SPEAKER SERDAR KUTUCU

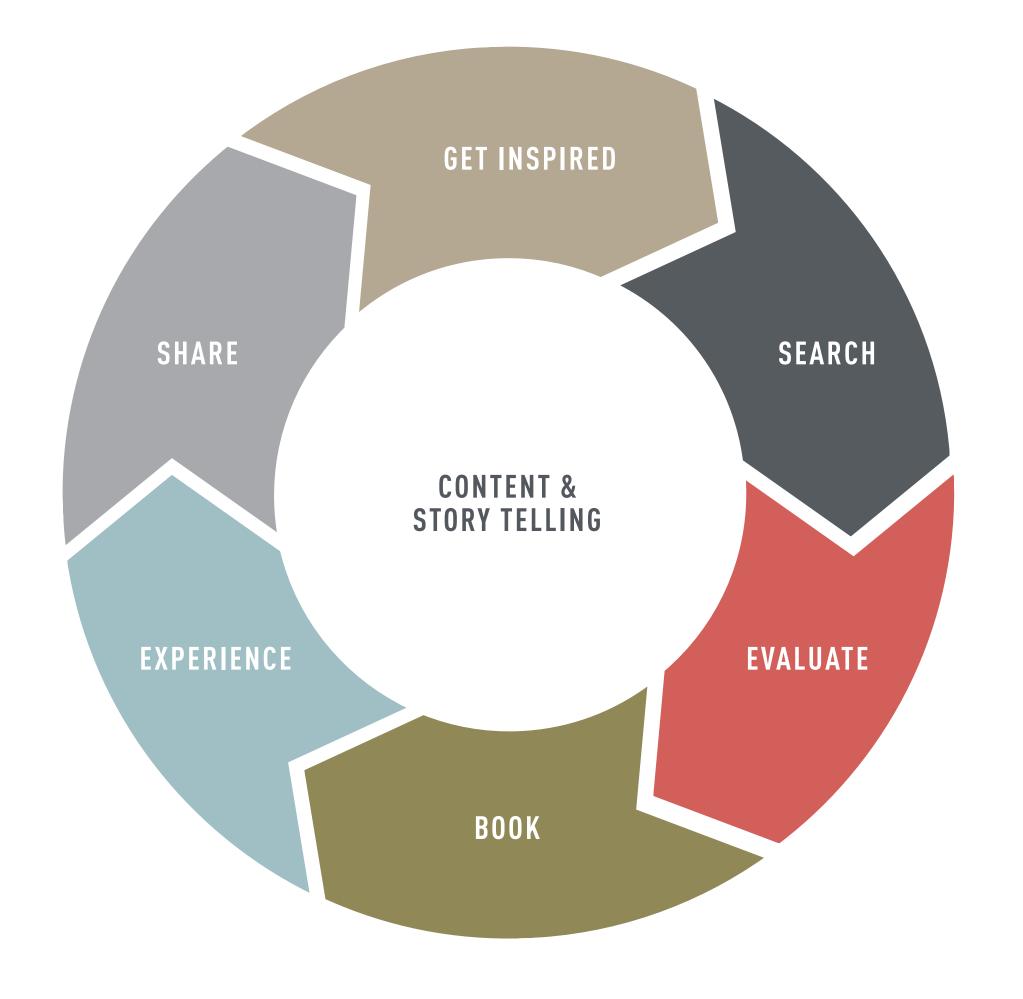
VP BRAND, MARKETING & COMMUNICATIONS

of Design Hotels

Creating Original Experiences in the Online and Offline World



CUSTOMER DECISION JOURNEY – ENGAGING THE CONSUMER IN THE ONLINE & OFFLINE WORLD

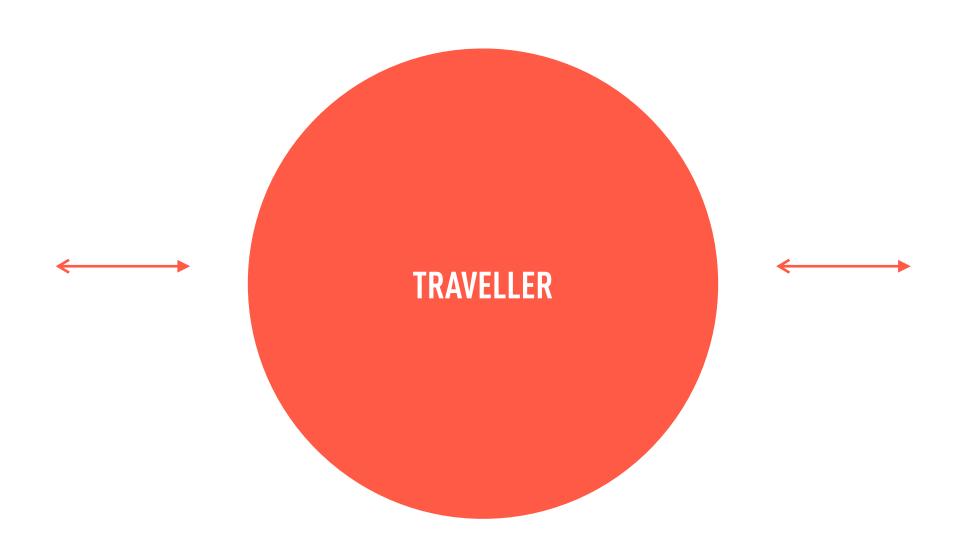


2

THE VALUE OF THE SPG COLLABORATION FOR THE GUEST

Design HotelsTM

Independent Hotels Consistent Selection Criteria Original Experiences Inspiring Destinations

