W HOTELS

FINAL PRESENTATION

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Agenda

1   Recap from Mid-Term

2   Project Goals

3   Data Sources

4   Performance Analysis

5   Analysis & Recommendations

Recap from Mid-Term

Recap from Mid-Term

W Hotel

Founded in 1988

Luxury lifestyle brand

Innovative design

Unique guest experiences

High-end amenities

Modern sophistication

Competitors

1. **Luxury Brands**

THOMPSON HOTELS

KIMPTON HOTELS & RESTAURANTS

SOHO HOUSE

EDITION

1. **Themed Brands**

The Standard

ACE HOTEL

21c MUSEUM HOTEL

Customers

Seek unique experiences

Willing to pay a premium

Primarily Millennials and Gen Z, but also attract all age groups

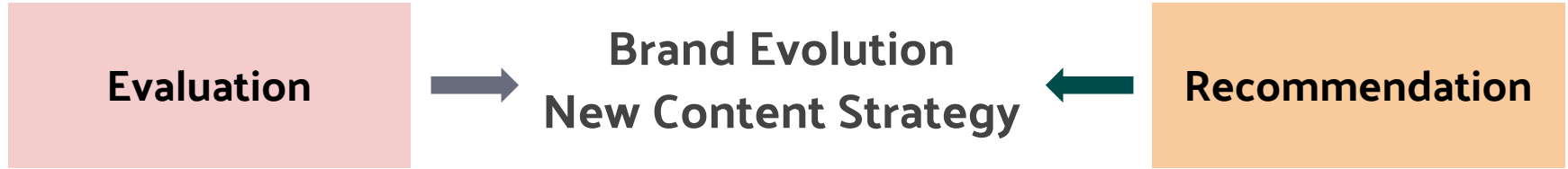Active and outgoing

Travel frequently

Project Goals

Project Goals

W Hotels' Social Relaunch: 15th August 2022

| Evaluation | → | **Brand Evolution
New Content Strategy** | ← | Recommendation |

Key Questions

○ Are **people more aware** of W Hotels after the evolution?

○ How to **increase performance of new content strategy** on social media?

Target Customers: Gen Z

Characteristics

Digital Natives: Comfortable with technology

Rely on social media to make purchases

Frequent travellers as compared to other gens

Generation Z

Travel Preferences

Focus on the quality of travel

Care about sustainability

Prefer new destinations

Care about authenticity

Data Sources

Data Sources

Brandwatch

Sprinklr

Instagram Scrapping

Performance Analysis

Owned Platform Performance

Total Impressions INCREASE significantly

After Rebranding		Before Rebranding	
353M	+126% (YoY) +46% (MoM)		**156 M (YoY)** **242 M (MoM)**

Engagement Rate DECREASES slightly

After Rebranding		Before Rebranding	
7.6%	-13.8% (YoY) -4.2% (MoM)		**21.42% (YoY)** **10.8% (MoM)**

YoY = Year over Year; MoM = Month over Month

YoY Before Rebranding Duration: 2021-08-15 to 2022-04-15;   YoY After Rebranding Duration: 2022-08-15 to 2023-04-15

MoM Before Rebranding Duration: 2021-11-01 to 2022-06-30;   MoM After Rebranding Duration: 2022-08-15 to 2023-04-15

Engagement rate = Engagements (likes, comments, shares, saves, tap backs, video views)/impressions

Data Source: Sprinklr

Organic & Paid Performance

Paid Impression Proportion INCREASE significantly

Organic Impression

Post: **1.1M**   Pre: **2.8M**   **-62%** ⬇

Paid Impression

Post: **352M**   Pre: **153M**   **+130%** ⬆

Both (Organic & Paid) Engagement Rate DECREASE

Organic Engagement Rate

Post: **0.29%** Pre: **0.34%**   **-0.05%** ⬇

All Channel Engagement   +18% ⬆

Paid Engagement Rate

Post: **7.31%**   Pre: **21.08%**   **-14%** ⬇

Paid Click Links   **+0.03%** ⬆

Insight: A heightened interest in the new content and offerings

Pre Duration: 2021-08-15 to 2022-04-15;   Post Duration: 2022-08-15 to 2023-04-15
Engagement = Click Links + Video Views + All Channel Engagement

