 2016 Australia, Hospitality News No comments



Sofitel Sydney Wentworth and My Fair Lady team up The Sofitel Sydney Wentworth hotel and My Fair Lady, directed by Julie Andrews, have come together to create three special experiences for theatre fans this spring, to celebrate the 60th anniversary of this beloved musical at the Sydney Opera House, from 30 August until 5 November 2016.

Sofitel Sydney Wentworth is offering guests a choice of overnight stay and show packages, a themed High Tea, and an exclusive opportunity to meet some of the My Fair Lady cast in Sydney; offers that will appeal to musical theatre enthusiasts who wish to do much, or Doplittle, to celebrate this highly anticipated musical

So Cultural Sofitel stay and show packages

For a musical night to remember, Sofitel has created a My Fair Lady So Cultural package which includes overnight accommodation and breakfast for two, a two-course pre-performance dinner at the hotel's acclaimed Garden Court Restaurant, plus two A-Reserve tickets to see the 60th anniversary production of My Fair Lady at the nearby Sydney Opera House.

Sofitel Sydney Wentworth's Executive Chef Boris Cuzon has designed a quintessential English High delicacies including lavender & mango macaroons, strawberry tartlet, blueberry cheesecake and truffled egg sandwich, all in the in the suitably elegant surrounds of Garden Court Restaurant.

'Dance all night' exclusive High Tea and meet the cast of My Fair Lady

Musical lovers are invited to an exclusive late afternoon tea gathering at the heautifully themself Garden Court Restaurant at Sofitel Sydney Wentworth, where they get the chance to meet & greet some of the cast of the 60th anniversary production of Lerner and Loewe's musical masterpiece, My Fair Lady. A performance ticket is included in this exclusive package.

Friday 21st Ortober 2016

Celebrating an important anniversary in 2016, Sofitel Sydney marks the 50th anniversary of the iconic Wentworth Hotel, opening as the first premiere hotel in Sydney in 1966, while My Fair Lady celebrates its 60thanniversary

ETB Travel News

My Fair Lady and the Wentworth

THE Safited Sydney Wentworth hotel and my Fair Lady. directed by Julie Andrews, have come together to create three special experiences for theatre fam this spring, to cells hate the 60° armiversary of this belowed musical at the Sydney Opera House, from

now until November 5. The offer includes a commodation and breakfast for two, a pre-performance dinner plus two Affesterve

COSTS: Package sistant at \$821 per room per night. MORE DETAILS: 1800 678 960.



Central and North **Burnett Times**

My Fair Lady and the Wentworth

THE Sofitel Sydney Wentworth

hotel and my Fair Lady.

directed by Julie Andrews.

have come together to create

celebrate the 60th anniversary

of this beloved musical at the

accommodation and breakfast

for two, a pre-performance

dinner, plus two A-Reserve

\$821 per room per night.

MORE DETAILS:

1800 676 960

Sydney Opera House, from

now until November 5.

The offer Includes

tickets COSTS: Packages start at

three special experiences for

theatre fans this spring, to

Coffs Coast Advocate

My Fair Lady and the Wentworth

THE Sofitel Sydney Wentworth hotel and my Fair Lady, directed by Julie Andrews, have come together to create three special experiences for theatre fans this spring, to celebrate the 60° anniversary Sydney Opera House, from

now until November 5. The offer includes for two, a pre-performance dinner, plus two A-Reserve

COSTS: Packages start at S821 per room per night. MORE DETAILS: 1800 676 960.

Daily Examiner Grafton





MEDIA COVERAGE

My Fair Lady and the Wentworth

THE Sofited Sydney Weintworth hotel and my Fair Lady, directed by Julie Andrews, have come together to create three special experiences for theatrn fans this spring, to celebrate the 60° anniversary of this beloved musical at the Sydney Open House, from

now until November 5.
The offer Includes
accommodation and breakfar
for two, a pre-performance
dinner, plus two A-Reserve
tickets.
COSTS: Packages start at

COSTS: Packages start of S821 per room per night. MORE DETAILS: 1800 676 960.