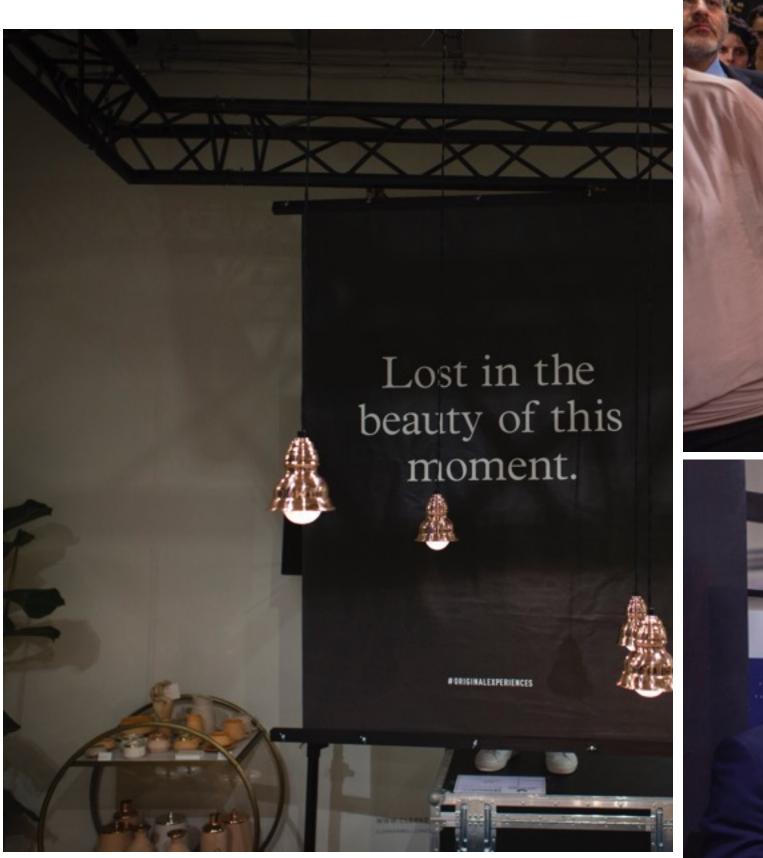


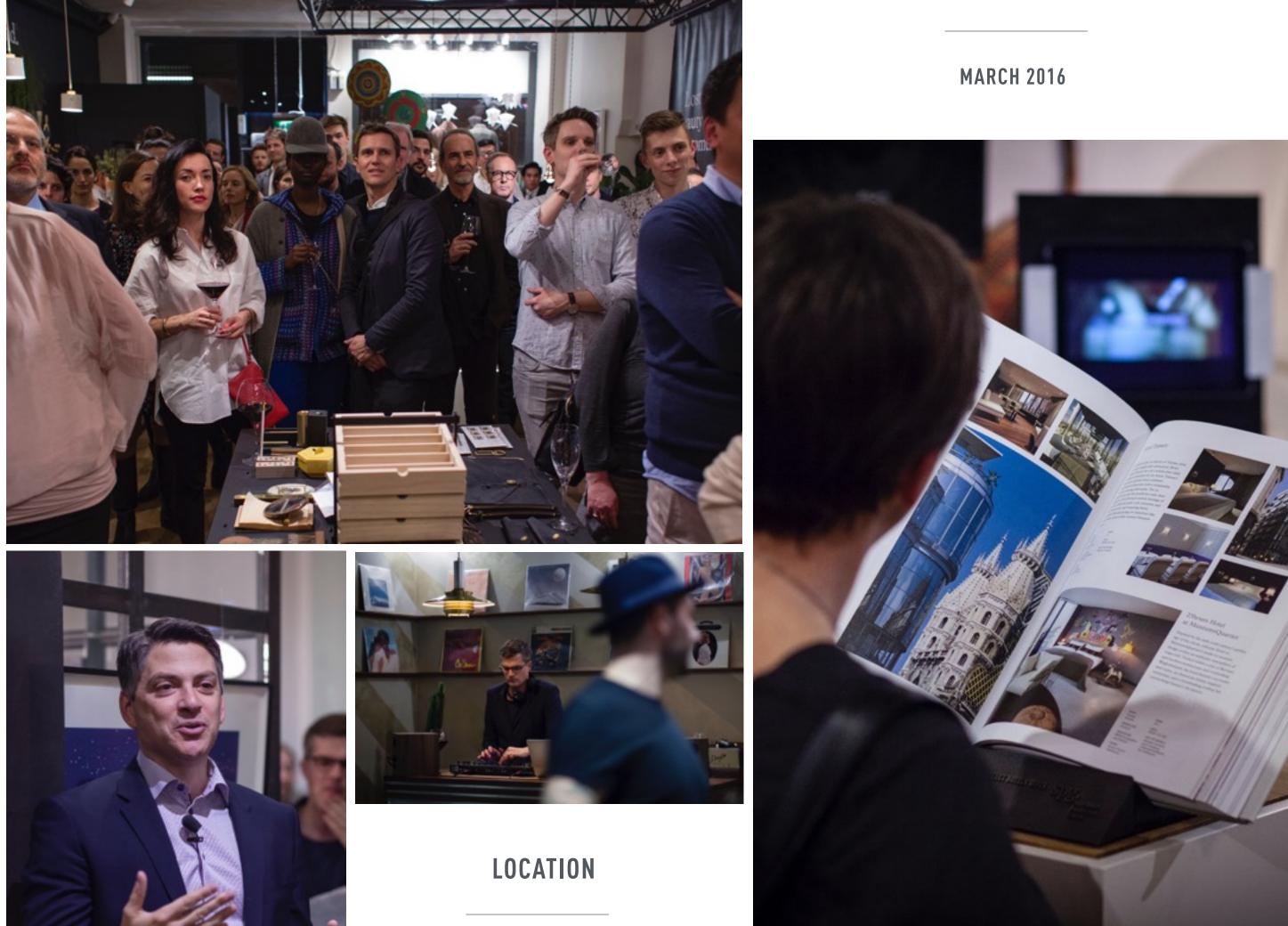
SPG

Loyalty Recognition Redemption Program Partners



DESIGN HOTELS™ & SPG - MEDIA LAUNCH EVENT







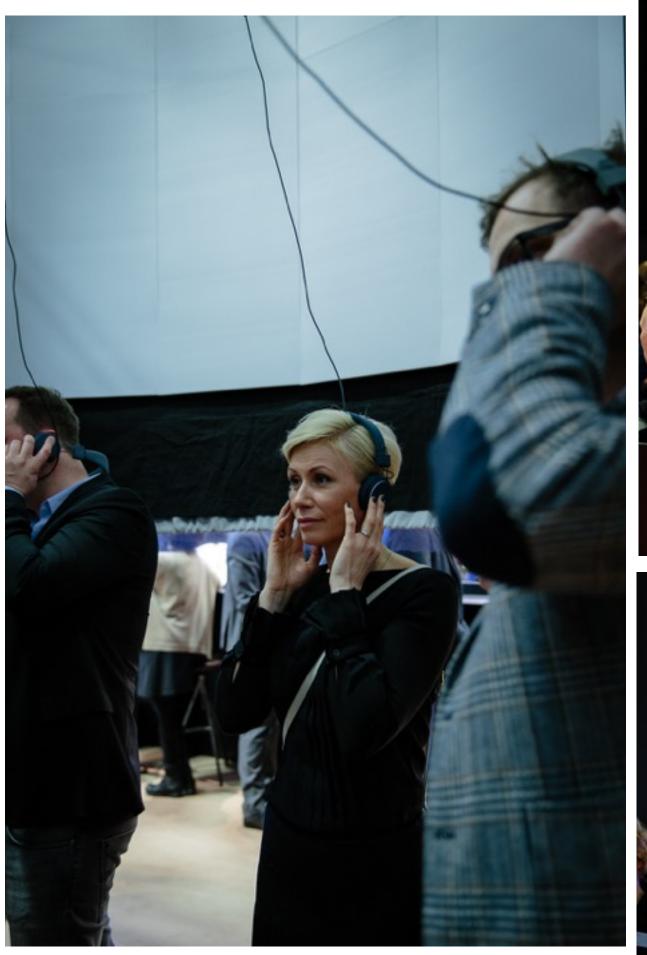


DATE

LONDON



DESIGN HOTELS™ ITB TRADE SHOW STAND









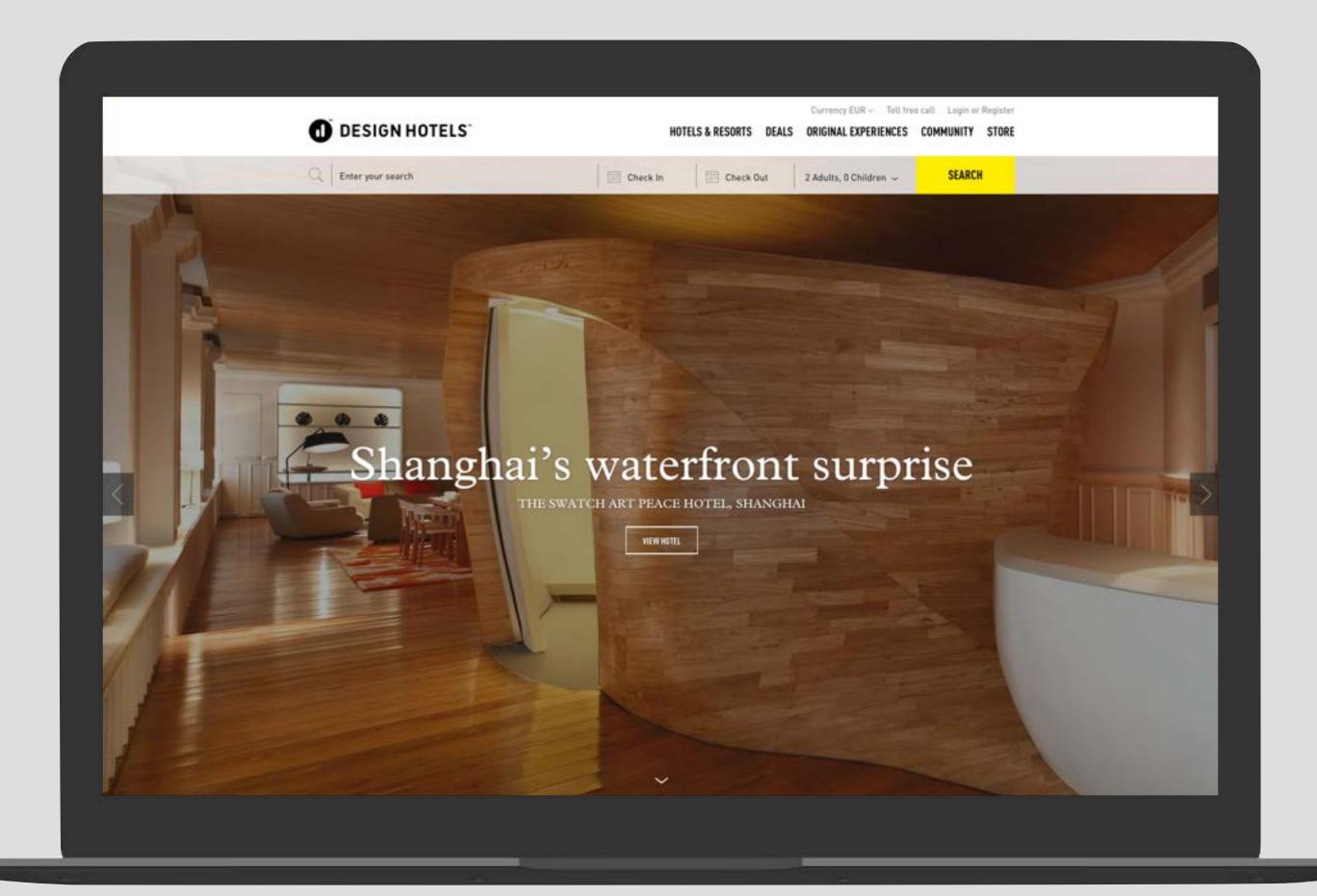


LOCATION

BERLIN

5

DESIGN HOTELS™ WEBSITE 4.0



DESIGNHOTELS.COM

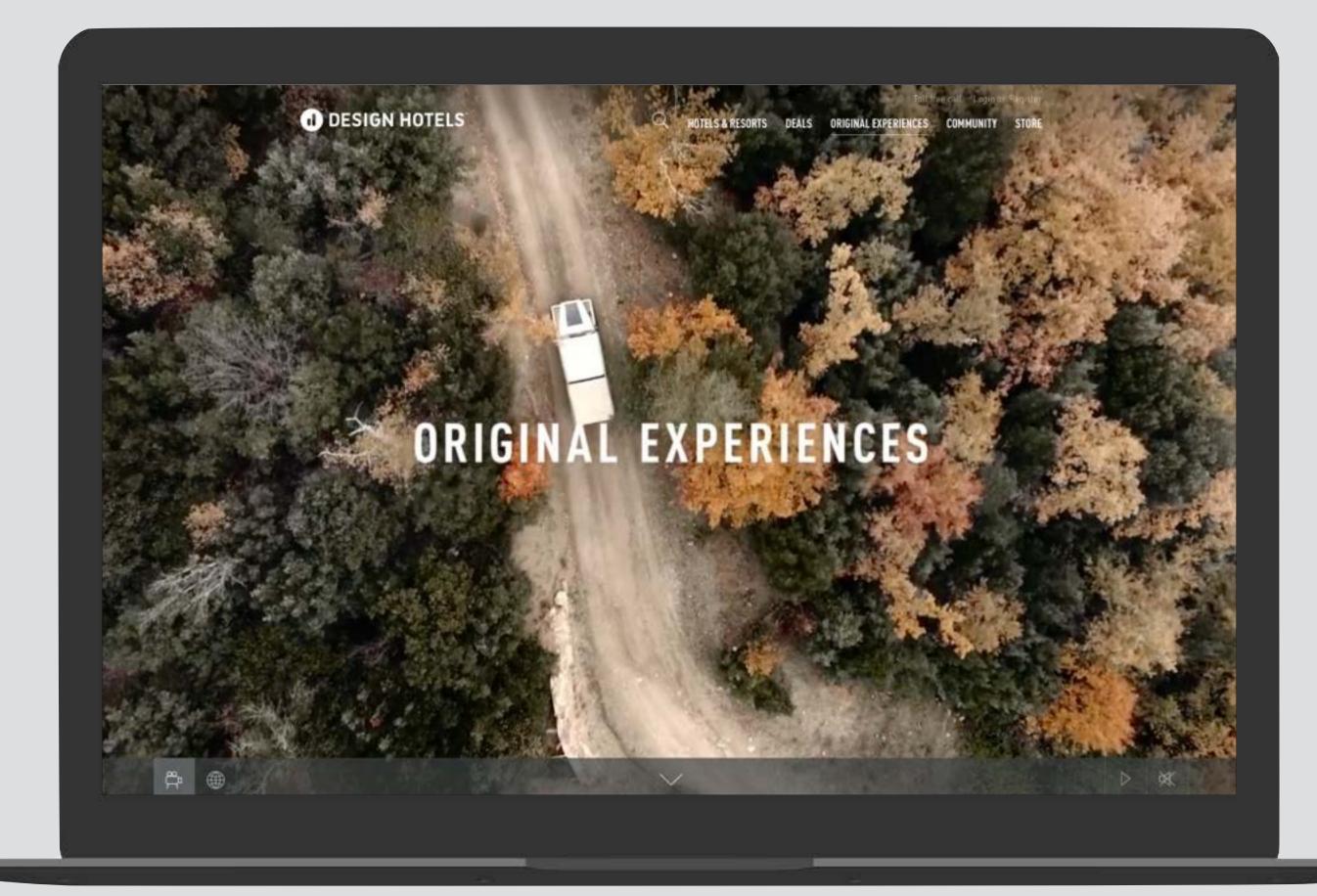
>2M UNIQUE VISITORS / YEAR

11M TOTAL PAGE IMPRESSIONS / YEAR

