

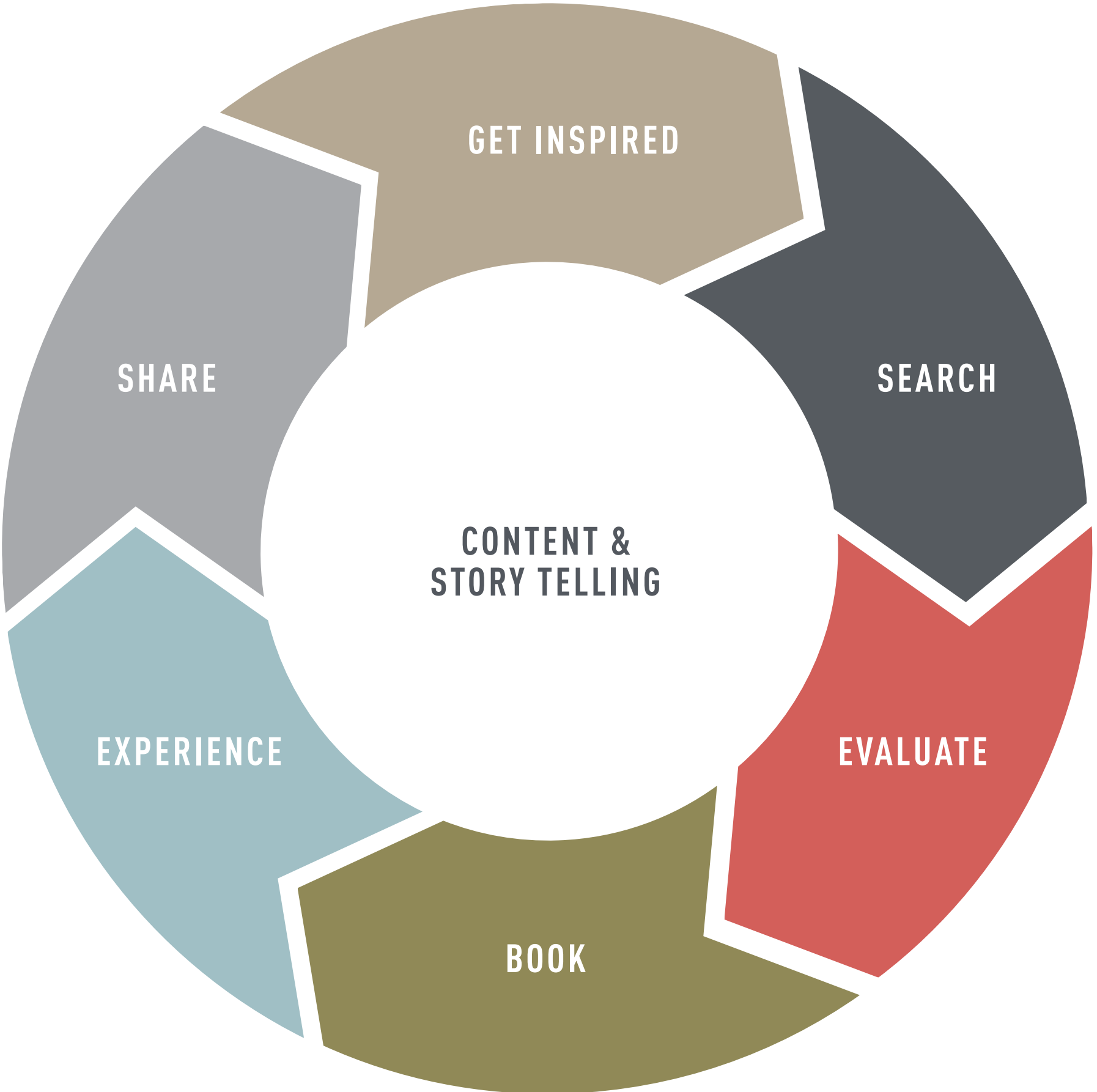
SPEAKER

SERDAR KUTUCU

VP BRAND, MARKETING
& COMMUNICATIONS

of Design Hotels™

Creating Original
Experiences in the Online
and Offline World



Design Hotels™

- Independent Hotels
- Consistent Selection Criteria
- Original Experiences
- Inspiring Destinations