Owned Platform Performance* Over Social Platforms

Facebook shows **Highest Average Impression Performance**

1M (+276%) **0.6M** (+17%) **0.5M** (+45%)

Facebook   Instagram   Facebook AD

Instagram shows **Highest Average Engagement Performance**

55k (+7%) **117k** (-4%) **10k** (+19%)

Facebook   Instagram   Facebook AD

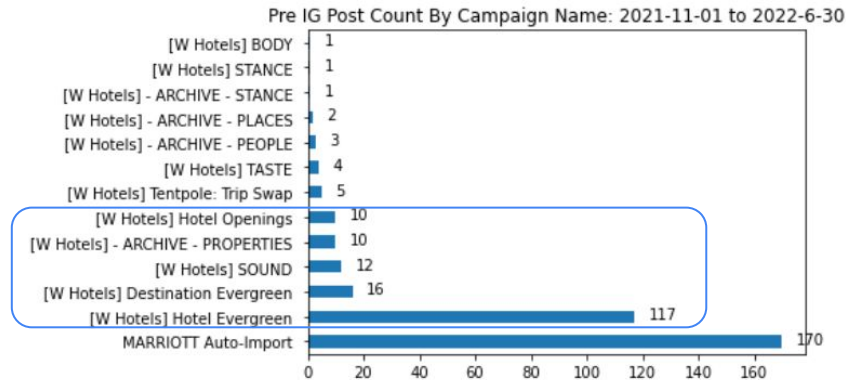* Performance as compared before and after the relaunch
Before Rebranding Duration: 2021-08-15 to 2022-04-15;

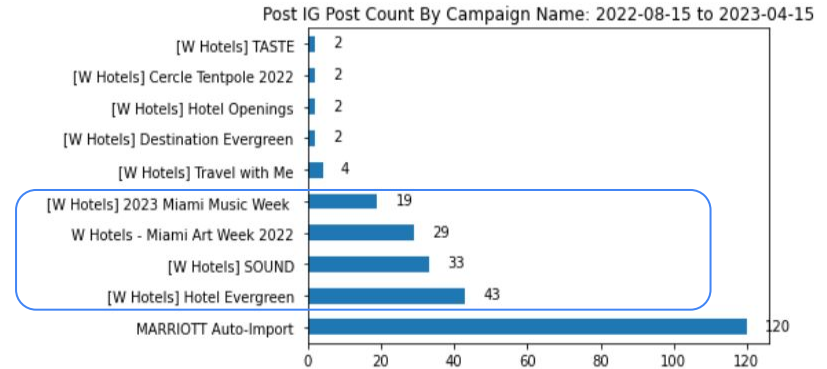After Rebranding Duration: 2022-08-15 to 2023-04-15

Data Source: Sprinklr

Instagram Metrics Deep Dive

After changing the content strategy, posts on Instagram have clearer categories and are shifting towards the taste of Gen Z (music, art)

Pre IG Post Count By Campaign Name: 2021-11-01 to 2022-6-30

Campaign Name	Count
[W Hotels] BODY	1
[W Hotels] STANCE	1
[W Hotels] - ARCHIVE - STANCE	1
[W Hotels] - ARCHIVE - PLACES	2
[W Hotels] - ARCHIVE - PEOPLE	3
[W Hotels] TASTE	4
[W Hotels] Tentpole: Trip Swap	5
[W Hotels] Hotel Openings	10
[W Hotels] - ARCHIVE - PROPERTIES	10
[W Hotels] SOUND	12
[W Hotels] Destination Evergreen	16
[W Hotels] Hotel Evergreen	117
MARRIOTT Auto-Import	170