38% 38%



ORIGINAL EXPERIENCES LANDING PAGE



DESIGNHOTELS.COM / ORIGINAL EXPERIENCES

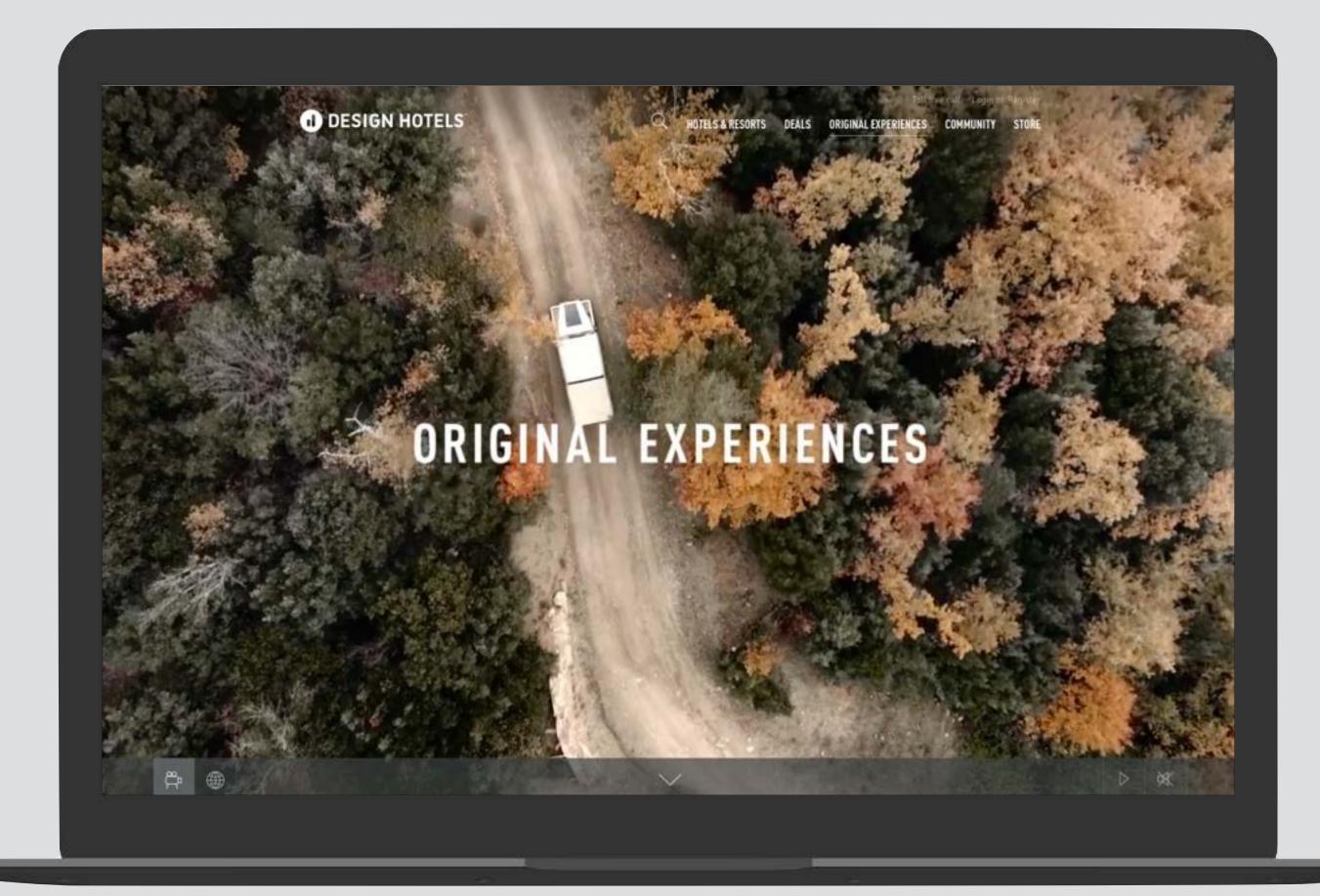


>650.000 Total page impressions

> **37%** REPEATED VISITS

7

ORIGINAL EXPERIENCES LANDING PAGE



DESIGNHOTELS.COM / ORIGINAL EXPERIENCES



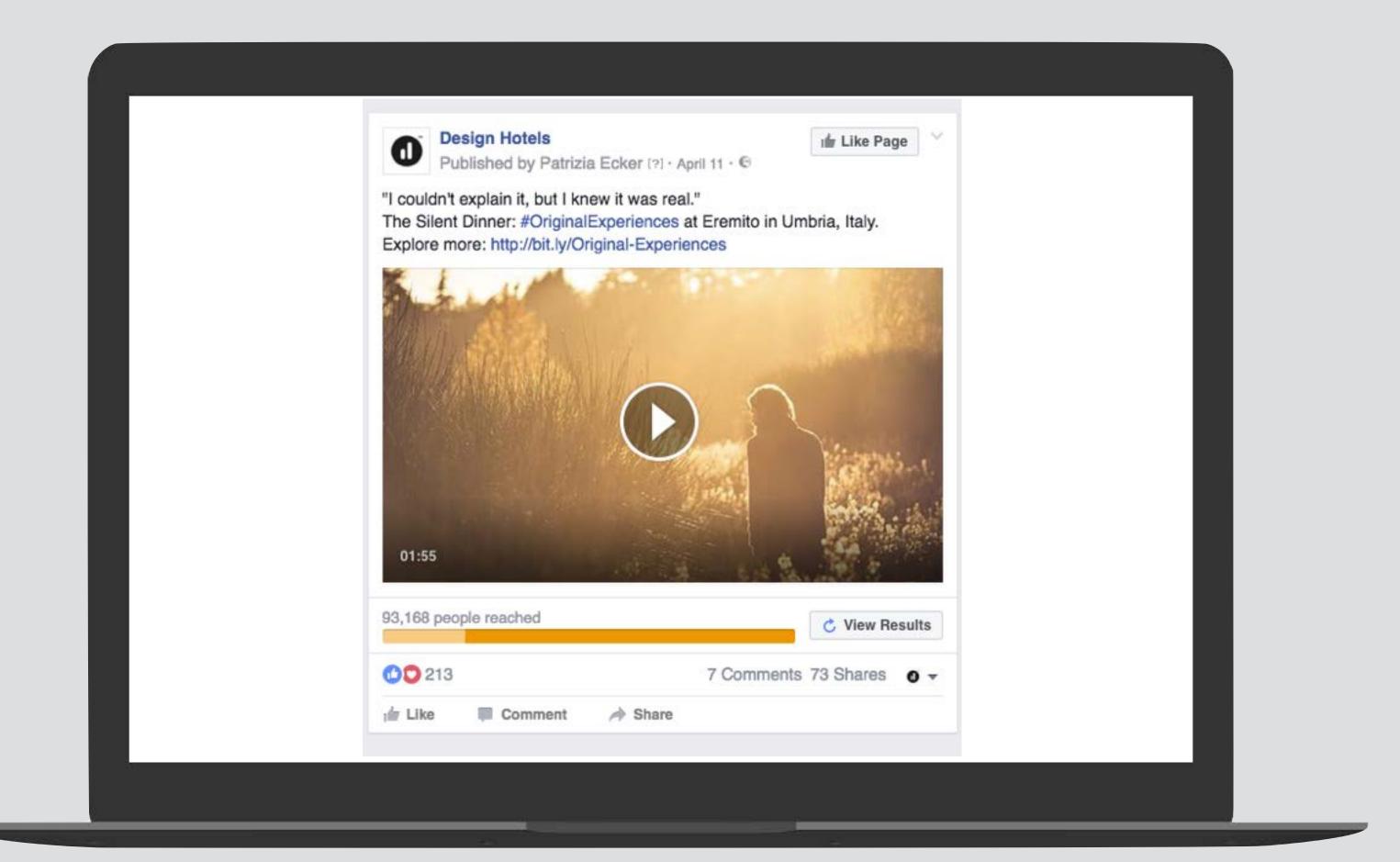
reddot award 2016 winner





8

DESIGN HOTELS[™] SOCIAL MEDIA ACTIVITIES



EFFICIENT COMMUNICATION IN SOCIAL MEDIA

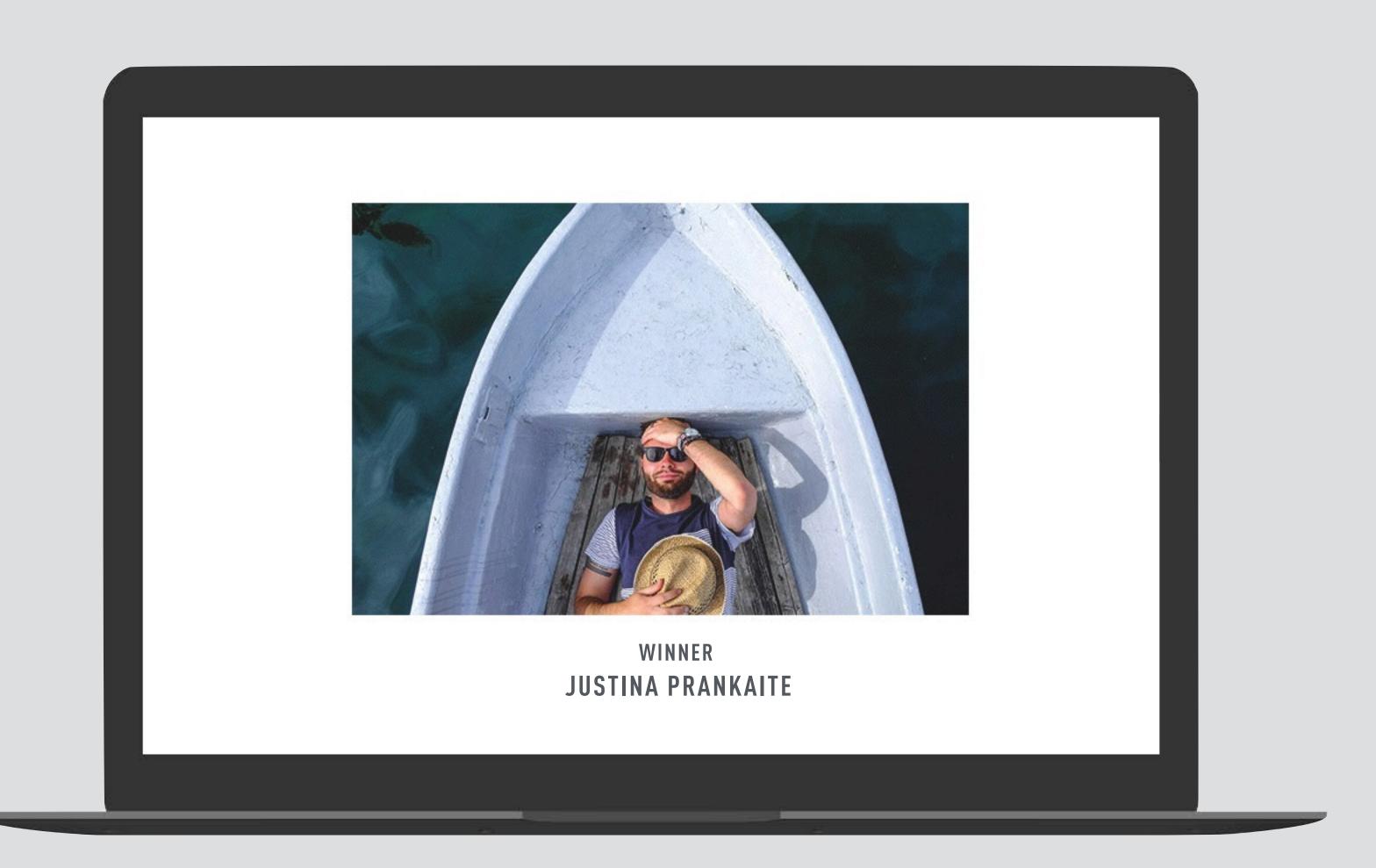
93.168

PEOPLE REACHED