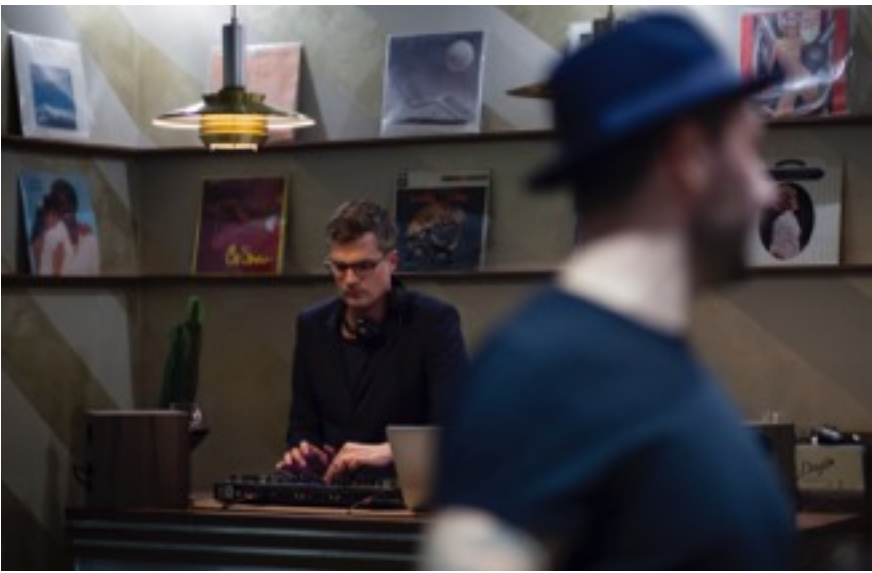


SPG

- Loyalty
- Recognition
- Redemption
- Program Partners

DATE

MARCH 2016



LOCATION

LONDON



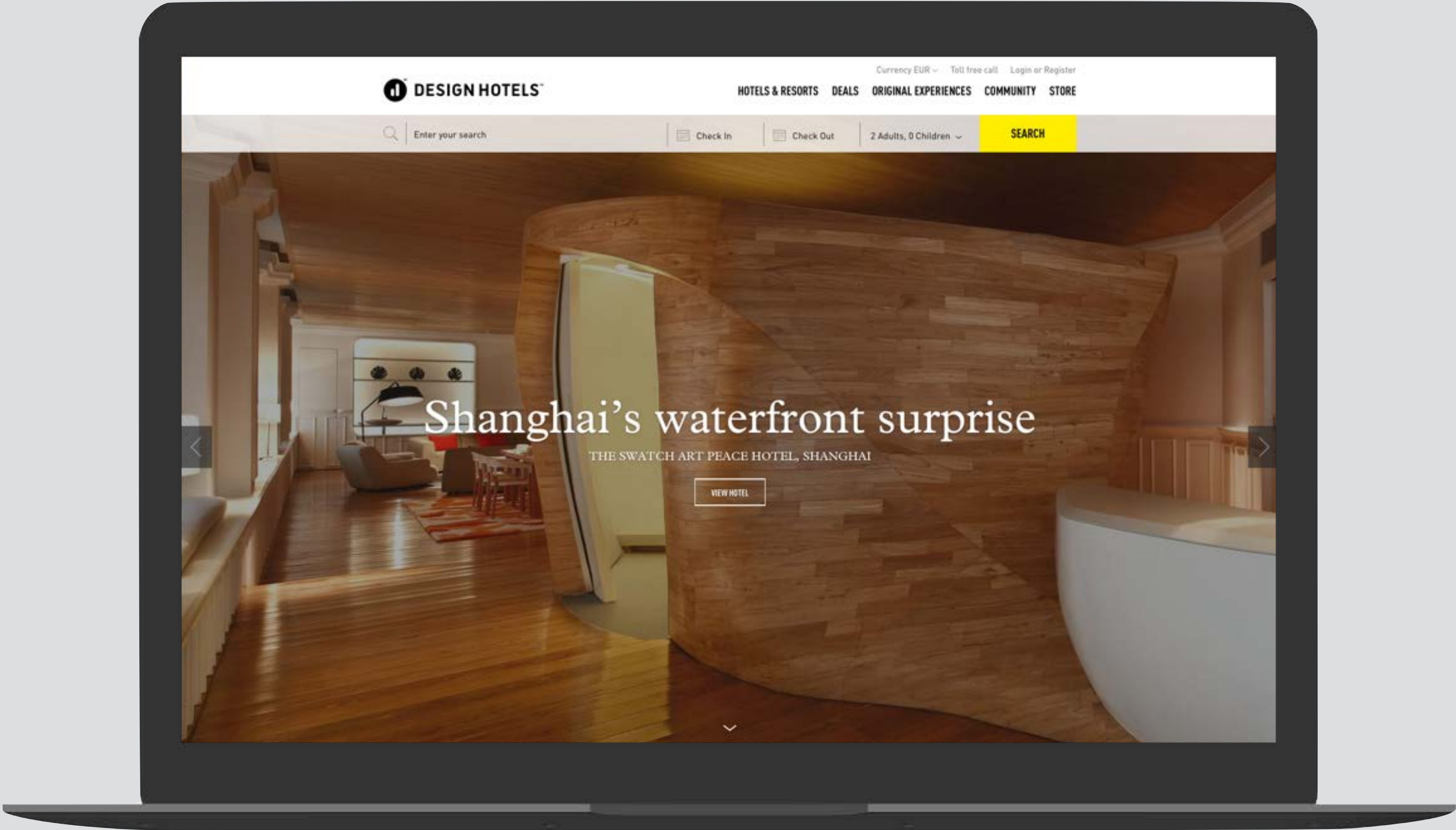


DATE

MARCH 2016

LOCATION

BERLIN



DESIGNHOTELS.COM

>2M

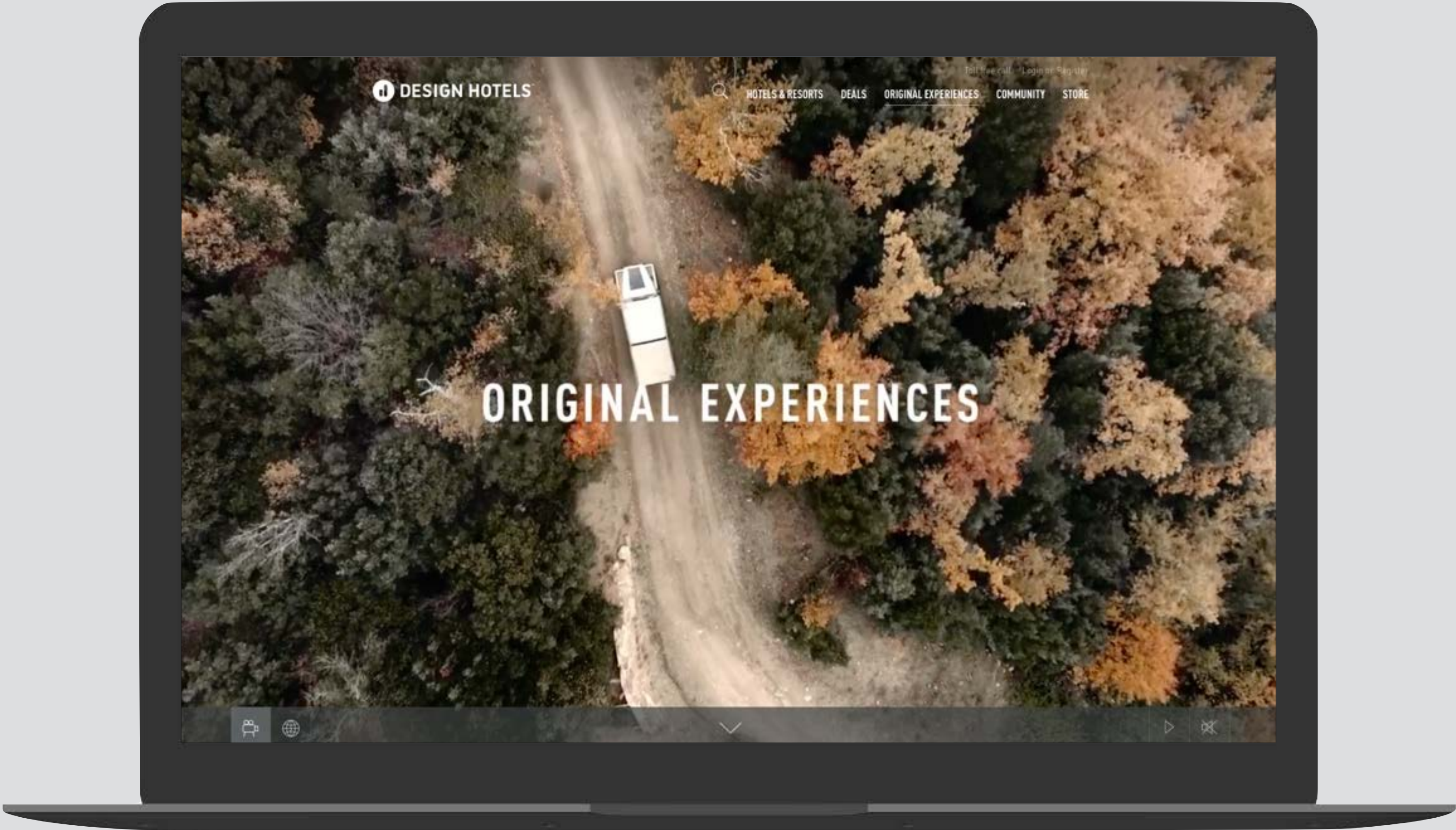
UNIQUE VISITORS / YEAR

11M

TOTAL PAGE IMPRESSIONS / YEAR

38%

REPEATED VISITS

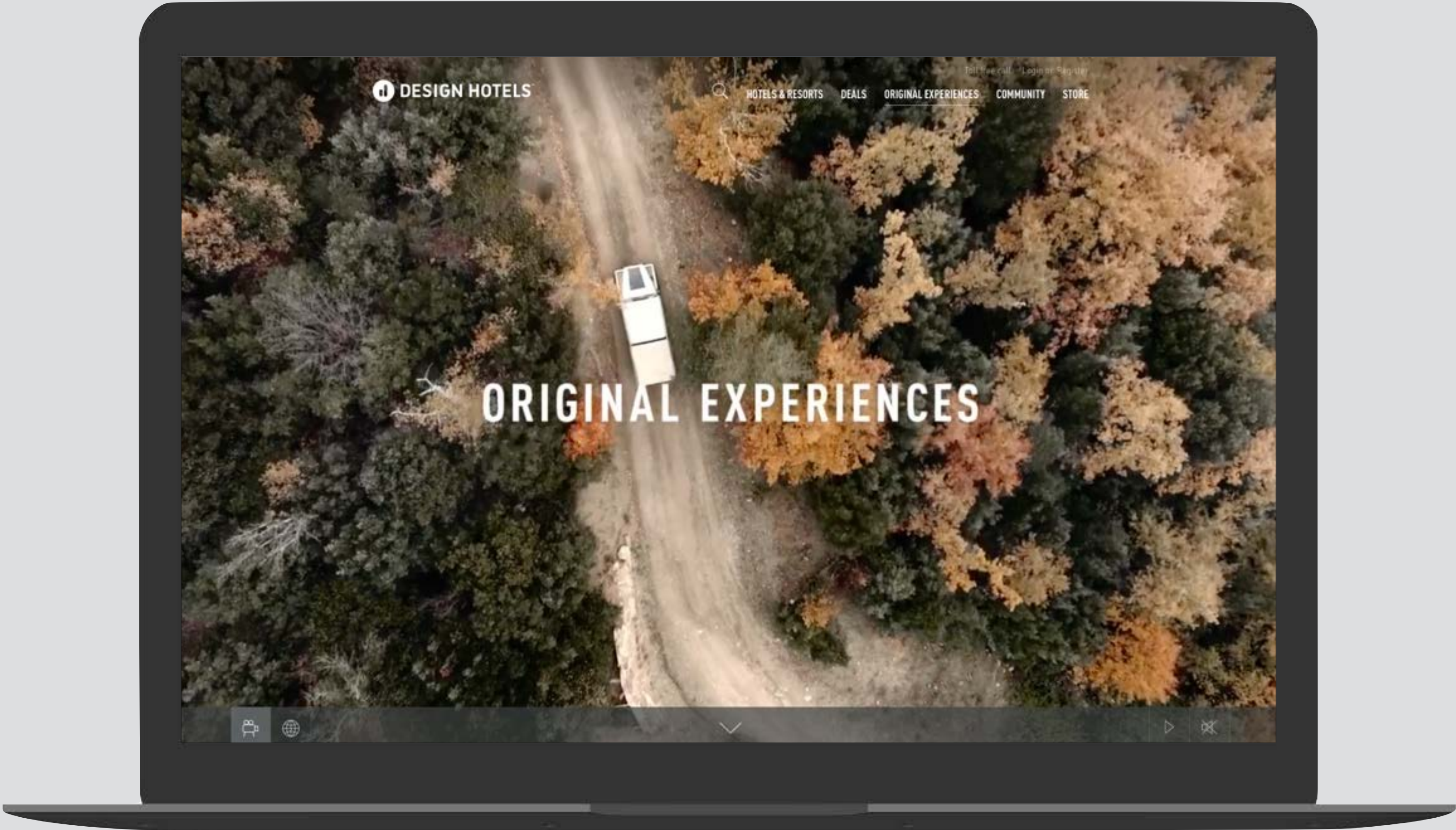