Total posts: 352

Post IG Post Count By Campaign Name: 2022-08-15 to 2023-04-15

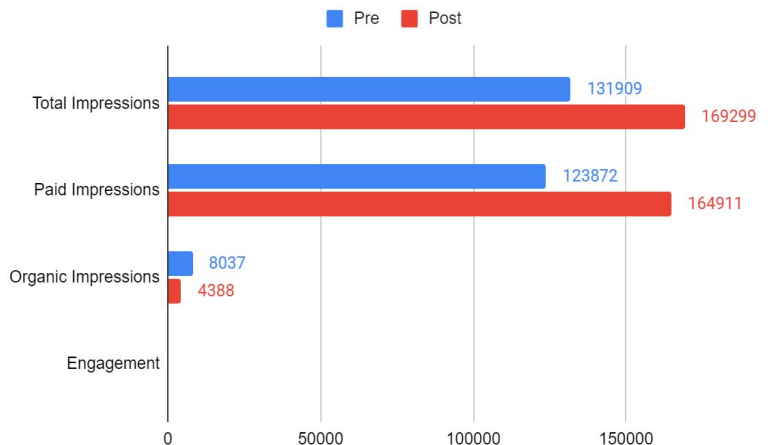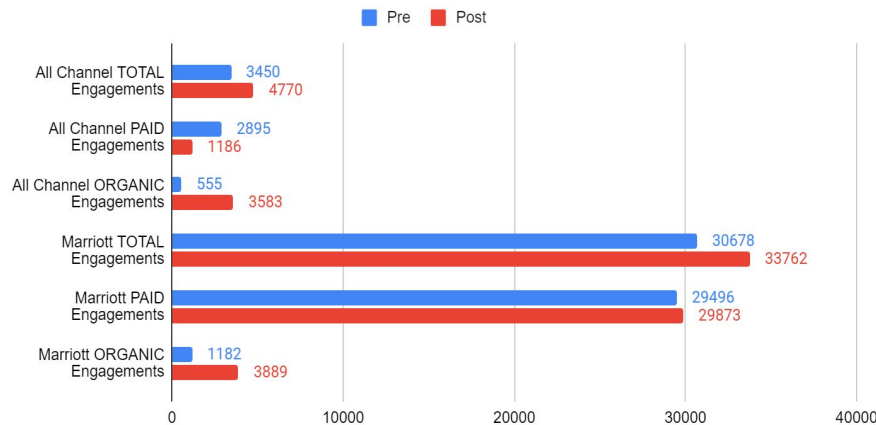| Campaign Name	Count
[W Hotels] TASTE	2
[W Hotels] Cercle Tentpole 2022	2
[W Hotels] Hotel Openings	2
[W Hotels] Destination Evergreen	2
[W Hotels] Travel with Me	4
[W Hotels] 2023 Miami Music Week	19
W Hotels - Miami Art Week 2022	29
[W Hotels] SOUND	33
[W Hotels] Hotel Evergreen	43
MARRIOTT Auto-Import	120

Total posts: 256

Instagram Metrics Deep Dive

There is an improvement in all four metrics (impression, video views, engagement, engagement rate) after relaunch

IG Impression Metrics Comparison

Legend: ■ Pre ■ Post

- Total Impressions: Pre 131909, Post 169299
- Paid Impressions: Pre 123872, Post 164911
- Organic Impressions: Pre 8037, Post 4388
- Engagement

(x-axis: 0, 50000, 100000, 150000)

IG Engagement Metrics Comparison

Legend: ■ Pre ■ Post

- All Channel TOTAL Engagements: Pre 3450, Post 4770
- All Channel PAID Engagements: Pre 2895, Post 1186
- All Channel ORGANIC Engagements: Pre 555, Post 3583
- Marriott TOTAL Engagements: Pre 30678, Post 33762
- Marriott PAID Engagements: Pre 29496, Post 29873
- Marriott ORGANIC Engagements: Pre 1182, Post 3889

(x-axis: 0, 10000, 20000, 30000, 40000)

Pre Duration: 2021-11-01 to 2022-06-30
Post Duration: 2022-08-15 to 2023-04-15

Data Source: Sprinklr

Instagram Metrics Deep Dive

There is an improvement in all four metrics (impression, video views, engagement, engagement rate) after relaunch