23.561 VIDEO VIEWS



DESIGN HOTELS[™] SOCIAL MEDIA ACTIVITIES

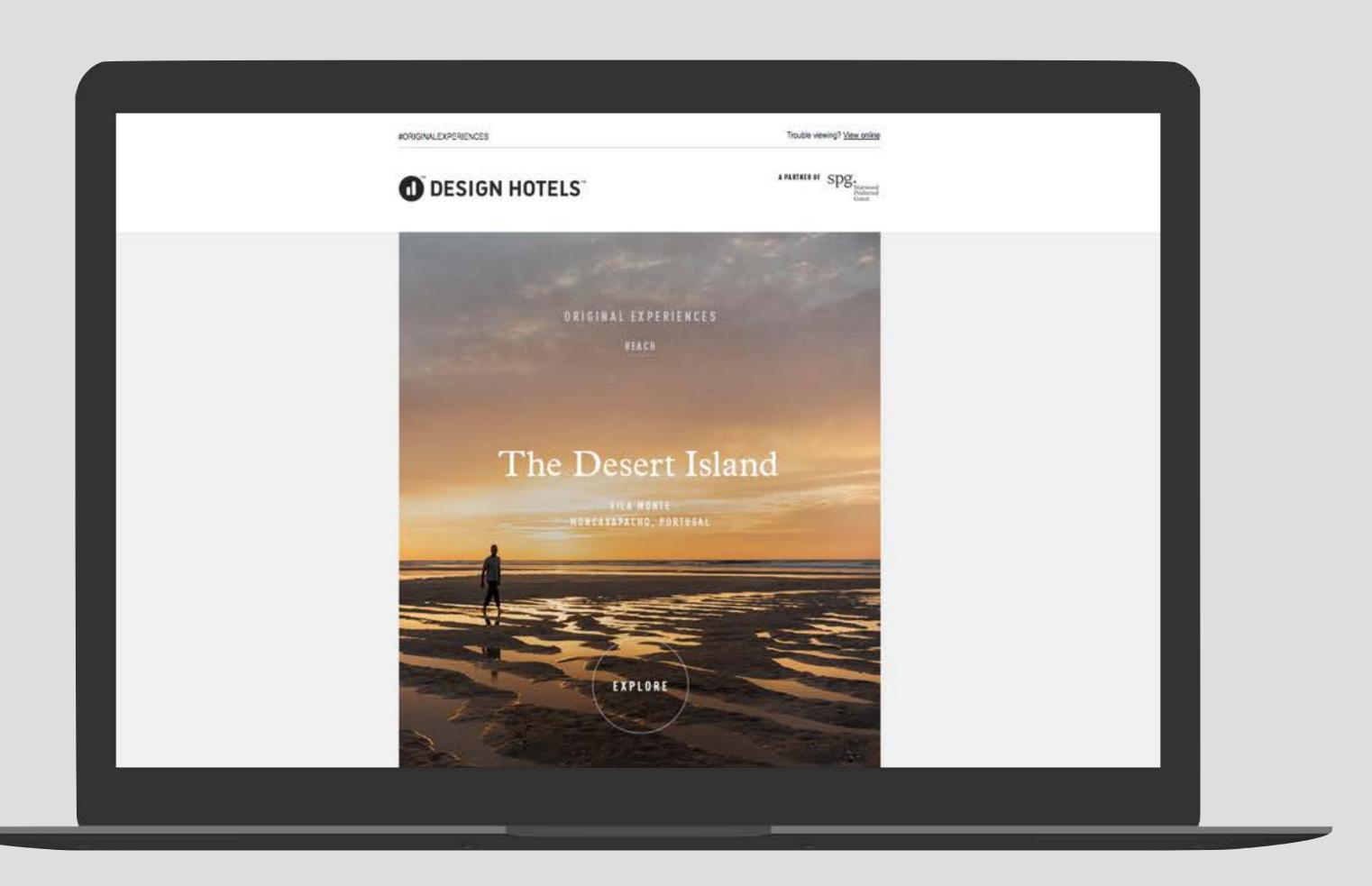


COLLABORATION EYEEM





DESIGN HOTELS™ NEWSLETTER COMMUNICATION



TARGETED MARKETING

JAN - AUG 2015

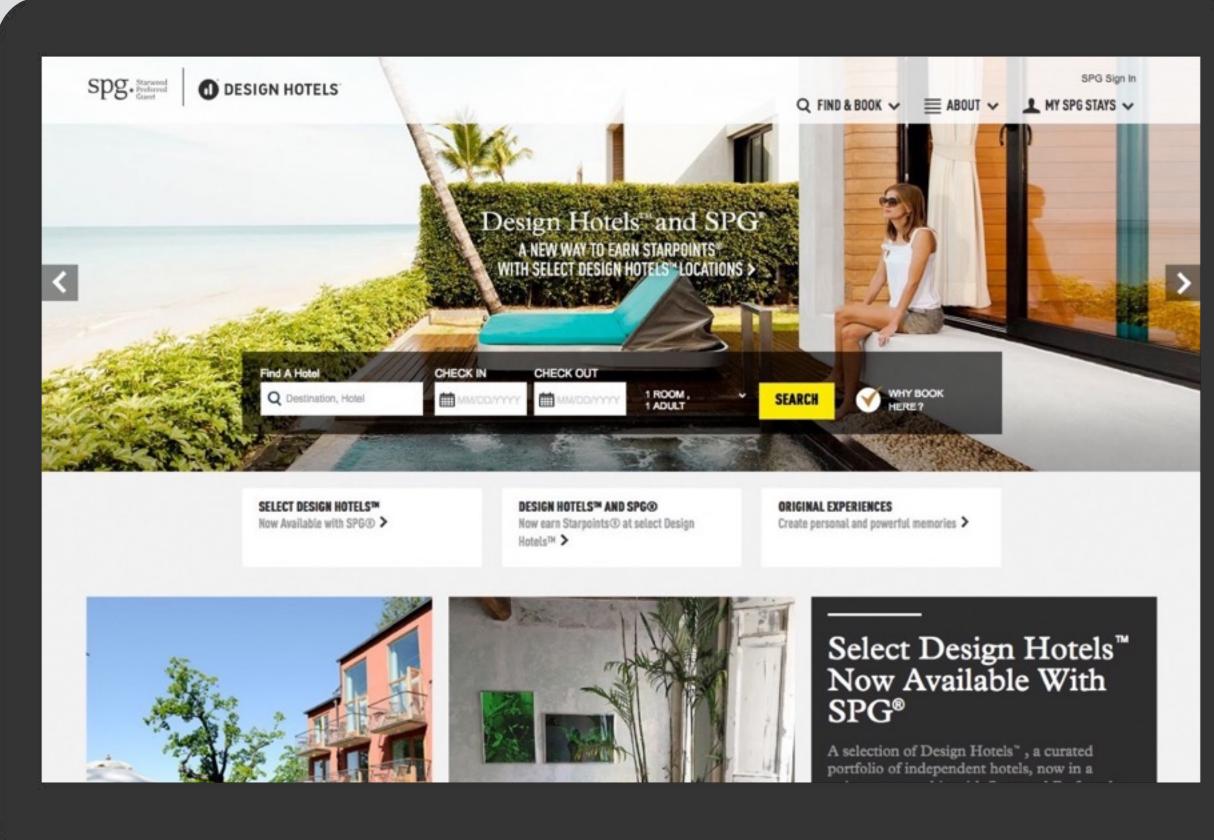
JAN - AUG 2016

75%

more Newsletters sent out



DESIGN HOTELS™ BRAND WEBSITE ON SPG.COM



SPG.COM / DESIGN HOTELS™

Launch date November 2015

>280.000

UNIQUE VISITORS SINCE LAUNCH

>700.000

TOTAL PAGE IMPRESSIONS SINCE LAUNCH

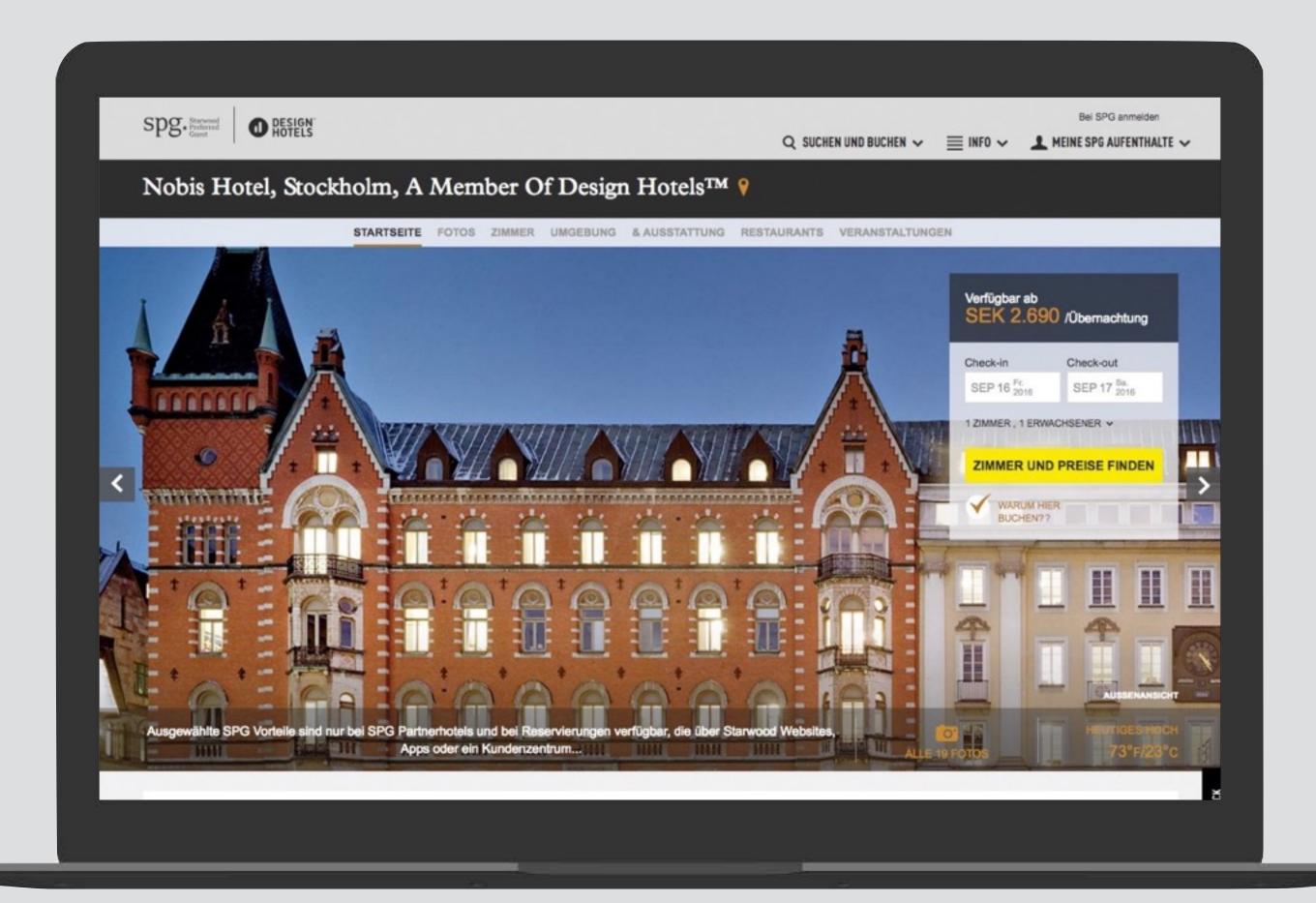