DESIGNHOTELS.COM /
ORIGINAL EXPERIENCES

>140.000
UNIQUE VISITORS SINCE LAUNCH

>650.000
TOTAL PAGE IMPRESSIONS

37%
REPEATED VISITS



DESIGNHOTELS.COM /
ORIGINAL EXPERIENCES

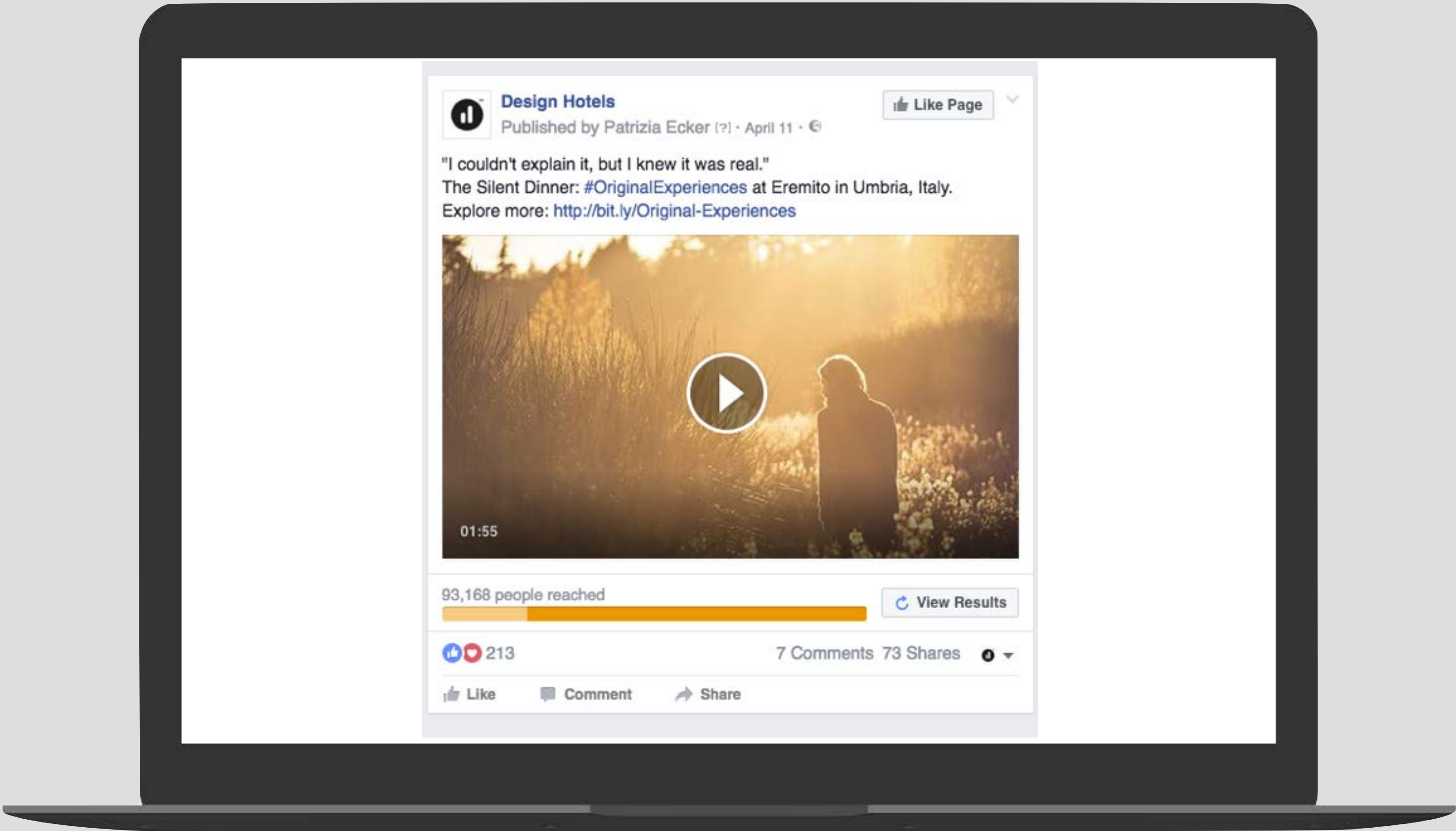


red**dot** award 2016
winner



AW**WW**ARDS®





EFFICIENT COMMUNICATION
IN SOCIAL MEDIA

93.168
PEOPLE REACHED

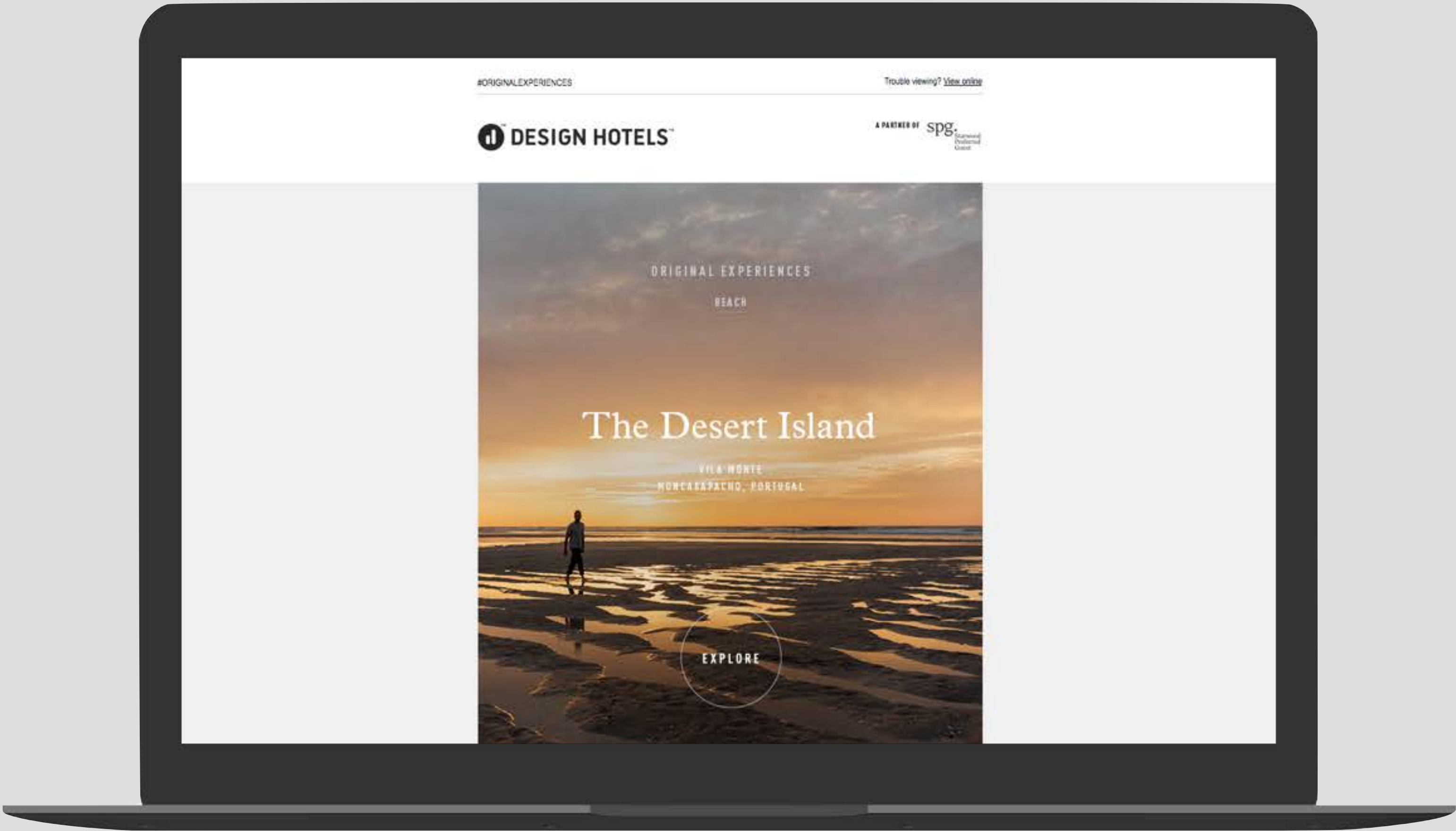
23.561
VIDEO VIEWS

COLLABORATION EYEEM