IG Video Views Metrics Comparison

Pre **Post**

Metric	Pre	Post
Total Video Views	27228.50	28992.13
Paid Video Views	26601.73	28686.55
Organic Video Views	626.77	305.58
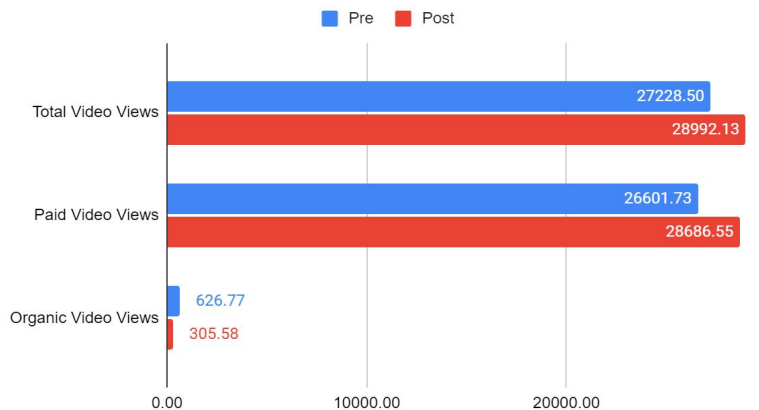
IG Engagement Rate Metrics Comparison
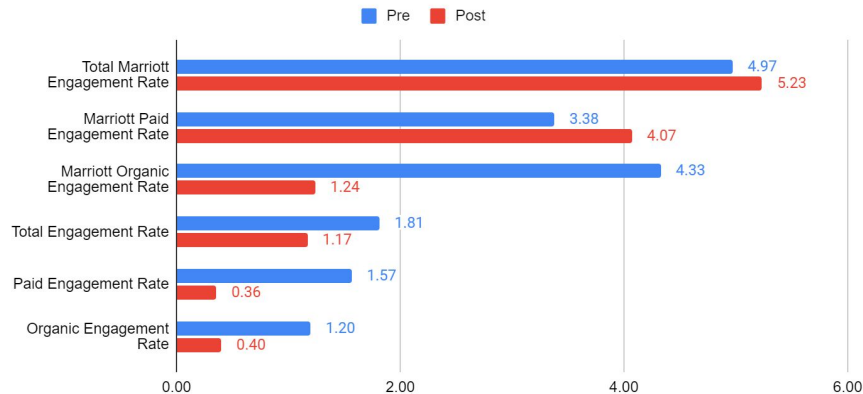
Pre **Post**

Metric	Pre	Post
Total Marriott Engagement Rate	4.97	5.23
Marriott Paid Engagement Rate	3.38	4.07
Marriott Organic Engagement Rate	4.33	1.24
Total Engagement Rate	1.81	1.17
Paid Engagement Rate	1.57	0.36
Organic Engagement Rate	1.20	0.40

Pre Duration: 2021-11-01 to 2022-06-30
Post Duration: 2022-08-15 to 2023-04-15

Data Source: Sprinklr

Analysis & Recommendations

Part

1

Text Analysis

Text Analysis

Data Sources for Text Analysis
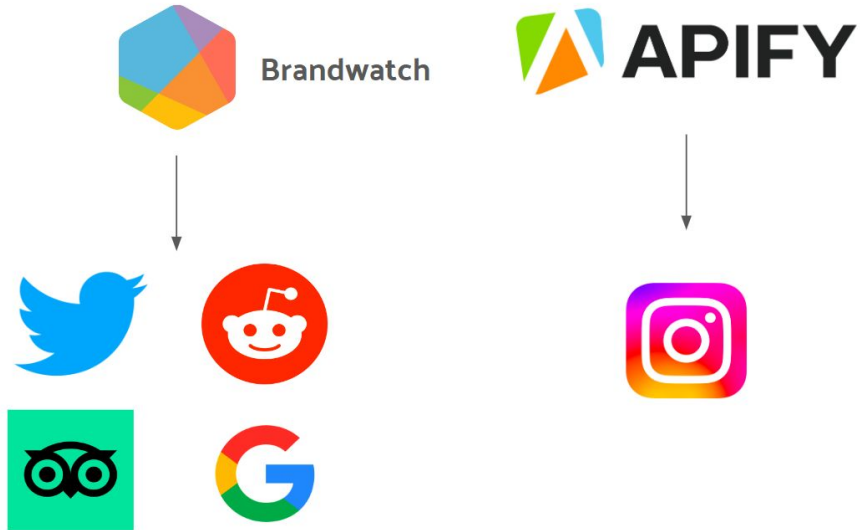
Text Analysis Performed