Fraser Coast Chronicle

My Fair Lady and the Wentworth THE Sofitel Sydney Wentworth now until November 5

he some system were well what and my Fair Lady, directed by Julie Andrews, have come together to create three special experiences for theatre fans this spring, to celebrate the 60° anniversary of this beloved musical at the Sydney Opera House, from

now until November 5.
The offer in cludes
accommodation and breakfast
for two, a pre-performance
dinner, plus two A Reserve
tickets.
OSSTS: Packages start at
S821 per room per night.
MORE DETAILS:
SECONTRADES:



Sunshine Coast Daily

My Fair Lady and the Wentworth

THE Sofitel Sydney Wentworth hotel and my Fair Lady, directed by Julie Andrews, have come together to create three special experiences for theatre fans this spring, to celebrate the 60° anniversary of this beloved musical at the Sydney Opera House, from

now until November 5.
The offer Includes
accommodation and breakfast
for two, a pre-performance
dinner, plus two A-Reserve
tickets.
COSTS: Packages start at

tickets. COSTS: Packages start a \$821 per room per night. MORE DETAILS: 1800 676 960.



My Fair Lady and the Wentworth

THE Soffiel Sydney West worth hotel and my fisit Lady, directed by Julia Andrewo, have consistent to gether to create their special experiences for chairs special experiences, to celebrate their bits appring, to celebrate the 80° a milwersary of this beloved maximal at the Sydney Open House, from

mow until November 5.
The other includes accommo dation and break fast for two, a pre-perform asso dinner, plus two A-Reserve tickets.

OSTS: Packages start at

009TS: Packages start \$821 per room per right. More DETAILS: 1900 678 960



Gladstone Observer

Marochy Weekly

My Fair Lady and the Wentworth

THE Sofitel Sydney Wentworth hotel and my Fair Lady, directed by Julie Andrews, have come together to create three special expreiences for theatre fans this spring, to celebrate the 60° anniversary of this beloved musical at the Sydney Opera House, from

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The offer includes
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for two, a pre-performance
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tickets.
COSTS: Packages start at

S821 per room per night. MORE DETAILS: 1800 676 960.

Northern Star

My Fair Lady and the Wentworth

THE Sofitel Sydney Wentworth hotel and my Fair Lady, directed by Julie Andrews, have come together to create three special experiences for theatre fans this spring, to celebrate the 60° anniversary of this beloved musical at the Sydney Opera House, from

now until November 5.
The offer includes
accommodation and breakfast
for two, a pre-performance
dinner, plus two A-Reserve
tickets.
COSTS: Packages start at

COSTS: Packages start S821 per room per night. MORE DETAILS: 1800 676 960.



QLD Times Ipswich

WHAT IN THE WORLD

Tickets are on sale for Nightfest, Canberra's Floriade illuminations at Commonwealth Park; evening events to October 6 cover live music, roving entertainment, light installations, food outlets and offerings from winemakers and brewers . Sofitel Sydney Wentworth and the producers of My Fair Lady at the Sydney Opera House are offering three experiences for fans; until November 5, the hotel has accommodation, dinner and A-Reserve ticket packages, plus themed high teas in the Garden Court Restaurant and an opportunity to meet the cast on October 21 • The new 40-passenger Belmond Grand Hibernian luxury sleeper train has two, four or six-night itineraries from Dublin until the end of October; the 2017 season runs April 25 to October 14 . Celebrity Cruises will launch a maiden season out of Abu Dhabi aboard Celebrity Constellation between November and January; vovages range from nine to 14 nights

Weekend Australia

You News Home / Naves / Cities / Entertainment / Softer Spriney learns

Sofitel Sydney teams up with My Fair Lady in Olie, Enterlainment, Hotel News, Short Stays /



Cast 1327 Photobylkrian Grach e 1466 730 7335 75. 1004 v630 (ep) My Fair Lady joins forces with the Soficel Sydney

program
The Softer Sydney Westworth
Introlleem softeleythey ones au MELI hotel,
celebrating its 50th birthday this year, and Agr.
Agr. Cash Microsofteleythey come au more and an authority and a second and a second

The Finer Things

A 'Loverly Lady Afternoon Tea'

The Sofitel Sydney Wentworth Hotel has created special experiences for theatre fans this spring to celebrate the 60th anniversary of My Fair Lady, which is being directed by Julie Andrews at the Sydney Opera House until 5 November.