> 20.000
PARTICIPANTS



WINNER
JUSTINA PRANKAITE



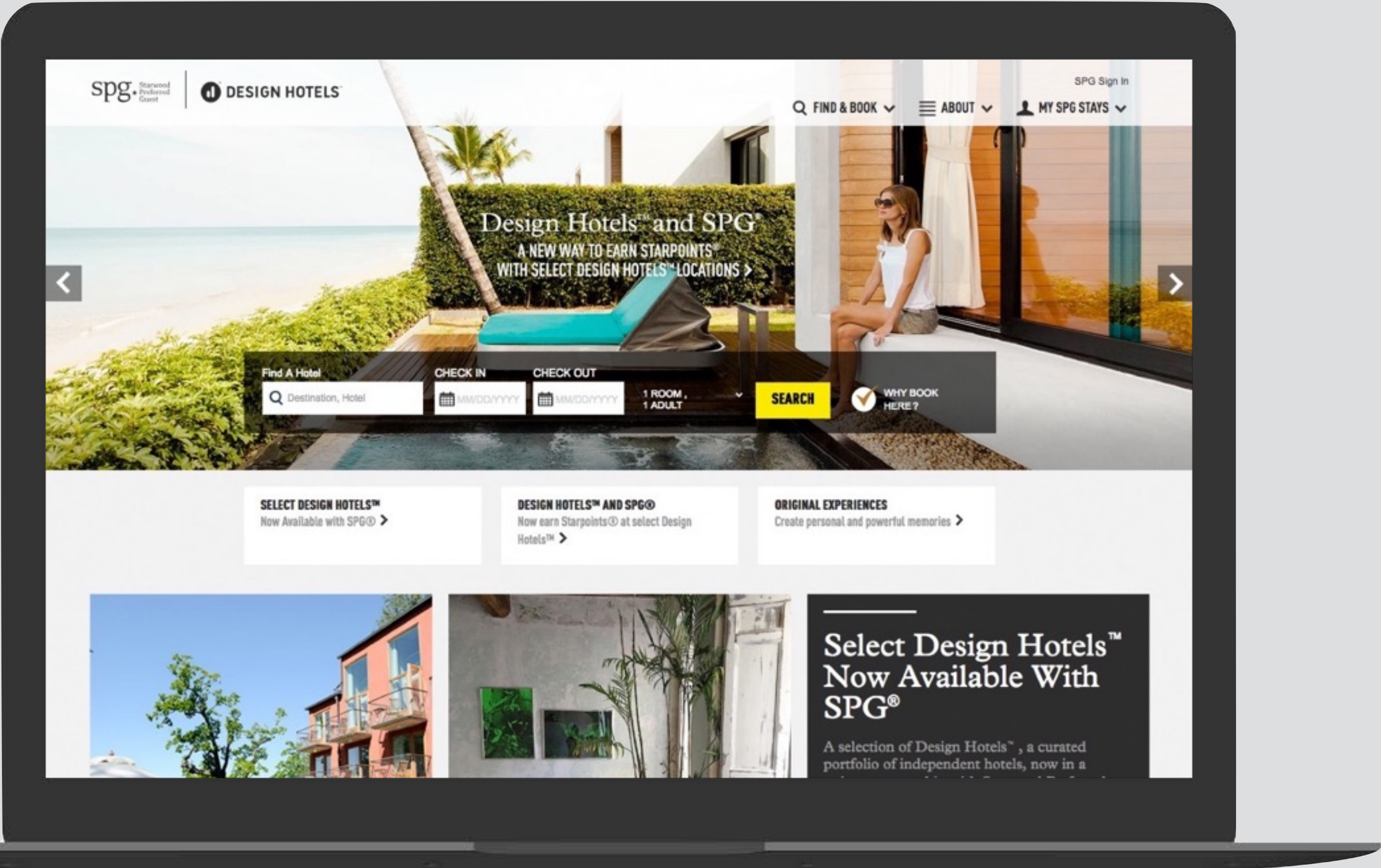
TARGETED MARKETING

JAN – AUG 2015



JAN – AUG 2016

75%
*more
Newsletters
sent out*



SPG.COM / DESIGN HOTELS™

Launch date
November 2015

>280.000

UNIQUE VISITORS SINCE LAUNCH

>700.000

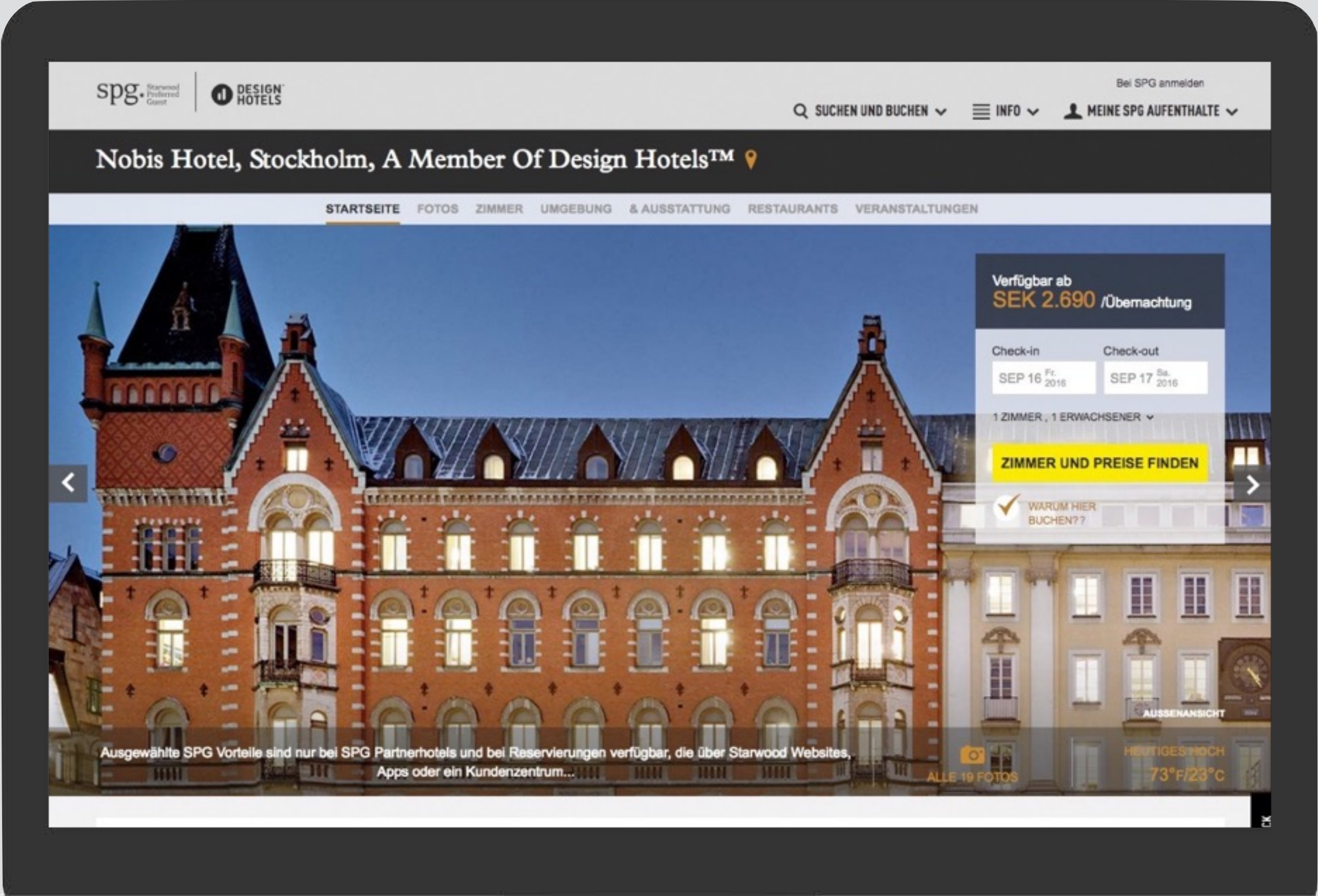
TOTAL PAGE IMPRESSIONS SINCE LAUNCH

48%

REPEATED VISITS

9

LANGUAGES