1. Sentiment Algorithmic Analysis

2. Countvectorizer for tri-grams

3. Topic Modeling

4. Word Cloud

Text Analysis

Text Analysis Results

1. **Brandwatch:**

   a. Unchanged sentiment Pre/Post

   b. Posts mostly general, news, advertisements

2. **Scrapped Instagram Posts:**

   a. Positive sentiment on W hotels

   b. Perceived as a luxury brand
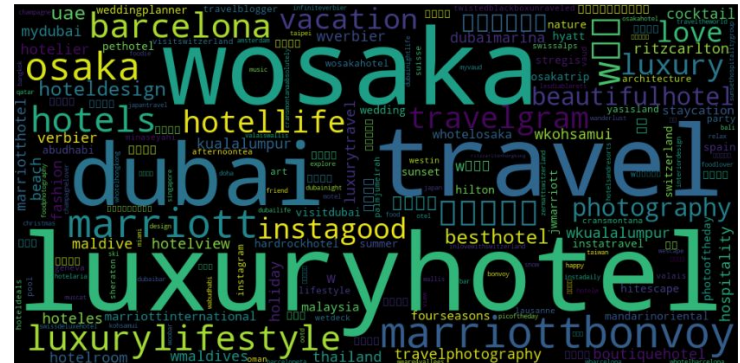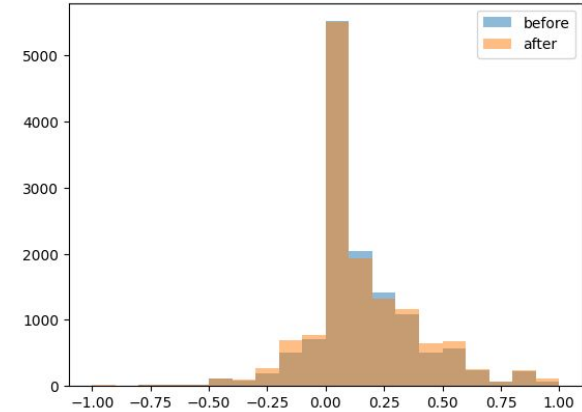
Text Analysis

Who Are Today's Couples?

ABOUT TODAY'S ENGAGED COUPLES	GEN Z 18-25	MILLENNIALS 26-41
Spoke about future finances before getting engaged	90%	86%
Discussed the style of the wedding	70%	61%
Dated 2+ years before getting engaged	68%	60%
Discussed incorporating cultural/religious traditions in wedding	54%	46%
Researched wedding vendors prior to getting engaged	31%	21%
Met online	15%	29%
Grew up in different regions of the US (i.e. North vs. South)	14%	21%

Gen Zs:

Entering their core marrying ages

Their wedding market is rapidly growing

Place a higher emphasis on the style of their wedding compared to Millennials

Conduct more research on wedding vendors compared to Millennials

Prefer unique and personalized wedding experiences

Source: The Knot

Text Analysis
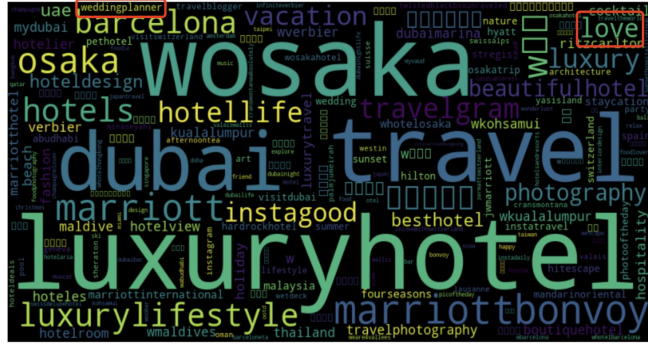
[Topic 0]
youtubetaipei wedding weddingplanner : 0.004744087382719748
ig taipeiweddingscorp youtubetaipei : 0.004744087382633759
taipeiweddingscorp youtubetaipei wedding : 0.004744087382595542
wedding weddingplanner whotel : 0.004744087382555564
taipeiweddings ig taipeiweddingscorp : 0.004744087382515987
line taipeiweddings ig : 0.004744087382348763
nammudekozhikode whotel icnas : 0.002156522566983358
hospitality hospitalitymanagement foodlovers : 0.002156522566983358
hotelmanagementcollegesincalicut professionalstudent hotelierlife : 0.002156522566983358
icnas calicutbeach calicutfood : 0.002156522566983358