Q% **REPEATED VISITS**

LANGUAGES

12



DESIGN HOTELS™ INDIVIDUAL PROPERTY PAGES ON SPG.COM



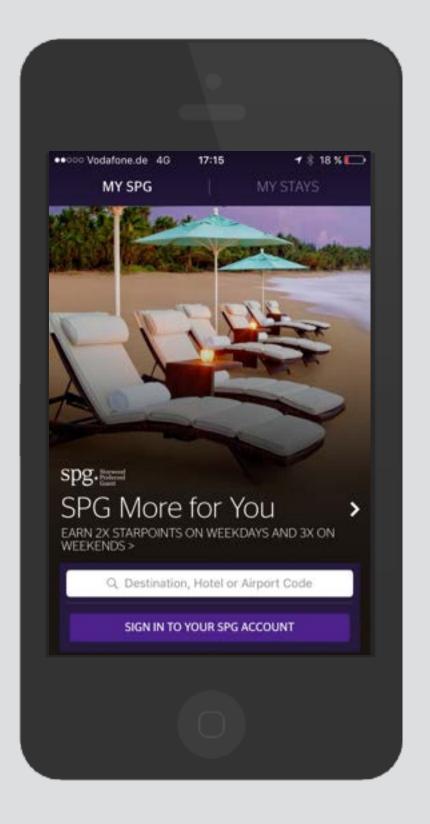
SPG.COM / DESIGN HOTELS™ / PROPERTY PAGES

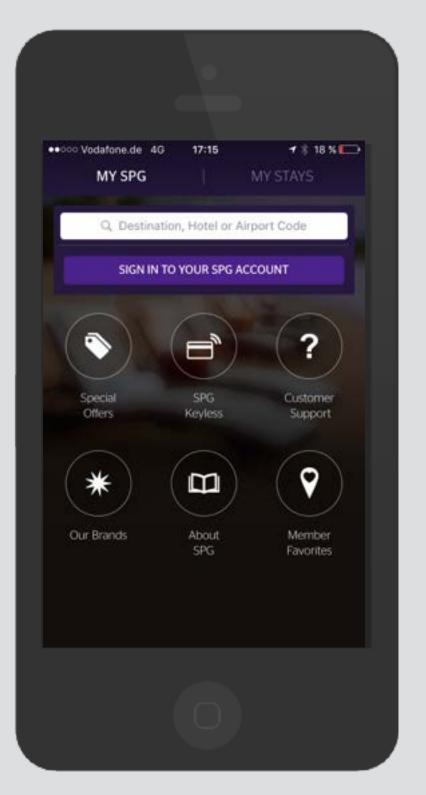
>130.000 UNIQUE VISITORS SINCE LAUNCH

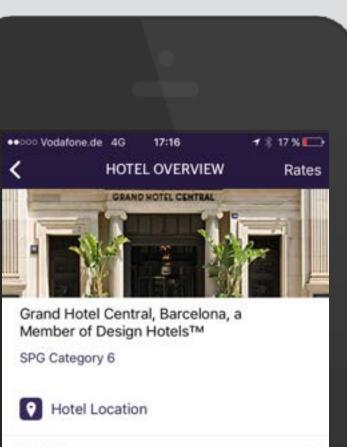
>16%



DESIGN HOTELS™ INTEGRATION IN SPG APP







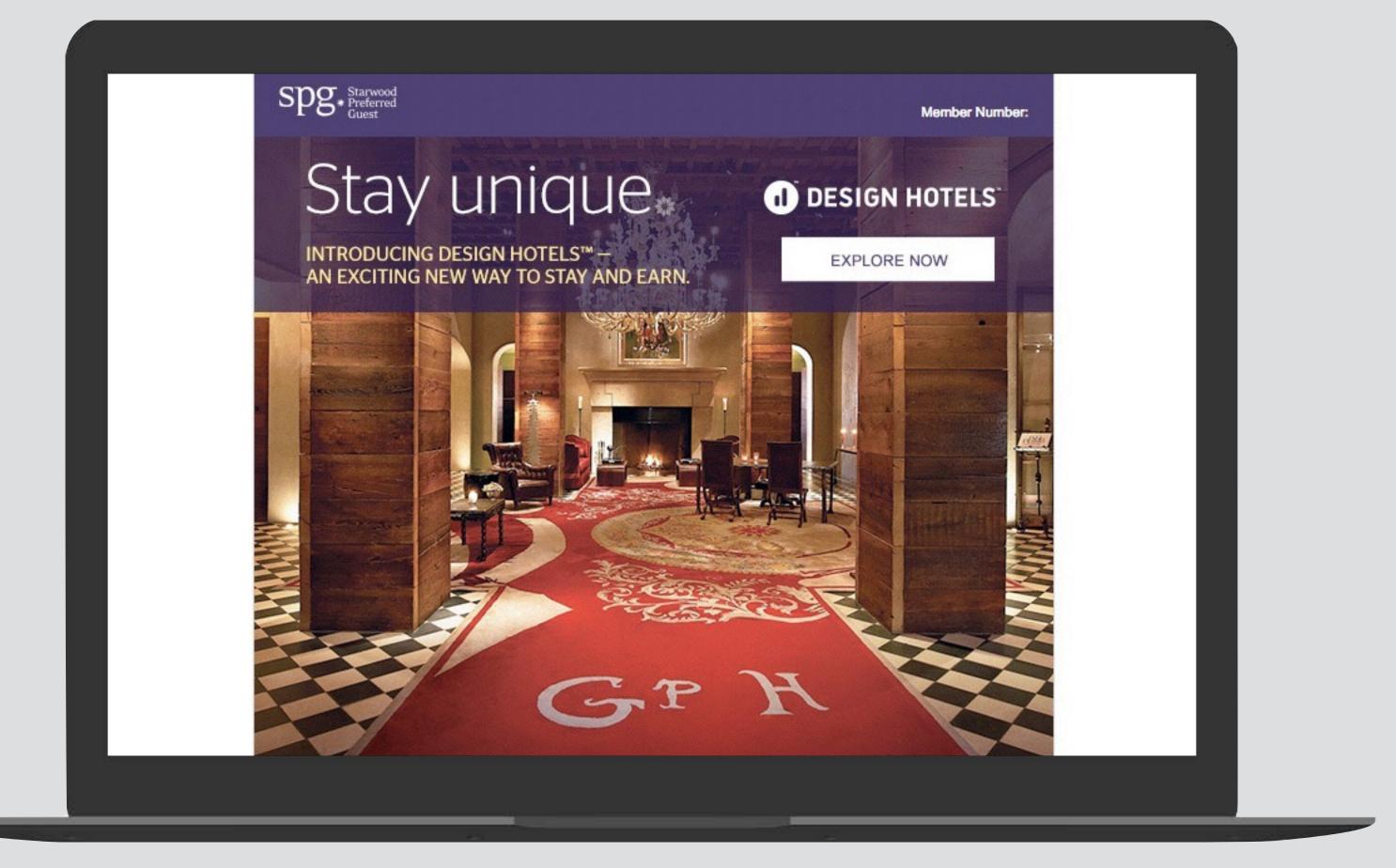
Photos	>
Guest Ratings & Reviews	>
Transportation Options	>
Features	>
Policies & Notifications	>