Among the offers is the 'My Fair Lady So Cultural' package, priced from \$821 per room, including accommodation and breakfast for two, a two-course pre-performance dinner at the hotel's Garden Court Restaurant, plus two A-Reserve tickets to see My Fair Lady.

There's also a
'Loverly Lady Afternoon Tea', which includes a quintessential English High Tea, inspired by My Fair Lady, with

guests
indulging in a decadent selection of
sweet and savoury delicacies
including lavender-and-mango
macaroons, strawberry tartlet,
blueberry cheesecake and truffled
egg sandwich.

The experience is priced from \$55 per person.

Phone 1800 676 960 or visit http://www.sofitelsydney.com.au

Weekend Herald Adelaide



MEDIA COVERAGE

Sofitel Fair Lady dea

SPECIAL stay and show packages are on offer for Sofite Sydney Wentworth guests wanting to see the musical performance of My Fair Lady at the Sydney Opera House.

The 'So Cultural' package includes a night's accom, brekk for two, a two-course preperformance dinner at the hote Garden Court Restaurant & two A-Reserve tickets to see the sho

Deals start from AU\$821 per room per night; CLICK HERE for more details.

Travel Daily



My Fair Lady Specials

The Softial Sydney Wentworth hotel has partnered with the My Fair Lady musical to offer special experiences including stay and show packages, a themed high tea and the opportunity to meet some of the cast. The musical, directed by Julie Andrews, is playing at the Sydney Opera House. The Softiel's special packages are available now until 05 Nov. and indude a My Fair Lady So Celteral package with accommodation and breakfast for two, a two-course properformance dinner, and two A-Reserve tickets to see the show. Prices are from AUD821 per room pri. There's also the 'loverty' Lady Afternoon Tea in the Garden Court Restaurant, from AUD55pp; and a Dance all night' High Tes and meet the cast, which is on 21 Oct and also includes tickets to the show. It's priced from AUD277.90 for an A reserve ticket.

Travel Today New Zealand

playing a character on stage, but I find it stranger to kind of be mys sit Just recently, in Guys and Dolls, the guy who

say opposite does the speech after we all bow at ... being myself on stage, quite particularly after you've been the character for the past tow hours and then sort of having to step out of that. How did you get into musical theatre? Fee just always loved It. My mun was a music bacher for a long time and we used to [be part of the] local mateur dramatic society. If you hadn't gone down this career path, If you hadn't gone so had a lused to want to what would you be doing? Jused to want to be an author or a liberian, something like that.

tartists; scores and savouries; mast beef on whole wheat with hers enadish butter; smoked salmon on datatta, cream cheese, cherry tomato capers; cucumber dil-on white bread; spinach and pumpkin mul fin; quiche lorraine What was your first big break? Love Nover Dies (had) a lid of international interest in the production and it was filmed and released in dinemas internationally and on DVDs.

What's next in the pipe time? I've just released my album, so I'll be doing a bit of promo for that, and I've got some concerts lined up over the Christmas/ Herbaltea and English breakfast tea.

BITE SIZE

WE WENT TO Solind High Tea, Sydney

WEATE An assortment of sweets: classic opera

slice-marames

cheesecake eclairs

WE DO ANK

Will you stay based in the UK? Myporter thing but then we keep staying on longer Is he in musical theatre as well? You, he is

Sun Herald

Opera Australia and John Broofs production of My Fair Lady previews from August 30 at Sydney Opera. House from \$89.90 Julie Andrews is in conversation with her daughter Emma Walton Hamilton at the Opera

spending time with my family is obviously a huge priority when we're all

in the same country.

