



**PHG CONSULTING**

# Royal Savoy Hotel & Spa and The Alpina Gstaad Case Study

SOCIAL MEDIA PROJECT



# Overview

Two acclaimed hotels in Switzerland – Royal Savoy Hotel & Spa Lausanne and The Alpina Gstaad – engaged PHG Consulting to invite social media influencers from the United Kingdom and United States to experience the ultimate Switzerland itinerary via a dedicated, collaborative, two-part FAM trip. The goal of the trip was to promote travel to the hotels during summer months, specifically highlighting their respective wellness features and positioning both properties as ideal retreat getaways.



# Action

PHG Consulting was tasked with the following deliverables from Royal Savoy Hotel & Spa Lausanne and The Alpina Gstaad to achieve their joint social media influencer FAM objectives:

- Identify a list of target influencers and secure 2-3 attendees that:
  - Create quality travel content
  - Have a credible reputation
  - Have an engaged audience of active travelers and in markets where Switzerland is accessible
  - Have previous experience partnering with similarly aligned brands
- Work with both hotel teams to craft a detailed and intriguing trip itinerary that would allow for plenty of content opportunities – both on property and in/around the destination
- Determine content requirements for each influencer and ensure all information was available to them to complete deliverables successfully
- Coordinate with partner airline to organize the influencers' travel schedules
- Monitor influencer content during and following trip to ensure everything had proper brand positioning, required account tags and hashtags, and total pieces of content overall

# Results

PHG Consulting successfully addressed and exceeded the hotels' objectives by executing a thoughtfully curated social influencer FAM trip. Key results included:

- 3 social media influencers secured to participate, all agreeing to specific deliverables
- 45 social media posts tagged with the official trip hashtag, #PHRinSwitzerland
- 1.8 million viewers reached through social content and tags
- 5.8 million potential impressions
- 1,239 average engagement (likes and comments) per post
- 50+ Instagram story posts dedicated to The Alpina Gstaad and 25+ posts dedicated to Royal Savoy
- Two comprehensive blog post reviews of hotel experiences on Marikokuo.com and ThoroughlyModernMilly.com (approximately 10,000 unique visitors per month combined)
- The Alpina Gstaad featured in an Instagram story by @TravelChannel (1.9 million followers), achieving 35k-40k average views per story post
- Photos from The Alpina Gstaad reposted by influential accounts including @beautifulhotels (3.2 million followers), @Switzerland.hotels (214.3k followers), and @Switzerland.vacations (716.1k followers)
- Photo from Royal Savoy Hotel & Spa Lausanne shared by travel publication AFAR Magazine's Instagram account (242k followers)

# Social Coverage Highlights