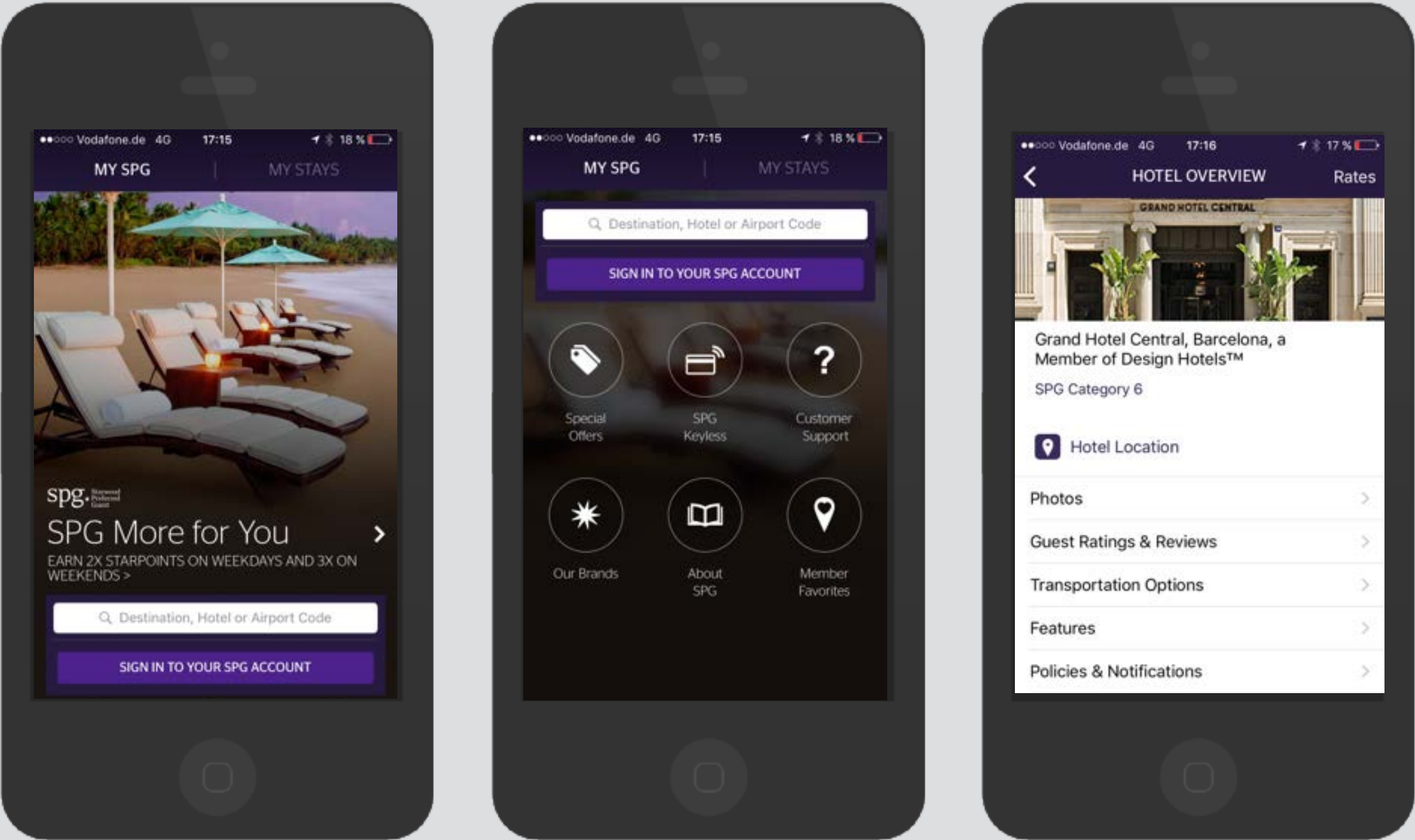
SPG.COM / DESIGN HOTELS™ /
PROPERTY PAGES

>130.000

UNIQUE VISITORS SINCE LAUNCH

>16%

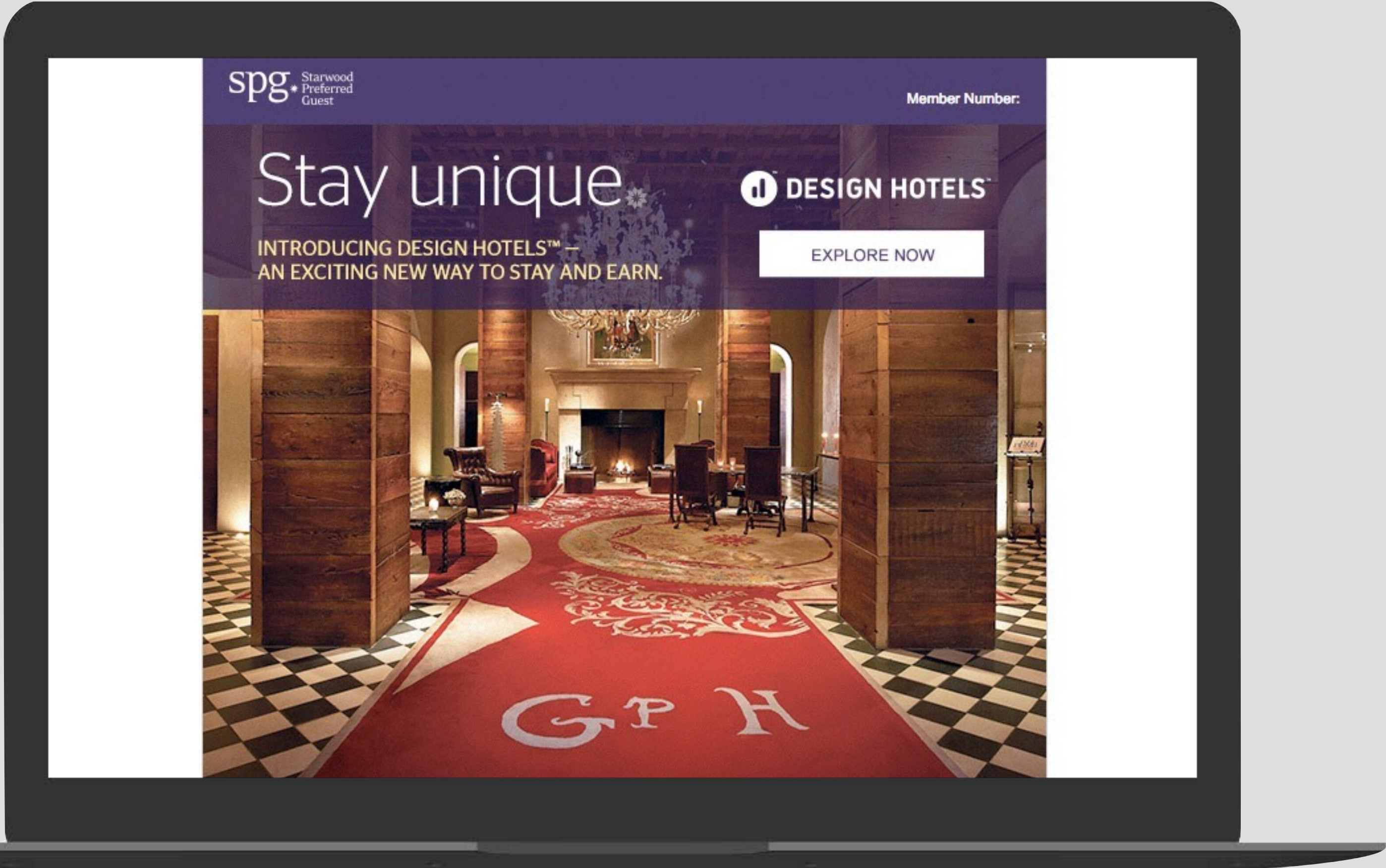
CONVERSION RATE



SPG APP / DESIGN HOTELS™

>150.000
UNIQUE VISITORS SINCE LAUNCH

23.4%
TOTAL REVENUE SHARE



DESIGN HOTELS™ ANNOUNCEMENT

917.031

GUESTS GOT
ANNOUNCEMENT EMAIL

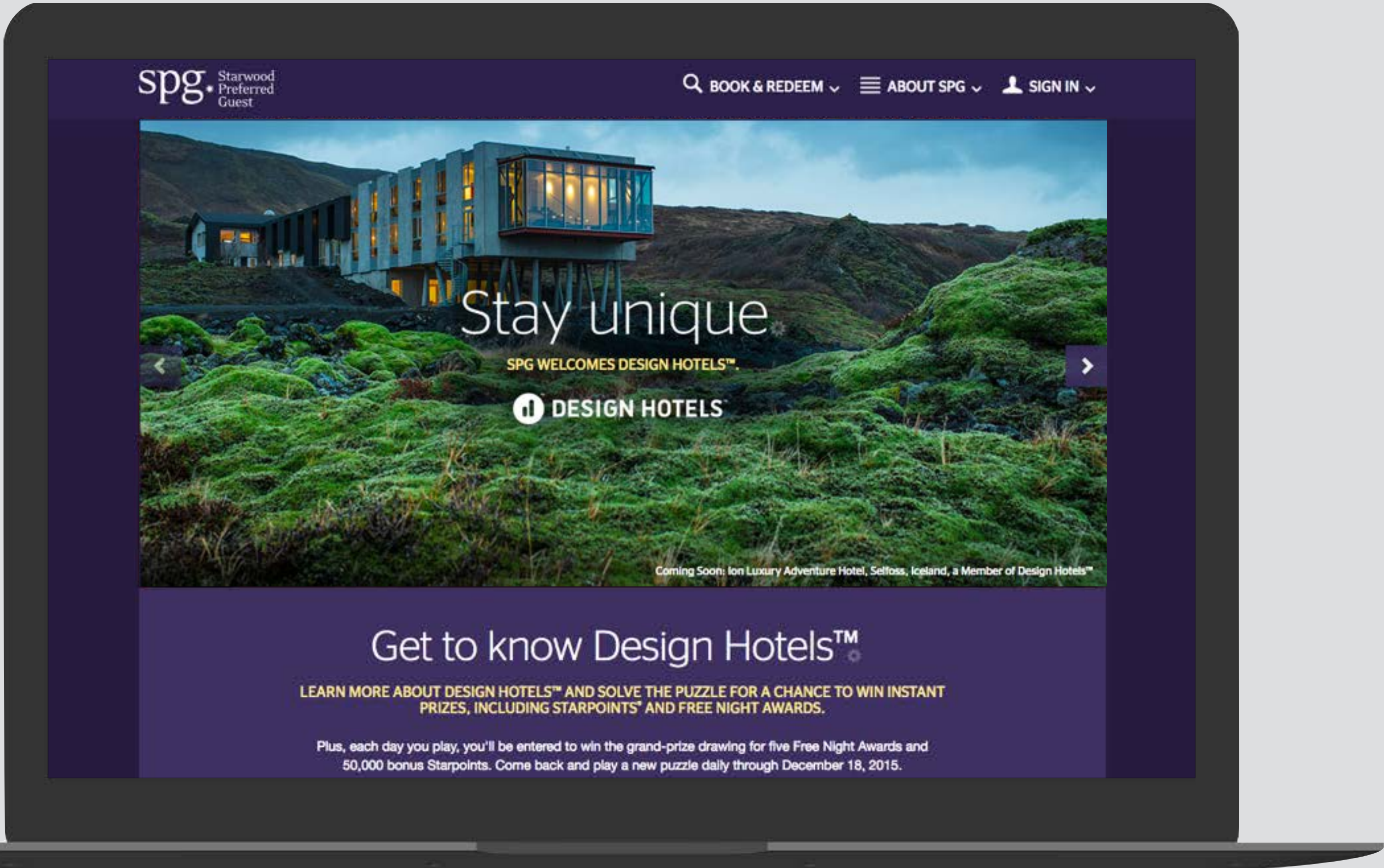
PROFILE CRITERIA