What do you do for fun when you're not

working? Hove exploring the London parks, and



HOMEANDAWAY

Wouldn't it be "loverly"... Sofitel Sydney Wentworth and My Fair Ledy. being staged at the Sydney Opera House, have partnered in a themed program to November 5, including accommodation packages with show tickets and an afternoon tea in the hotel's conservatory-like Garden Court Restaurant, With no Professor Henry Higgins on hand to oversee table manners and enunciation, fair ladies can "abso-bloomin'-lutely" get stuckinto a dassic high tea designed by the hotel's executive chef Boris Curron. The selection includes lavender and mango macarons, strawberry tartlets, tiny blueberry

cheesecake-flavoured paylov as,



vanilla mille-feuille and, on the savoury level of a three-tiered silver tower, truffled egg sandwiches, little quiches and smoked salmon and goat's cheese morsels. There are fine chinapurple teacups rimmed with gold, proper posh leapots and optional flutes of sparkling wine or French champagne. Eliza Dollthe surely would have "used her head" and opted for a splash of the latter. This year marks the 50th birthday of the Wentworth Hotel, now managed by Accorunder its top Sofitel branding, and the 60th anniversary of the staging of Lerner and Loew et My Fair Lady, based on George Bernard Shaw's play Pygmalion. From \$55 a person. More: softely dney.com.au/ MFL.

SUSAN KUROSA WA

The Weekend Australian

Tea with My Fair Lady

Tuesday, 11th October, 2016 Section: Travel





Here's your chance to meet some of the cast of My Fair Lady.

THE Sofitel Sydney Wentworth hotel and My Fair Lady, directed by Julie Andrews, have come together to create three special experiences for theatre fans to celebrate the 80th anniversary of the beloved musical.

The hotel is offering guests a choice of overnight stay and show packages, a themed high tea, and an exclusive opportunity to meet some of the My Fair Lady cast in Sydney.

The My Fair Lady So Cultural package includes overnight accommodation and breakfast for two, a two-course pre-performance dinner at the hotel's acclaimed Garden Court Restaurant, plus two A-Reserve tickets to the musical. Packages start from \$821 per

Another option is A "loverly" Lady Afternoon Tea, inspired by My Fair Lady Garden Cour Restaurant, priced from \$55 per person.

Then there is the 'Dance all night' exclusive high tea and opportunity to meet the My Fair Lady cast on October 21. A performance ticket is included in this exclusive package and prices start at \$277.90.

For this event visit www.opera.org.au, select 'My Fair Lady' on October 21 and enter code HIGHTEA

1800-676-960, www.sofitelsydney.com.au/MFL

Thesenior.com.au

Radio Gold Coast 94.1fm (John Kerr's weekly travel show) – several mentions on My Fair Lady High Tea



SOCIAL INFLUENCER





SOCIAL INFLUENCER





6,129 likes

msyan_ Had the wonderful opportunity to see My Fair Lady, directed by none other than Julie Andrews (3) at @sydneyoperahouse last weekend. Afterwards, we enjoyed a lovely high tea inspired by the musical at @sofitelsydney. Such a delightful experience!

violettedaily Aww so pretty %

c.loversss Yum © © ©

theveganfiesta What a pretty spread! +:

rosediaries24 Yum ♥

humayrasaloojee @marinacavaleros

mathildetamtam 5%%%

foodreviewaustralia Gorgeous ♥♥♥

pepitobottichello So pretty..♥+;

jillish_ Really love the colors here sofitelsydney Bonjour @msyan_ we are

Log in to like or comment.

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MEDIA REACH

PRINT & RADIO

SOCIAL INFLUENCER

Total Value: \$38,528

Total Reach: 493,243

Total Reach: 88,232

Total Likes: 6,724

S O F I T E L HOTELS & RESORTS