



## COLONY SQUARE HOTEL SOUTHERN CONFERENCE CENTER

### SITUATION ANALYSIS:

Colony Square Hotel, located in midtown Atlanta, GA was experiencing loss of business as the property aged and newer hotels entered the immediate marketplace. Group, transient and conference center business were all in decline. Hotel renovation was needed. All marketing literature were outdated and need replacement.

### MARKETING OBJECTIVES:

- Stop erosion of group, transient and conference center business while repositioning the Hotel's identity.
- Promote new renovations to the hotel and conference center through a cohesive advertising effort
- Increase business and bookings for:
  - Business Traveler Segments
  - Transient Weekend Business
  - The Southern Conference Center
  - Catering/Food & Beverage
  - Sunday Brunch/Dining

### MARKETING STRATEGIES:

- Brand the hotel as *'The Host of Midtown.'*
- Introduce the *'We overlook everything. We overlook nothing'* campaign.
- Capitalize on the hotel's convenient proximity to Atlanta's premier arts and entertainment venues.
- Design new newspaper ads in a unique short double-truck format to make them stand out while maximizing cost efficiencies.
- Provide incentives to secretaries/meeting planners for each booking.
- Develop a unique direct mail program targeting meeting planners, associations and tour operators.

### RESULTS: Within one year...

- Conference Center bookings increase 34%
- Group business increased 19%
- Tour and travel bookings increased 15%
- Sunday brunches sold out weekly
- The secretary program generated over 500 new members
- The campaign won 6 creative marketing awards.