*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 Hotels™
destinations*

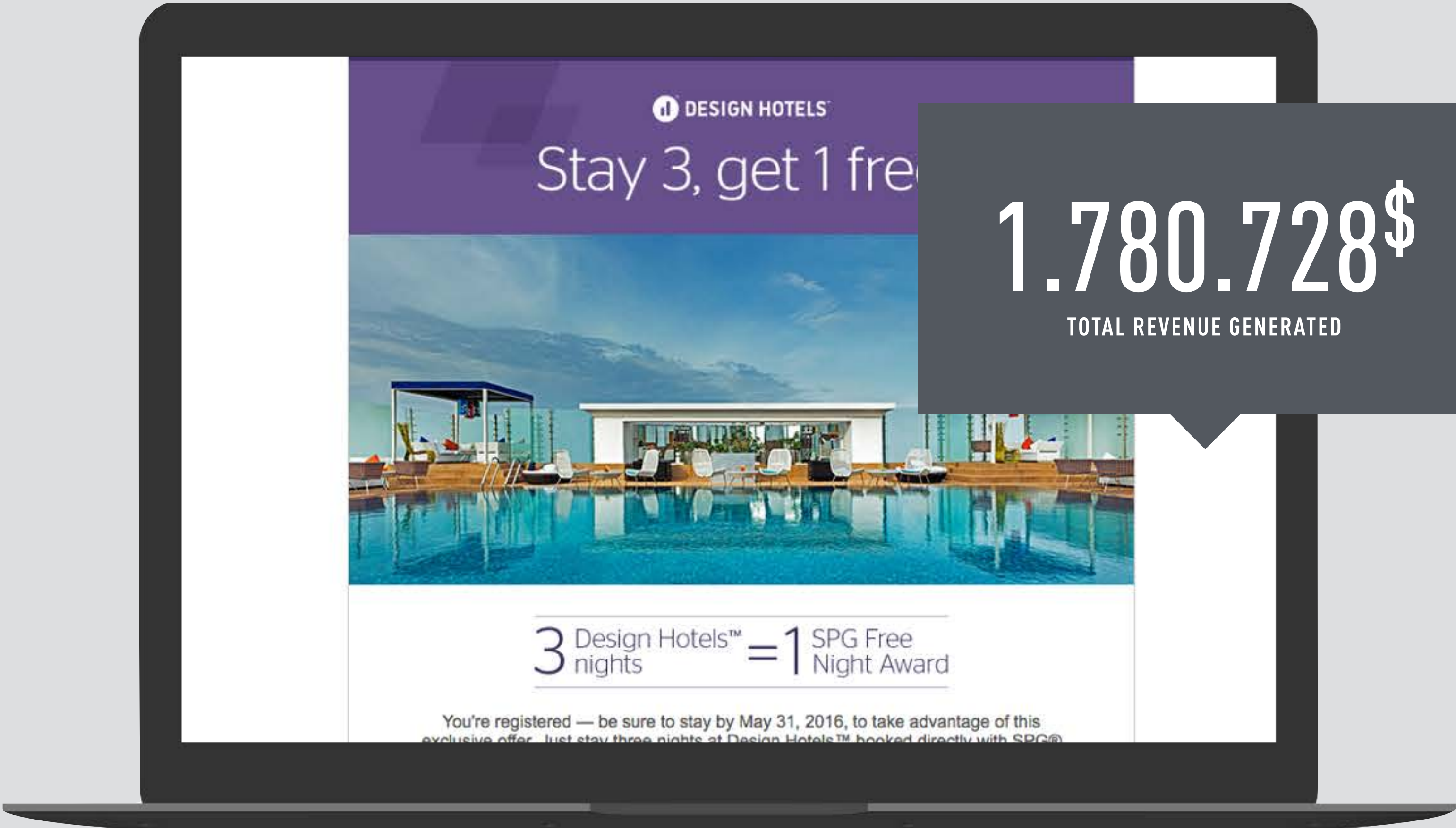


BRAND INTRODUCTION & ACTIVATION

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

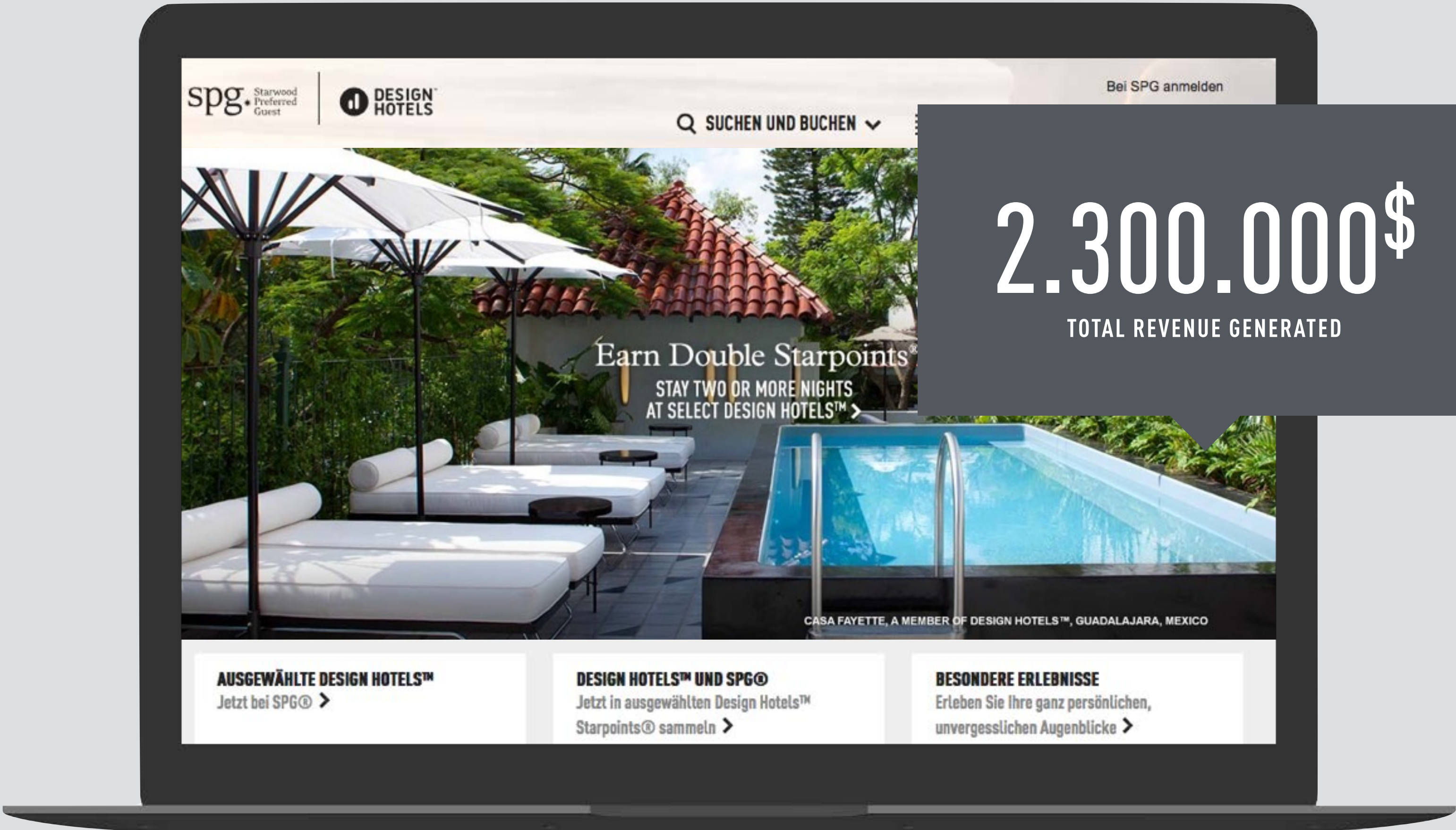
DESIGN HOTELS MEMBER HOTELS

6% PREFERRED

19% GOLD

75% PLATINUM

ON MEMBER STATUS LEVEL



CAMPAIGNS

TAKE TWO

January – April 2016

53

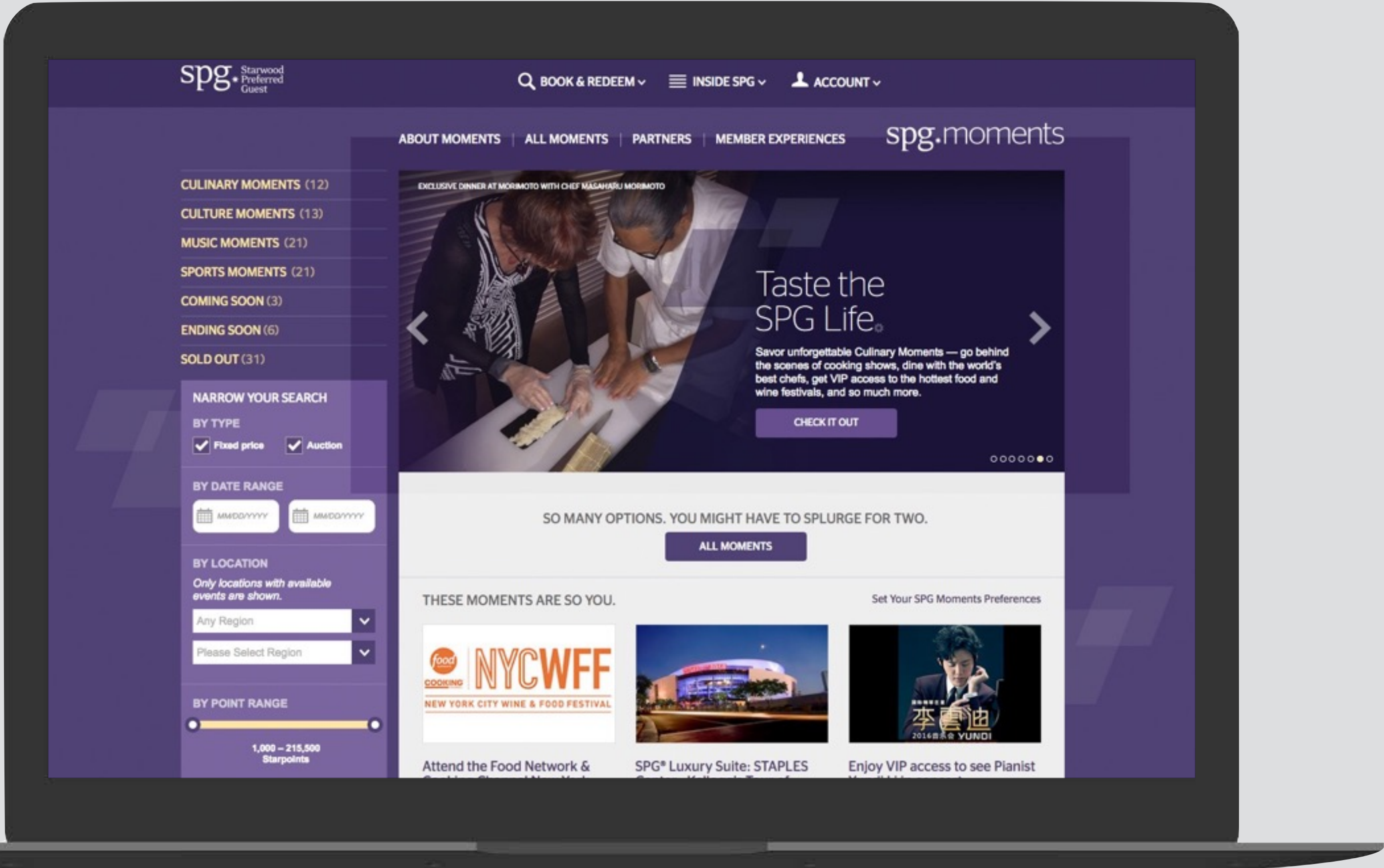