victoriaweddingcollection Follow ···
W Singapore - Sentosa Cove

37 likes
victoriaweddingcollection Our Signature Winter Wonderland set-up over at W hotel for Nicholas & Rkycia
January 2, 2020

avesolphotography Follow ···
W Hotel Punta Mita
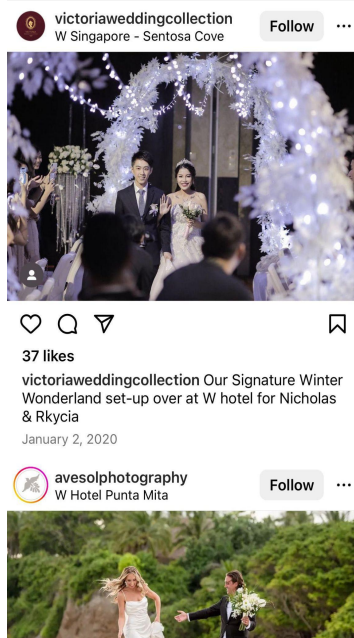
W hotel is actually a popular place for young generations to host wedding!

Our Word Cloud and Topic Modeling show that wedding is a popular topic in Instagram posts.

Source: Instagram

Text Analysis

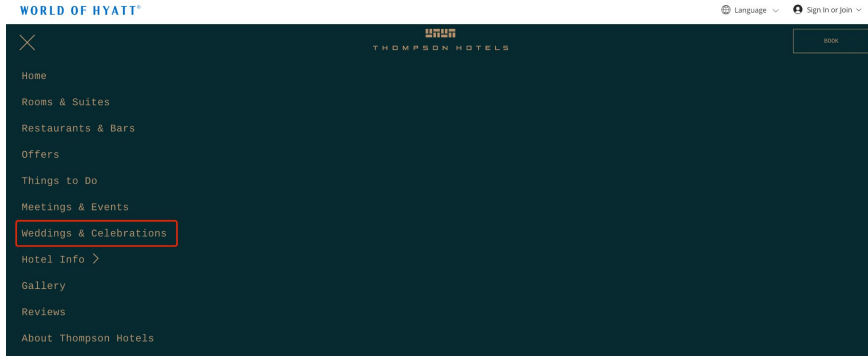W Chicago, Illinois
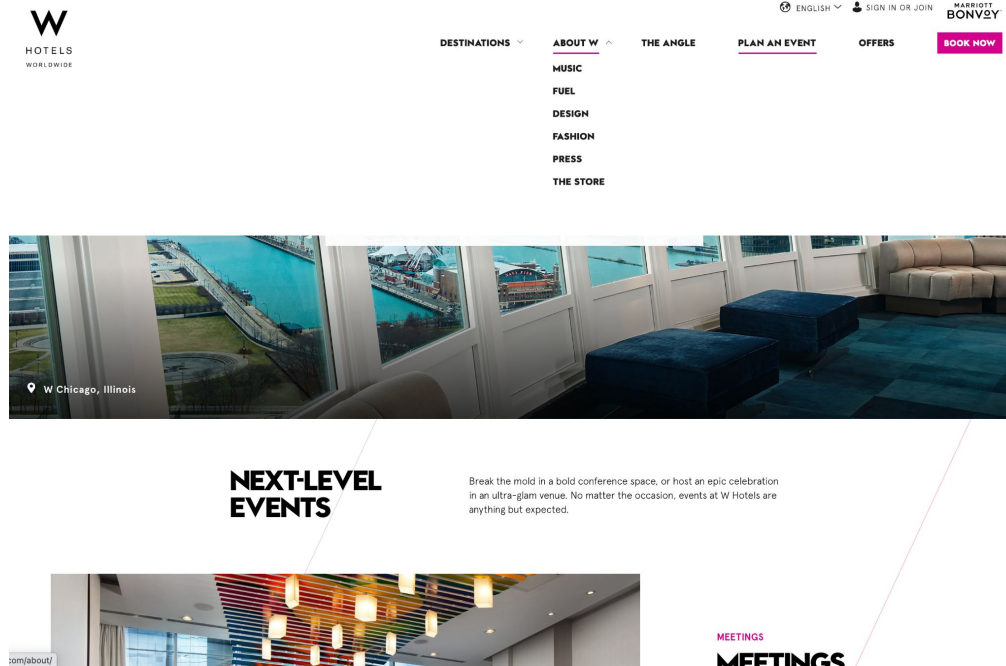
However ….