SPG APP / DESIGN HOTELS™

>150.000 UNIQUE VISITORS SINCE LAUNCH

23.4% TOTAL REVENUE SHARE





DESIGN HOTELS™ ANNOUNCEMENT

917.031

GUESTS GOT ANNOUNCEMENT EMAIL

PROFILE CRITERIA

SPG Status Level Gold, Platinum, VIP

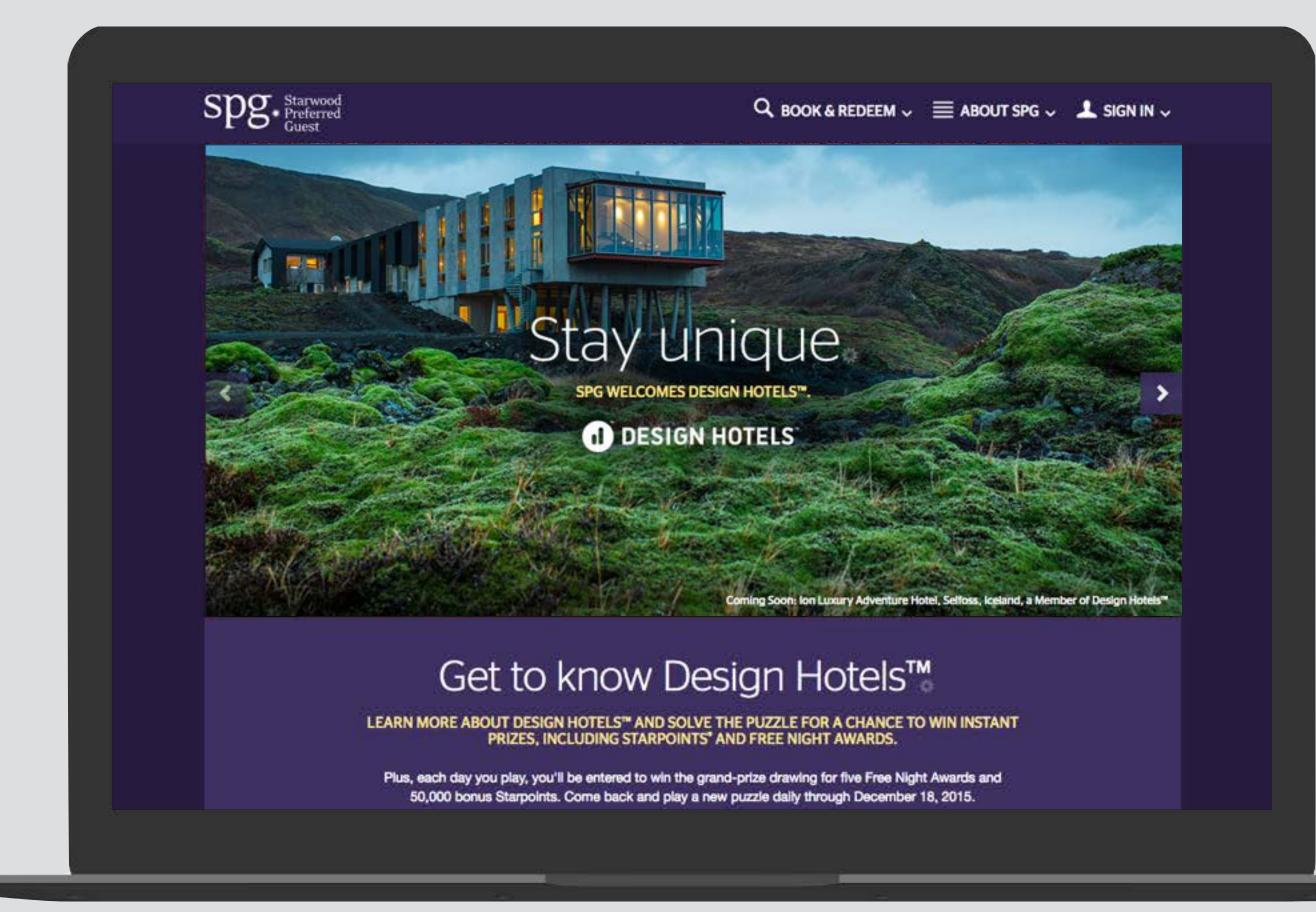
Stay at W Hotels, Le Meridien, Luxury Collection or Tribute over the last 12 months