DESIGN HOTELS
MEMBER HOTELS

TRIPPLE UP

May – July 2016

20

DESIGN HOTELS
MEMBER HOTELS



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

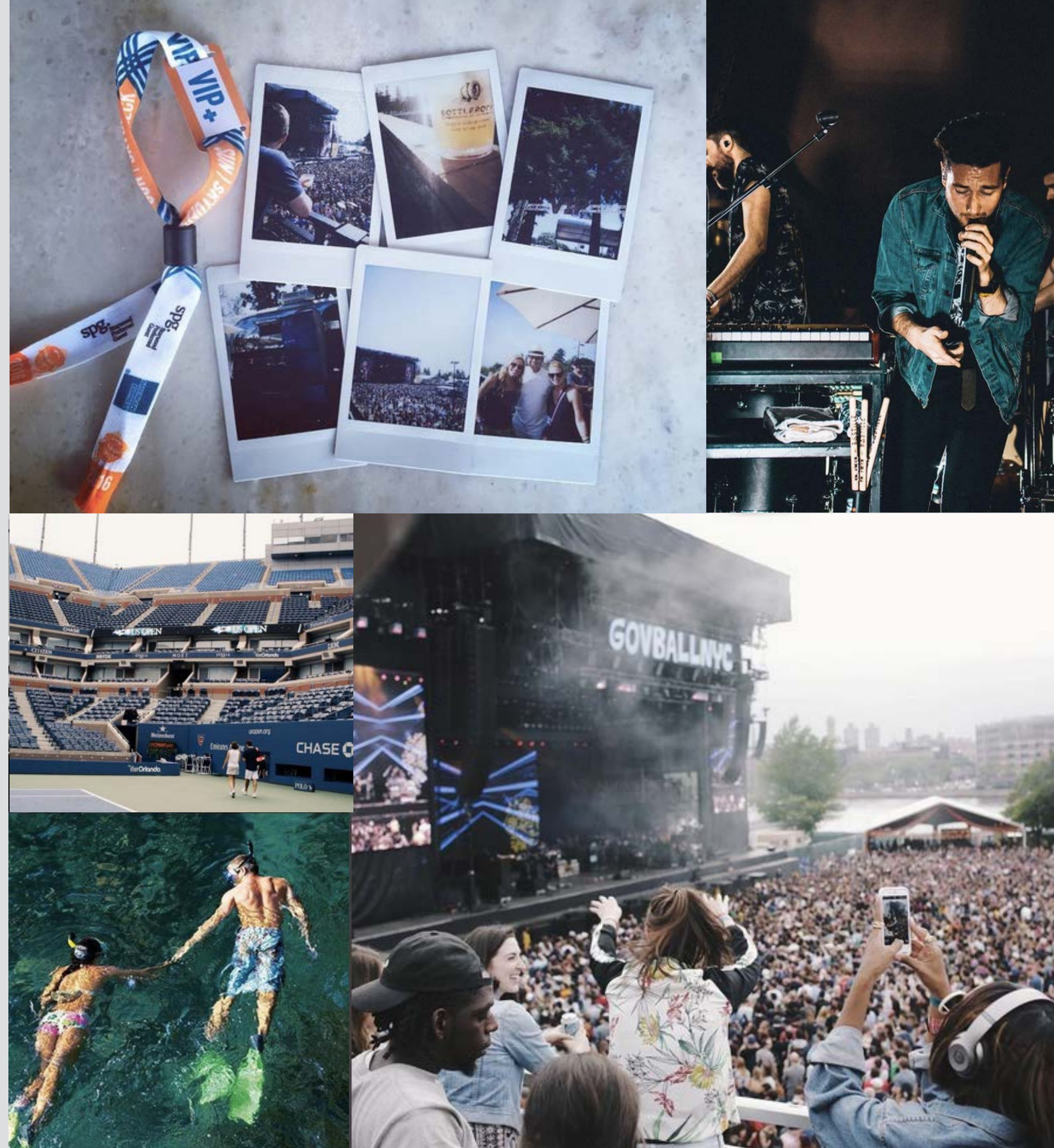
188.699

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

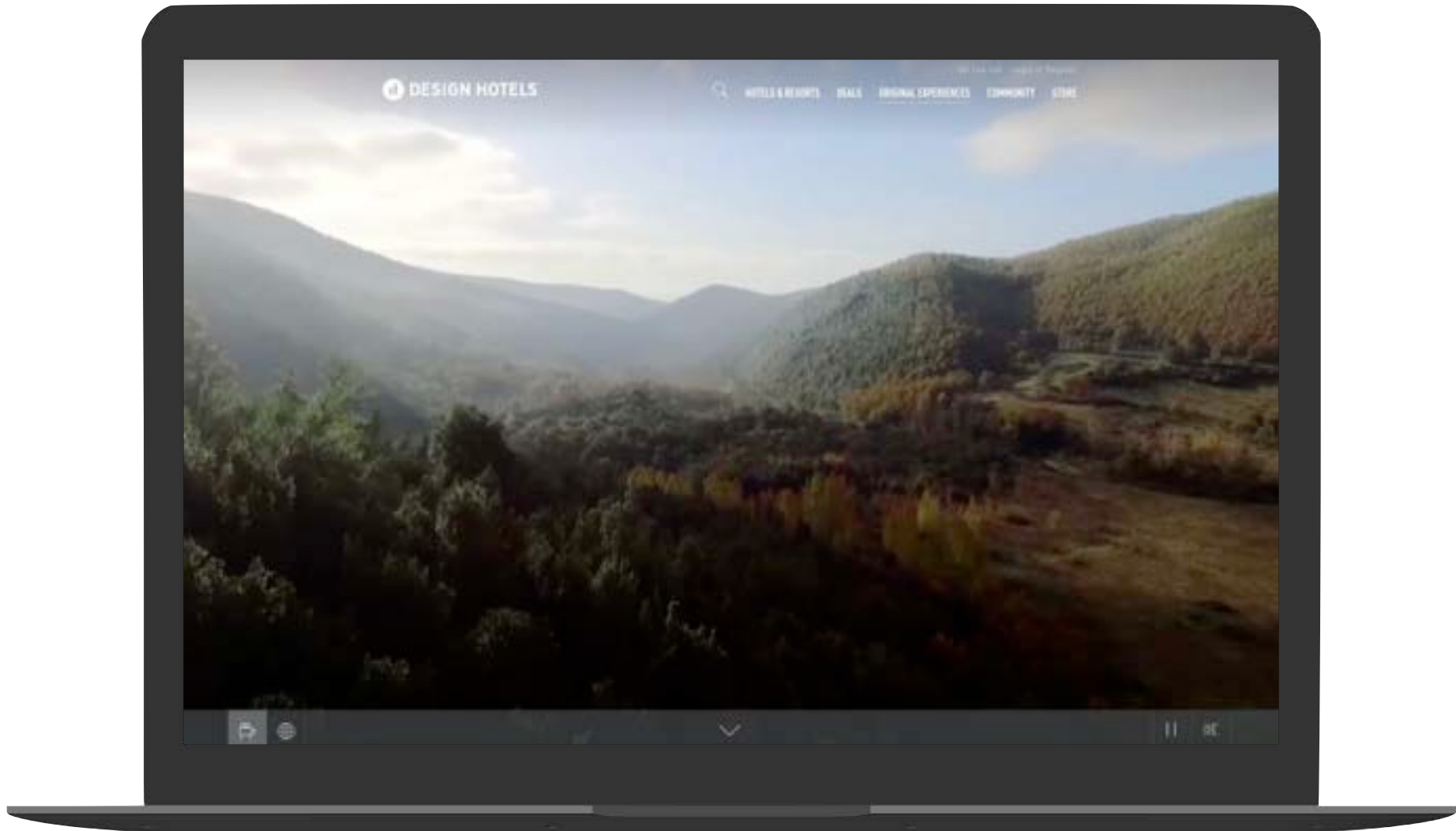
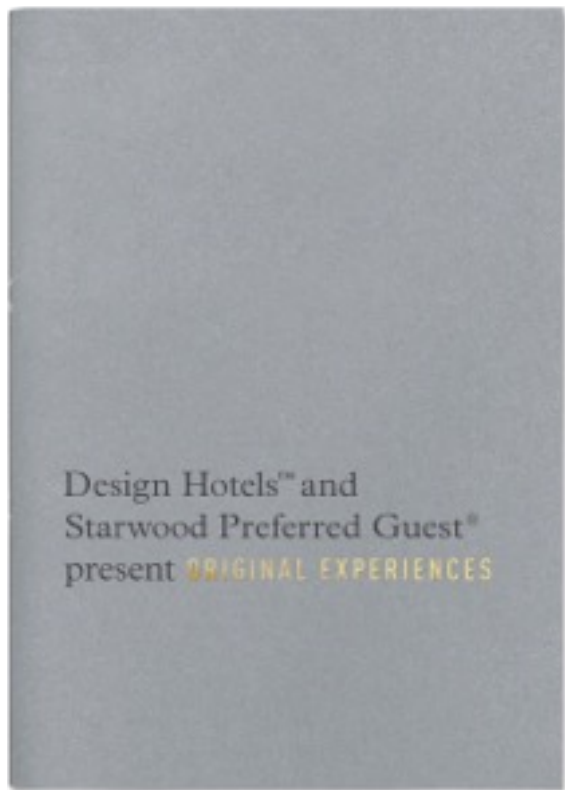
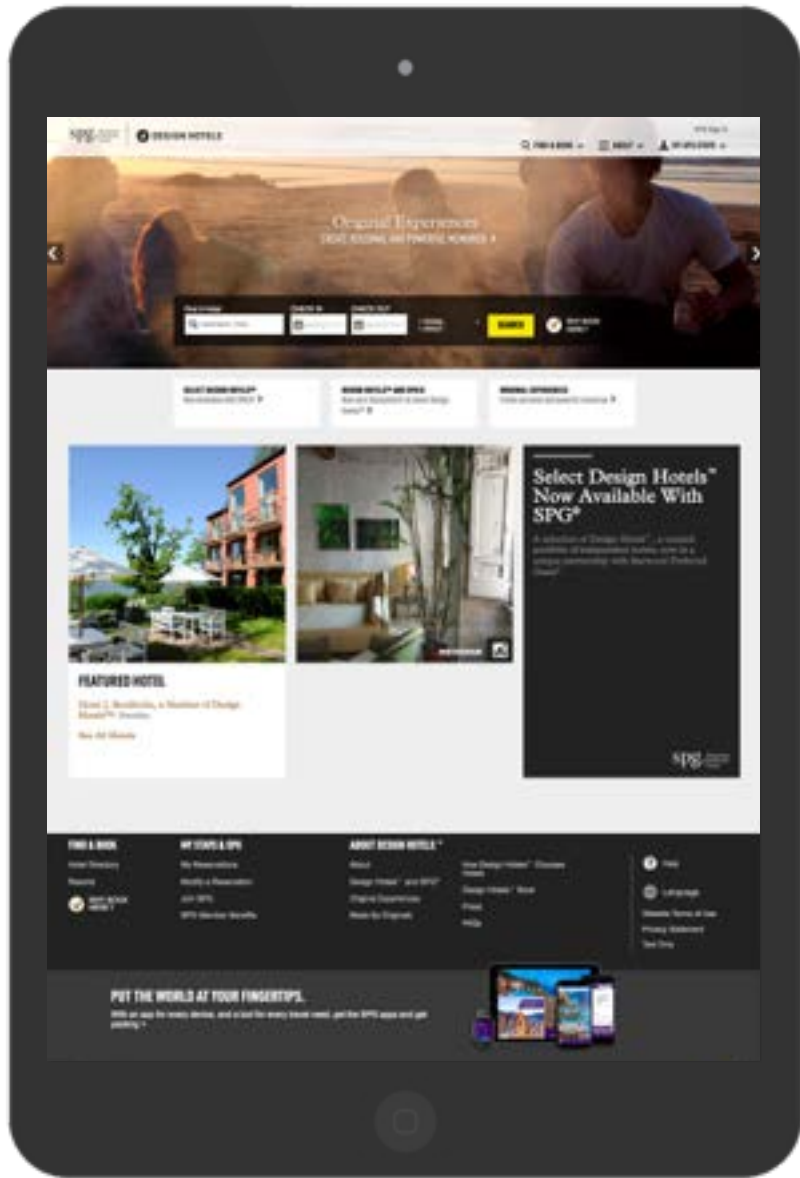
*Superjeep tour of the Golden
Circle*

