

AGENDA:

- 1. THE OFFERS & RESULTS
- 2. ONLINE DISTRIBUTION & RESULTS
- 3. EVENT ACTIVATION
- 4. NOTES



OFFER DETAILS



50x Classic Packages @ \$315/\$345 per night

- Overnight accommodation in a Superior Room
- Two cocktails and Cheese platter on arrival
- Tow GA tickets to St George Open Air Cinema
- Breakfast for two
- Late check out at 12pm

12x Premium Packages @\$385 per night

- Overnight accommodation in a Luxury Room
- Two cocktails and Cheese platter on arrival
- Tow Lounge passes to St George Open Air Cinema
- · Breakfast for two
- Late check out at 12pm



ONLINE DISTRIBUTION

Website landing page

Results

- Landing page had 544 session
- Generating a total of 81 conversions



ST.GEORGE OPENAIR CINEMA

The world's meat beautiful circums

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Minimum Plant

Minimum Plant





FMAIL MARKETING

Results:

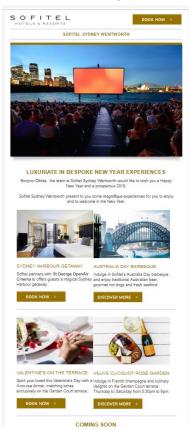
18 December 2018:

- Sent to 31,369 contacts
- Opened by 20.9%
- 1.9% click through rate
- 256 session generated on Microsite
- resulted in 42 overall conversions
- 24 sessions on St George OpenAir landing page
- 1x conversion generated

25 January 2019

- Sent to 32,789 contacts
- 24.1% opening rate
- 2.9% click through rate
- 367 sessions generated on Microsite
- Resulted in 32 overall conversions
- 119 sessions on St George OpenAir landing page
- · 14x conversions generated

Sent 25 January 2019



Sent 18 December 2018





PRESS RELEASE



 Media release distributed on 20 December 2019

Veuve Clicquot Rosé Garden pop-up

Balmy summer evenings are best enjoyed alfresco with a glass of Veuve Cliquot Rosé on Sofftel Sydney Wentworth's Garden Terrace. This summer pop-up bar is available for a limited time only and is a unique partnership between Sofftel Sydney Wentworth and Veuve Clicquot, open each Monday through to Saturday throughout summer from 5:30pm, with a live DJ on Thursday and Friday nights. For more information, visit www.sofftelsydney.com.au/roségarden

St George OpenAir Cinema partnership

Sofitel Sydney Wentworth has partnered with St George OpenAir Cinema as the preferred accommodation partner. From 8 January until 16 February 2019, the Fleet Steps in the Royal Botanic Gardens will be transformed into a vibrant cinematic experience with panoramic Sydney Harbour views as the backdrop. Make it an unforgettable overnight experience in a newly renovated Superior Room, a velcome delight served on the Garden Court terrace featuring a Rose Cocktail and French cheese selection, two St George OpenAir general admission tickets*, breakfast for two in Garden Court Restaurant and late check out at 1pm. Stay from \$345* per night or upgrade to a premium package to include accommodation in a Luxury Room and Lounge passes to the St George OpenAir Cinema, from \$385* per person. For more information, visit www.sofitesburkey.com.au/stageorgeopeniar

Rosé High Tea

Tantalise your tastebuds and indulge in Rosé poached mini pears, berry éclair combined with quintessential flavours of freshly baked pink scones, salmon quiche accompanied by a wide choice of some of the world's most exquisite teas from Dilmah's Teamaker Private Reserve, or fresh barista coffee. Priced from \$65 per person, or paired with sparkling Rosé wines from \$83 per person. For more information, visit yew, softlesydney com autrosehighted.

ENDS

Sofitel Sydney Wentworth:

@sofitelsydney | www.sofitelsydney.com.au
Sofitel Melbourne On Collins:
@sofitelmelbourneoncollins | www.sofitel-melbourne.com.au
AccorHotels:
@@accorhotelsaus | www.accor.com

Sofitel, World Class Hotels & French Elegance

Sofitel Hotels & Resorts is an ambassador of modern French style, culture and art-de-vivre around the world. Established in 1964, Sofitel is the first international luxury hotel brand to originate

PRESS RELEASI

20 December, 2018

Unique collaborations at Sofitel Sydney Wentworth this summer

Multi-million dollar refresh underway and set to be unveiled in 2019



DOWNLOAD HI-RESOLUTION IMAGES HERE

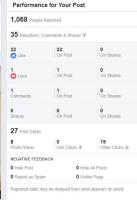
Sofitel Sydney Wentworth is set to make a grand entry into 2019, with a major multi-million dollar refresh of this grand dame well underway and scheduled to be unveiled at the end of March 2019. To celebrate the hotel entering a new era, Sofitel Sydney Wentworth have joined forces in some unique partnerships for a host of events and entertainment options to make the most of summer in Sydney.