SPG American Express Cardholders, most loyal travelers / high customer value

SPG Members traveling regularly to Design HotelsTM destinations







BRAND INTRODUCTION & ACTIVATION

969.123 TOTAL VISITS

49.659

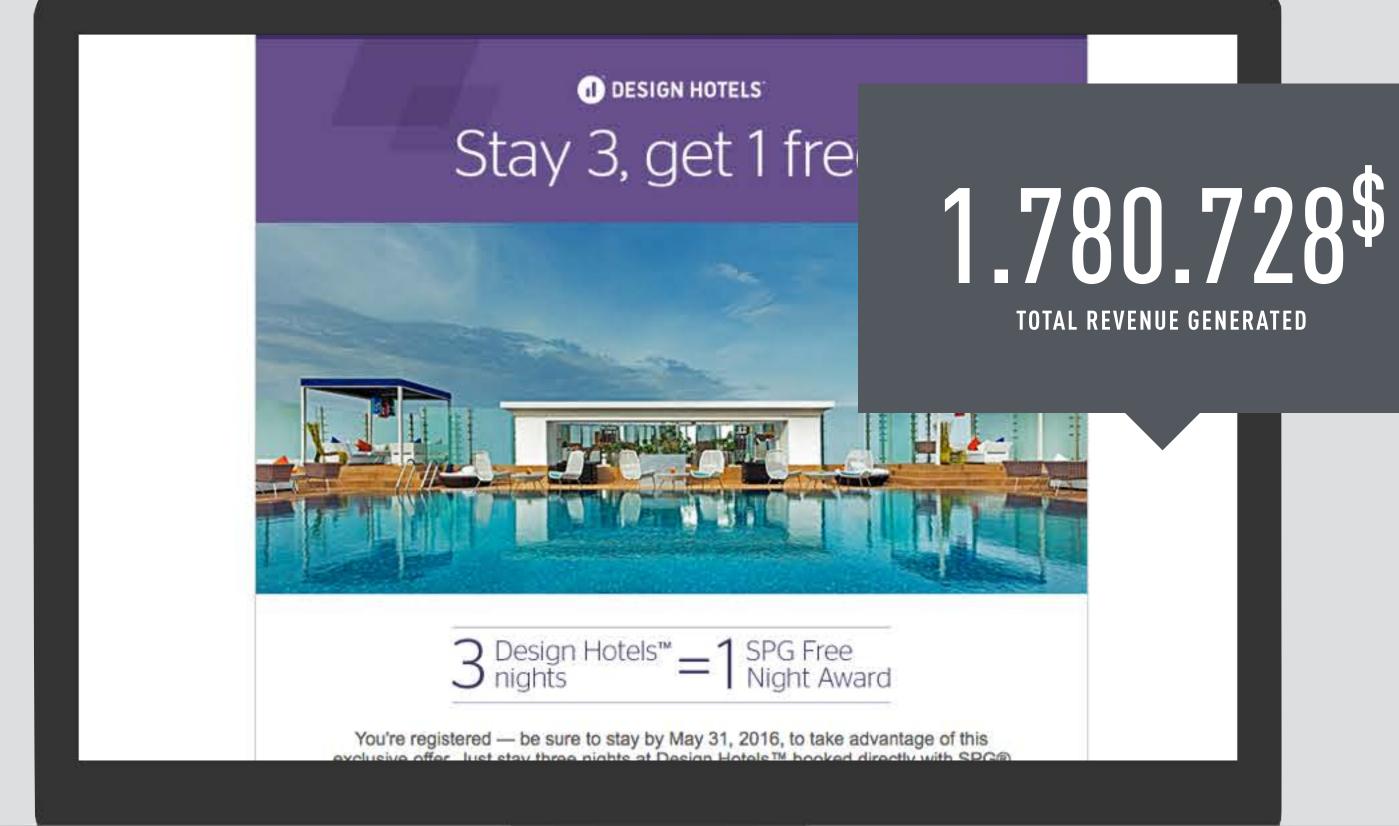
UNIQUE MEMBERS PARTICIPATED

12.000

REGISTRATION FOR DESIGN HOTELS™ EXCLUSIVE NEWS







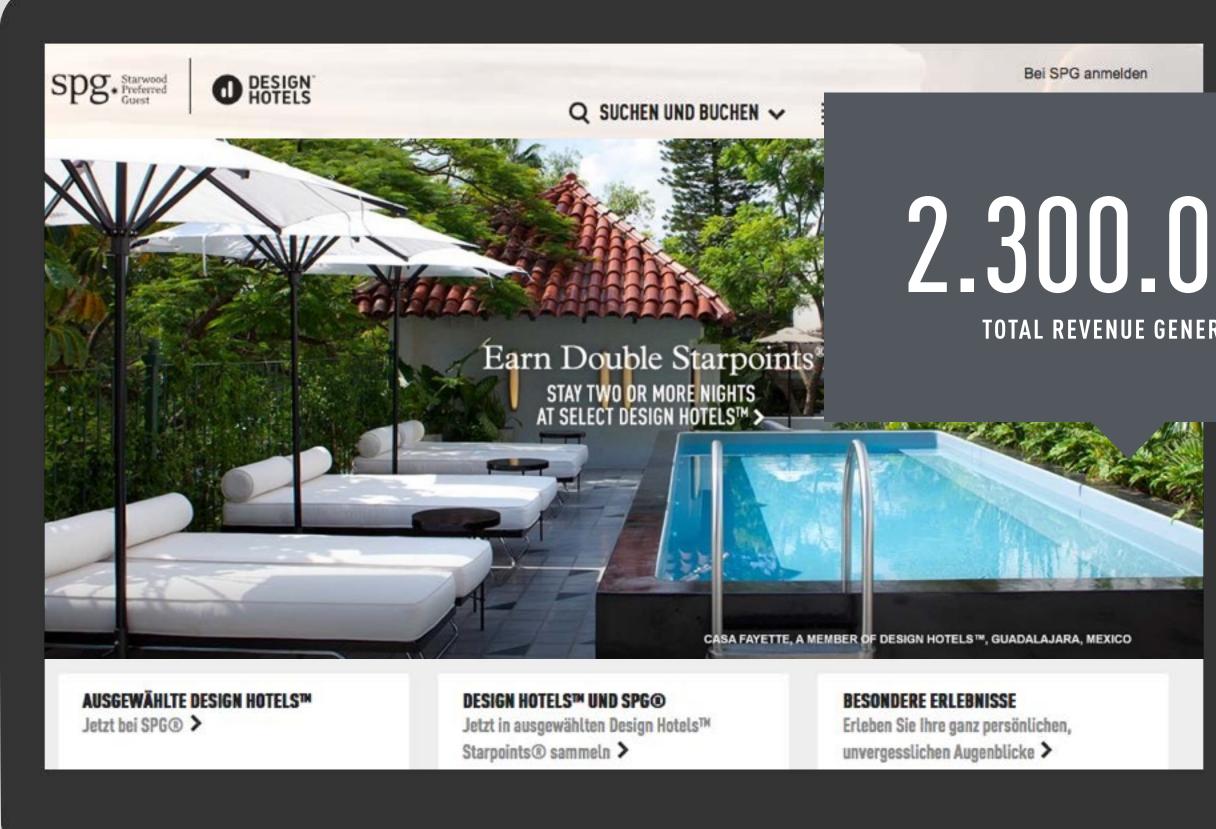
1ST LAUNCH CAMPAIGN TO SPG MEMBERS

March – May 2016

58 **DESIGN HOTELS MEMBER HOTELS**

6[%] PREFERRED **19**[%] gold $75^{\%}$ platinum **ON MEMBER STATUS LEVEL**





2.300.000

TOTAL REVENUE GENERATED

CAMPAIGNS

TAKE TWO

January – April 2016

53 **DESIGN HOTELS MEMBER HOTELS**

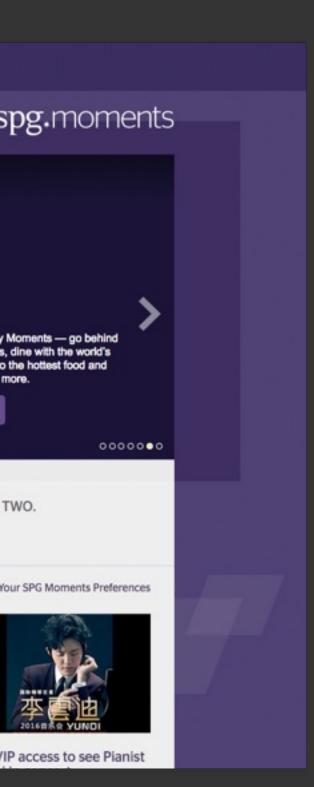
TRIPPLE UP

May – July 2016

DESIGN HOTELS MEMBER HOTELS



Spg. Starwood Preferred Guest	Q BOOK & REDE	EM 🗸 🗮 INSIDE SPG 🗸 上 AG	CCOUNT ~
	ABOUT MOMENTS ALL MOMENTS	PARTNERS MEMBER EXPERIEN	ces S
CULINARY MOMENTS (12)	EXCLUSIVE DINNER AT MORIMOTO WITH CHEF MASAHAR		
CULTURE MOMENTS (13)	I Sthere I	Million & Gar	
MUSIC MOMENTS (21)			
SPORTS MOMENTS (21)		Tacto	the
COMING SOON (3)		Taste	
ENDING SOON (6)		SPG	Life。
SOLD OUT (31)	No. of the second secon	the scenes of	ttable Culinary M cooking shows, t VIP access to
NARROW YOUR SEARCH	DAN DAN		and so much m
BY TYPE		CHECK	пол
Fixed price Auction	· · · ·		
BY DATE RANGE			
та имератту та имератту	SO MANY OF	PTIONS. YOU MIGHT HAVE TO SPL	URGE FOR T
		ALL MOMENTS	
BY LOCATION Only locations with available			
events are shown.	THESE MOMENTS ARE SO YOU.		Set Yo
Any Region			
Please Select Region	MVCWFF		
BY POINT RANGE	NEW YORK CITY WINE & FOOD FESTIVAL		
0 O	NEW TORK CITT WIRE & POOD PESTIVAL		
1,000 215,500 Starpoints	Attend the Food Network &	SPG* Luxury Suite: STAPLES	Enjoy VI



ORIGINAL EXPERIENCES IN SPG MOMENTS

750.000

UNIQUE VISITORS TO SPG MOMENTS SITE

1.200.000

EMAILS TO MEMBERS



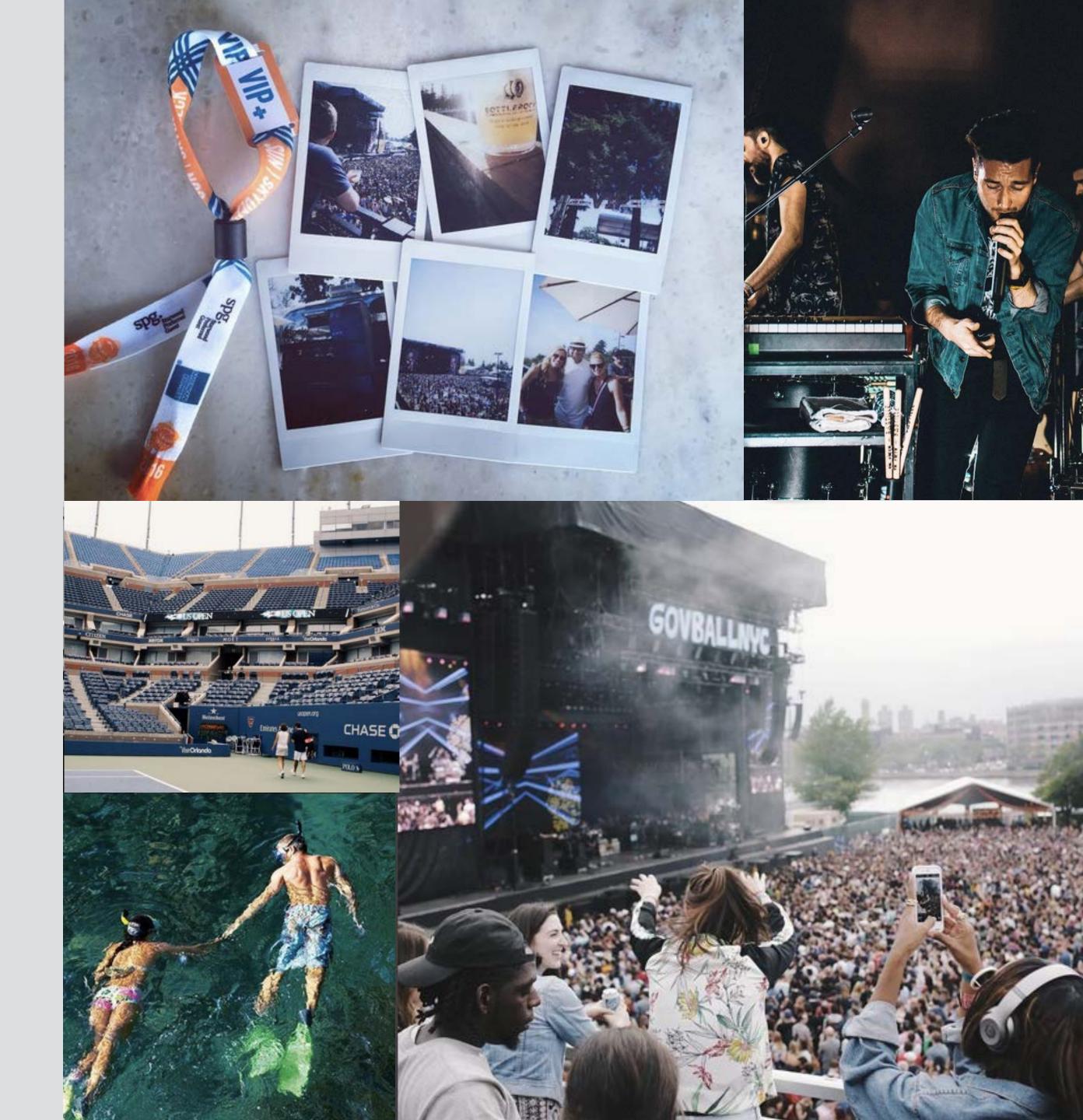
SPG MOMENTS

Highest Bids March 2016

SING THE NATIONAL ANTHEM BEFORE THE CUBS TAKE ON THE METS 230.500 POINTS REDEEMED

LIVE IT UP IN THE HANGOVER SUITE IN LAS VEGAS 188.699 POINTS REDEEMED

VIP EXPERIENCE AT 2016 FORMULE ONE PIRELLI CHINESE GRAND PRIX 110.500 points redeemed



SPG MOMENTS

Highest Bids March 2016

ICELANDIC ADVENTURE WITH ION LUXURY ADVENTURE HOTEL 275.000

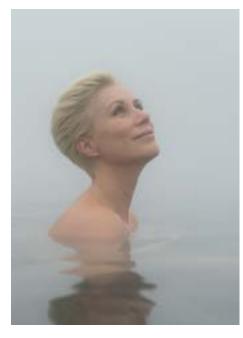
POINTS REDEEMED

SING THE NATIONAL ANTHEM BEFORE THE CUBS TAKE ON THE METS

> 230.500 Points redeemed

LIVE IT UP IN THE HANGOVER SUITE IN LAS VEGAS 188.699 POINTS REDEEMED

VIP EXPERIENCE AT 2016 FORMULE ONE PIRELLI CHINESE GRAND PRIX 110.500 POINTS REDEEMED



THE DESIGN HOTELS ORIGINAL ICELANDIC ADVENTURE PACKAGE

Three-nights stay for two

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· 11 1

Superjeep tour of the Golden Circle

Trip to a secret lagoon

Airport transfer

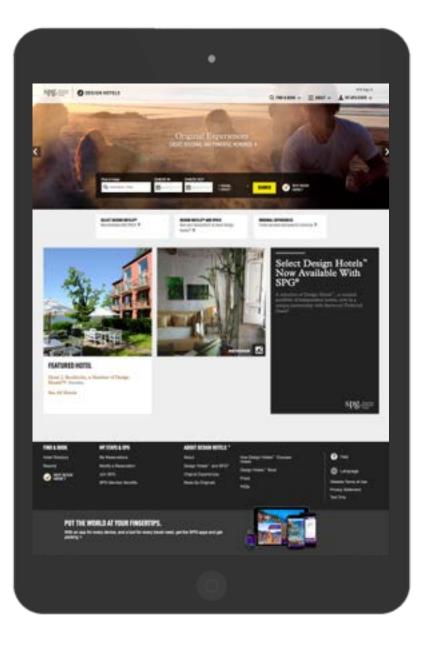
Champagne toast with the owner of ION Hotel