Trip to a secret lagoon

Airport transfer

*Champagne toast with the
owner of ION Hotel*

*Snorkeling trip with the owner
of ION Hotel*





CREATING AND GROWING
OUR COMMUNITY

September 2016

632.000

DESIGN HOTELS
COMMUNITY MEMBERS



23.5%

SPG MEMBERS



LOCATION

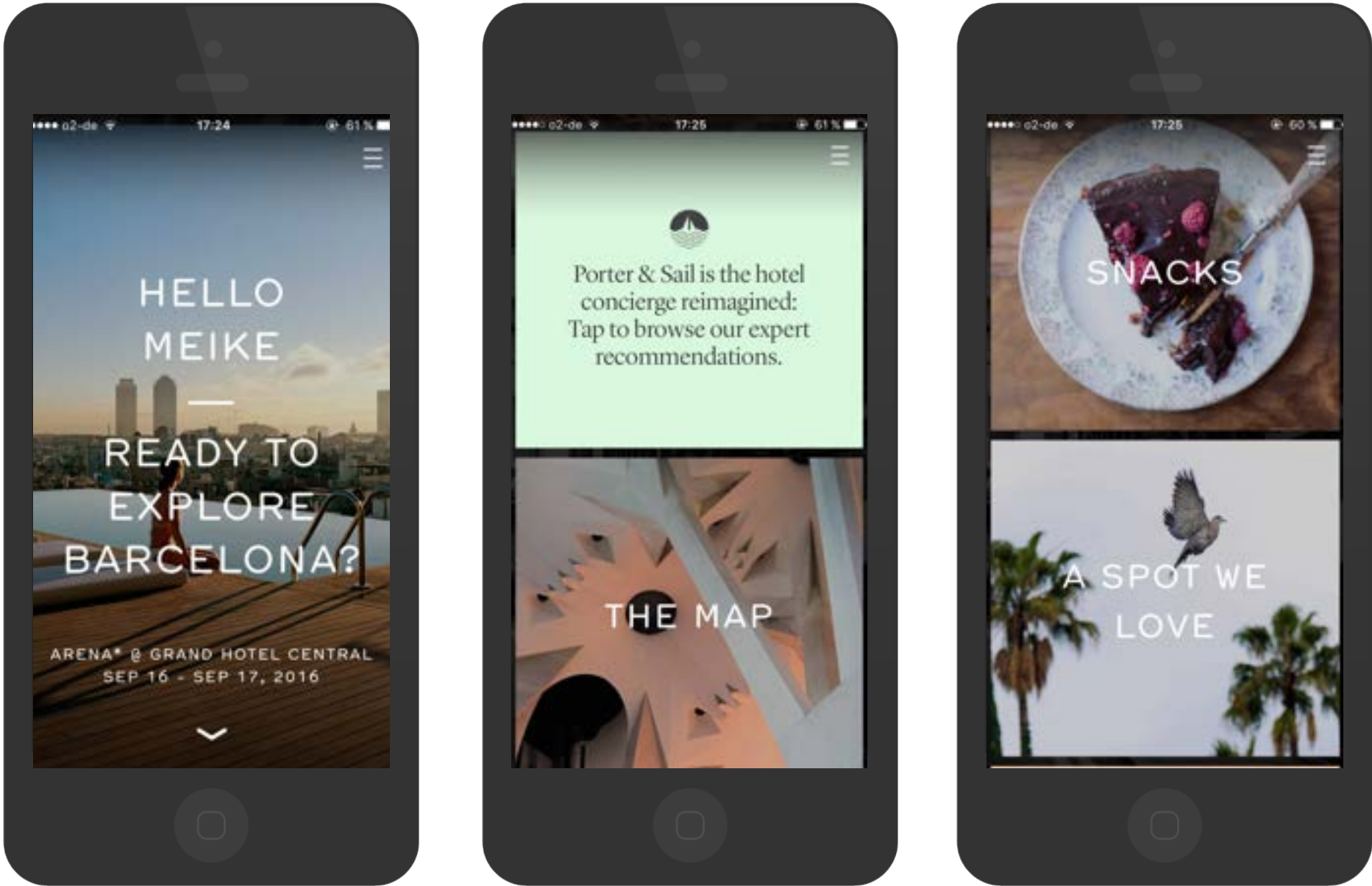
NEW YORK CITY



SPEAKERS

ORIGINALS, ARCHITECTS,
DESIGNERS & HOSPITALITY
EXPERTS

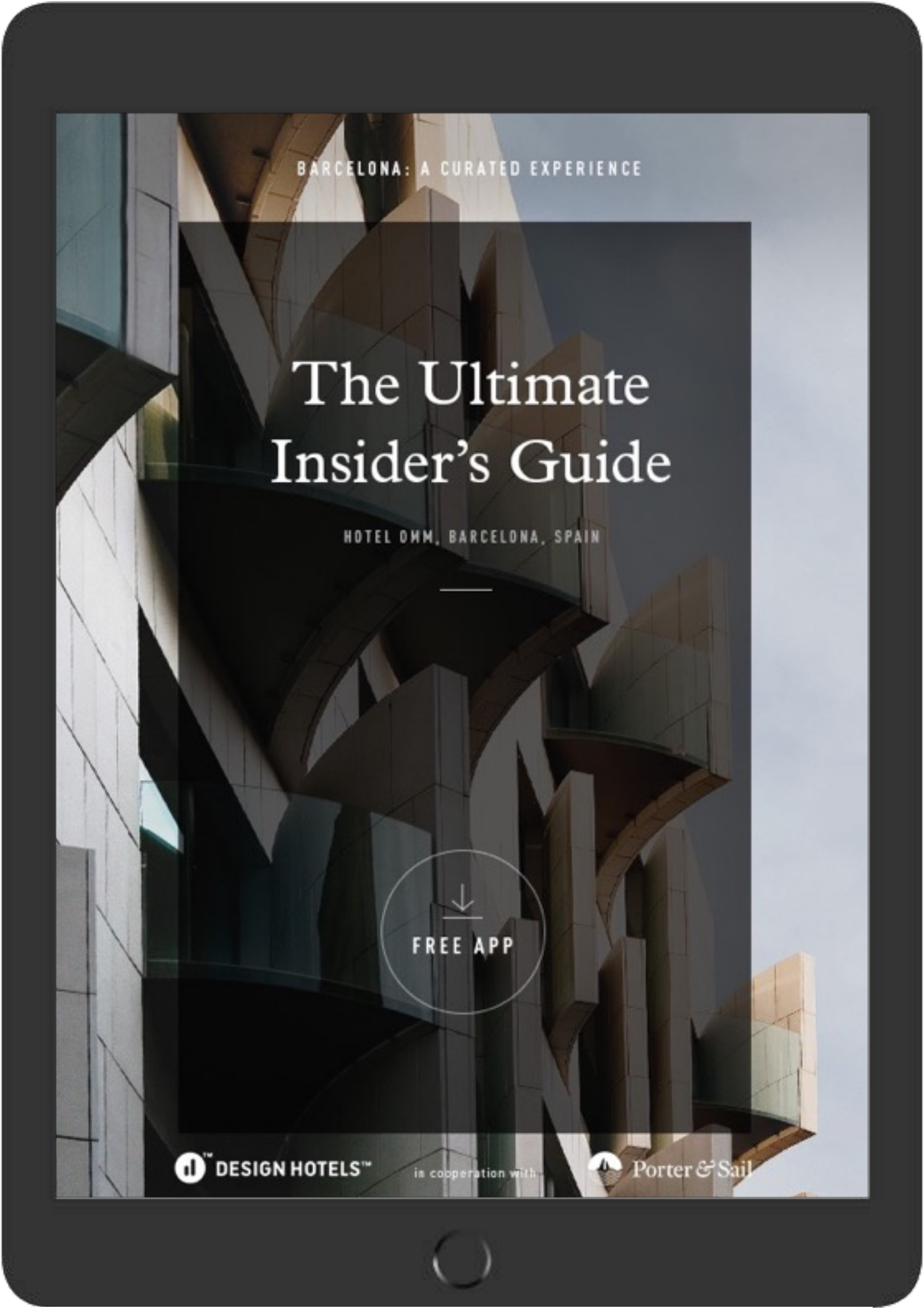




PORTER & SAIL *is a suite of digital tools designed exclusively for boutique, lifestyle and luxury hotels.*

DESTINATIONS

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





HORIZN STUDIOS