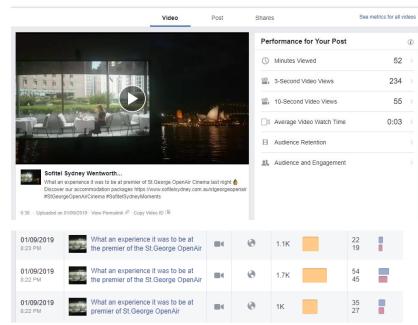
Recognised for its unique architecture and as a landmark hotel in Sydney's CBD, the iconic Sofitel Sydney Wentworth is entering a new era, with all 436 guestrooms and suites receiving a refresh, as well as an upgrade to the lobby area and library fittings and furniture. A major technology overhaul is also in progress, with the launch of IPTV including Chromecast on all



SOCIAL MEDIA - FACEBOOK





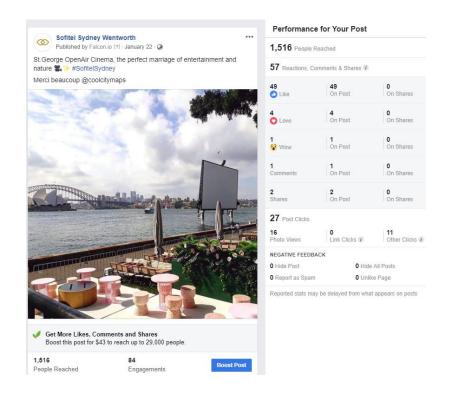




SOCIAL MEDIA – ORGANIC CONTENT & RESULTS

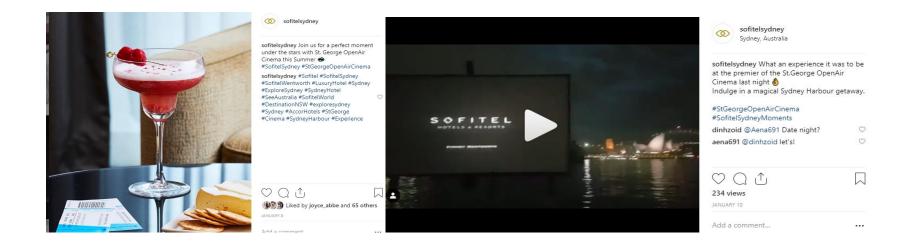
Results:

- 6,384 total reach
- 381 actions taken





SOCIAL MEDIA – INSTAGRAM





SOCIAL MEDIA – INSTAGRAM

468 views, comments & shares





SOCIAL MEDIA – ADVERTISEMENT

St.George OpenAir (1st Round)

Spend: \$200 Clicks: 209 Reach: 6,142

Landing page views: 183x



We have partnered with St.George OpenAir Cinema to present you with the ultimate Sydney Harbour experience **

By day, enjoy Rosé Cocktails and French delights in your newly renovated Superior Room.

Come nightfall, immerse yourself in an unrivalled cinematic experience **\$\mathbb{4}**

Click 'Book Now' for your magical Sydney getaway.



Offering the ultimate Sydney...

Book Now



Luxuriate

Indulge v



SOCIAL MEDIA – ADVERTISEMENT

St.George OpenAir (2nd Round)

Spend: \$44.21 Results: 42 Clicks

Reach: 1,482

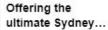


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Due to high demand, we have released new packages for the St.George OpenAir Cinema on 8th & 10th February 2019!

Limited packages only. Don't miss out!





Book Now



Luxuriate Indulge v

SOCIAL MEDIA – INFLUENCERS



georgiagravanis • Follow St.George OpenAir Cinema georgiagravanis The birthday weekend concludes with dinner at The Aria Lounge at St George Open Air Cinema 🏈 🖋 . Thank you to @sofitelsydney for having us and to everyone that celebrated with me and wished me a happy birthday!! . #dessert #dessertfirst #dinner #aria #restaurant #lounge #cinema #birthday #celebrations #25 #fashion #style #nightsout #love Load more comments georgiagravanis @floackermans @ @ O elisaabethlund You are so pretty 🤩 chloe_c_clesla Looks like it was a great dinner 🔯 🏈 283 likes JANUARY 13

 SSW hosted Georgia Gravanis to experience a Sydney Harbour escape





SOCIAL MEDIA – INFLUENCERS

- Total of 1,371 likes, comments, shares
- Overall boost of Social Media referral & conversions throughout the campaign period:

Conversions:

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Facebook +102.13% uplift YOY Instagram +42.86 % uplift YOY
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Referral traffic:

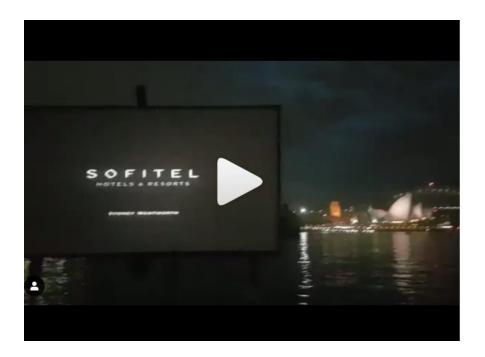
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Social Media referral +309% uplift YOY
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 30 second Sofitel branded video appeared on 41x movie sessions throughout the season, next to brand like Tiffany & Co, Chanel, Aria, Chiswick, Audi, JCDecaux





Branding on St George OpenAir website https://www.stgeorgeopenair.com.au/

Principal Sponsor

st.george

Major Partners









CHANEL





Branding at event entrance

Approx. Value of overall branding/exposure: \$143,500





Notes

- Cancellations due to bad weather were a challenge to manage
- Guests with premium packages complained due to extra dinner expenses onsite maybe next year dinner can be included as part of negotiations or only GA tickets to be included
- Premium tickets for entertainment caused similar queries in re to dinner spend in the Aria Lounge
 some guests arrived late for the movie only which was a waste of the premium upgrade
- Dates in January need to be reviewed next year as two dates in early January did not sell due to lacking demand its recommended to book packages in late Jan and Feb only in future years
- Redemption of soft benefits were not coordinated properly and are now spread out throughout the year
- Entertainment tickets were not handled the most effective way and could have rather been used for additional packages as there was very high demand
- Other than rooms packages, additional FB promotions could have driven revenue in outlets and would be recommended to implement in future years
- A follow up meeting was held on 13/3 with St George open to renewal discussions for 2020
- Minimal Marketing due to Loyalty distribution and in house Email Marketing/Social Media



S O F I T E L HOTELS & RESORTS