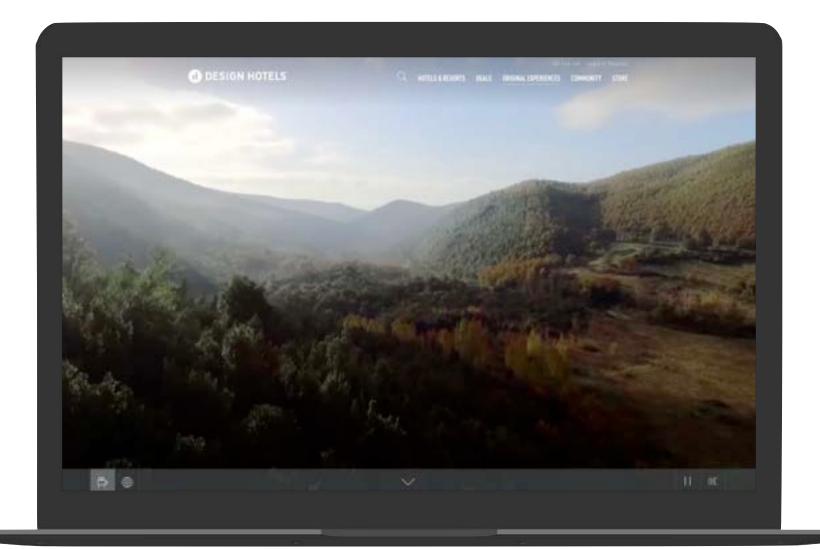
Snorkeling trip with the owner of ION Hotel

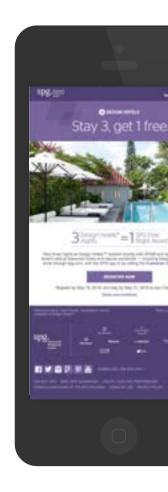


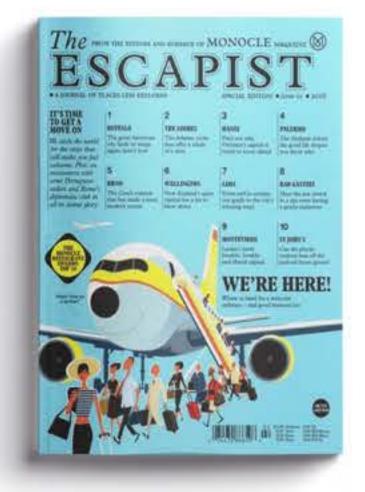
ORIGINAL EXPERIENCES











Design Hotels" and

Starwood Preferred Guest*

present BBIGINAL EXPERIENCES

VALUE AND A THE MONOCH INCOME. EXPERIENCE THE UNFORGETTABLE Bangether train moving you guest cardinality or a more saland of Na count of Periog/T dr the star-st or a gallers in Scatterings Rat-latest rate is period (salar), which a descent in order what and and a period (salar) of the available when seekness are measured of the available when Speech Scatter (SR), the period more than antiage the cardinal distance from their the antiage to cardinal distance from their antiage measured or which moments are stable -----4.8.0 **Barmal Factor** Harris and I Alleren, Unexplorent BCC internet Alleren and the second transfer for the second attempts in a second transfer for the second attempts on the second attempts in the second transfer for the second attempts and the second attempts in the second attempts attempts attempt atte events part 4.1 Junt number (part) in these that where a second se

The Silent Dinner

OFONTO, DAMAGE, ITALT

BURTE, DHERA, FAIT Semawhere in Uribria, surrounded by 3,000 rolling hectates of forested Italian countryside, you lian your head against cool earthen store and saver the eleveness, the illence. Candelight and hearth fire filkler across a monastic vaalad onling as the table is set before you: fresh bread and burse, herbs and vogetables placked from the garden at dawn, cale-aged Uribrian wine. It's a silence flat you've never experienced: a silence of calm, of intention. You begin to out as a bightened protection, even years. Only by dis-connecting, you routin, could you become truly asake. What you frand in this valley is not a destination but a state of mind.

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CREATING AND GROWING OUR COMMUNITY

September 2016

632.000

DESIGN HOTELS COMMUNITY MEMBERS

23.5%

SPG MEMBERS



PARTNERSHIPS — NEUEHOUSE TALKS







LOCATION

NEW YORK CITY





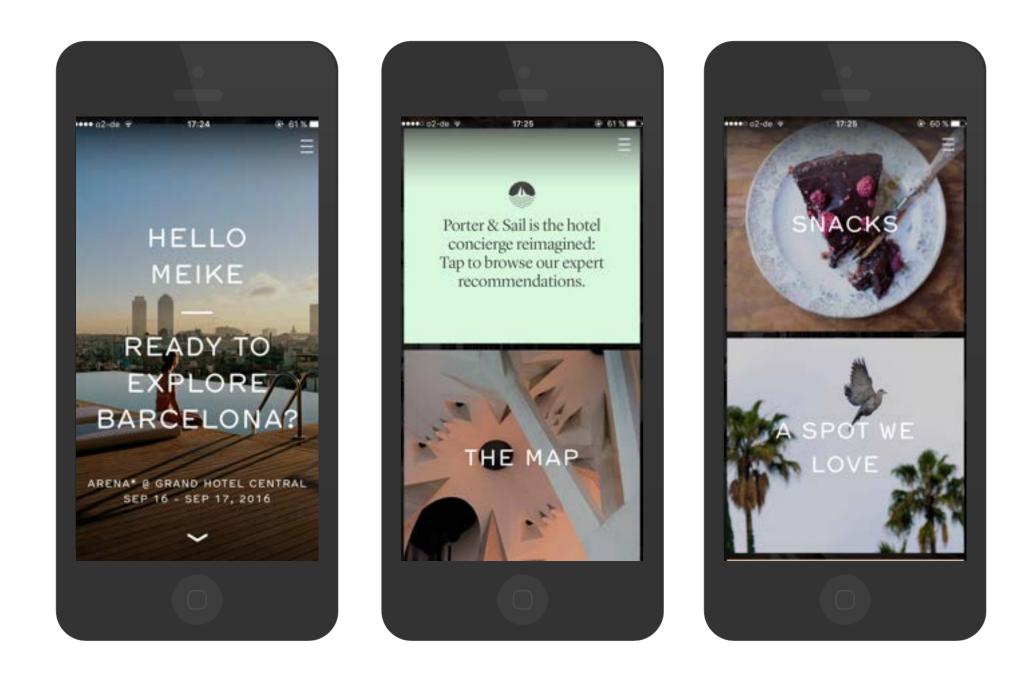
ORIGINALS, ARCHITECTS, DESIGNERS & HOSPITALITY **EXPERTS**







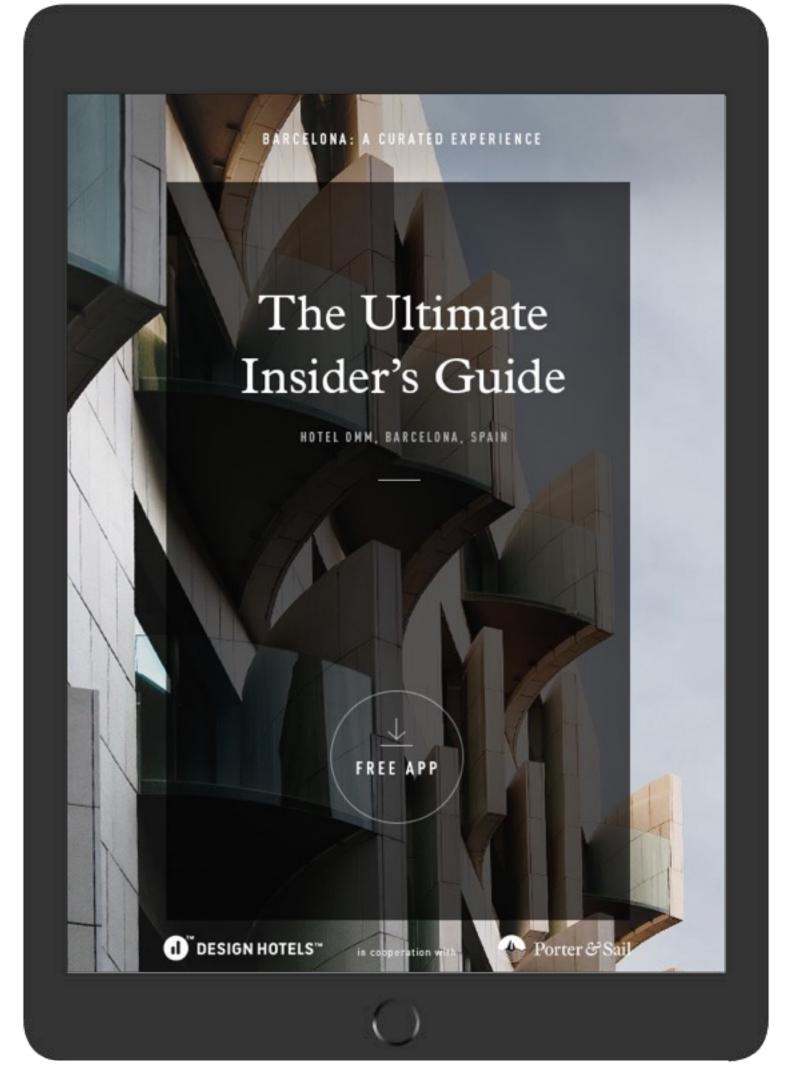
PORTER AND SAIL APP



PORTER & SAIL *is a suite of digital tools designed exclusively for boutique, lifestyle and luxury hotels.*

DESTINATIONS

BARCELONA BERLIN LONDON LOS ANGELES MADRID MIAMI NEW YORK SINGAPORE SYDNEY AMSTERDAM





COLLABORATION DESIGN HOTELS™ x HORIZN STUDIOS



HORIZN STUDIOS