It appears that W Hotels' website does not have much information regarding wedding venues.

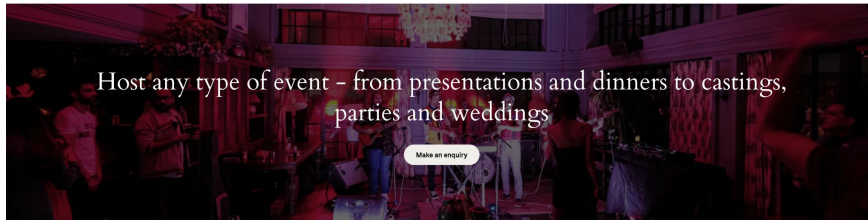**In the 'Plan An Event' tab, there is not ample information about wedding vendors.**

Text Analysis

Competitors seem to be more prepared!
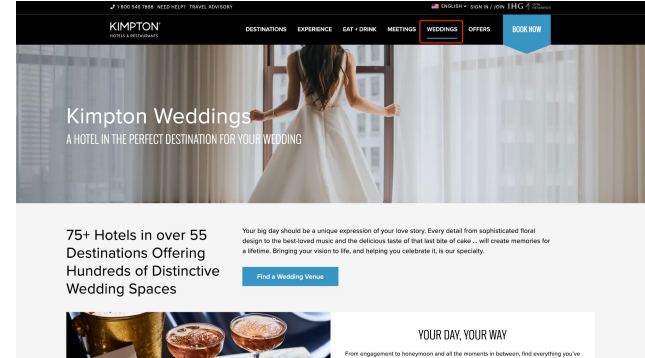
Recommendations

Proactively showcase W Hotels' unique **offerings for weddings** to stay ahead of competitors in the wedding industry.

Infuse the wedding industry brand image of W Hotels **with modern design elements** such as music, fashion, and contemporary aesthetics.

Reason

A **beautiful and memorable wedding** has 100% chance to **enhance people's impression on W Hotels.**

Has an opportunity to **transform married couples into lifetime loyal customers**.

Risks & Mitigation

Risk

ROI Risk: Investment outweighs the benefit of providing the service

Mitigation

1. Conduct thorough market research and access the potential ROI

1. Develop a strategic plan - Outline implementation strategy, timeline, budget, and resource allocation

1. Monitor performance - Track relevant metrics (website traffic, engagements, conversions, revenue)

Analysis

&

Recommendations

Part

2

Keep Up With Competitors

Brandwatch Competitor Analysis & Social Media Recommendations

Brandwatch Competitor Analysis

Luxury Brands

Thompson Hotels

Social Media Attraction: **Medium**
Biggest Content Source: **News**

Kimpton Hotels

Social Media Attraction: **Medium**
Biggest Content Source: **News**

Soho House

Social Media Attraction: **High**
Biggest Content Source: **Twitter**

Edition

Social Media Attraction: **Medium**
Biggest Content Source: **News**

*Brandwatch does not include Instagram data

Brandwatch Competitor Analysis

Themed Brands

The Standard

Social Media Attraction: **High**
Biggest Content Source: **Twitter**

ACE Hotel

Social Media Attraction: **High**
Biggest Content Source: **Twitter**

21C Museum Hotel

Social Media Attraction: **Low**
Biggest Content Source: **News**

*Brandwatch does not include Instagram data

Brandwatch Competitor Analysis

Our Client

W Hotels

Social Media Attraction: **High**
Biggest Content Source: **Twitter**

*Brandwatch does not include Instagram data

Insights

Twitter is the biggest content source on Brandwatch* for companies getting high social media attraction.

*Brandwatch does not include Instagram data

Recommendations

W Hotel was planning to kill their Twitter accounts, but we suggest to

Keep W Hotel's Twitter account alive

at least for the next 1-2 years and see the market trend.

Reason
Twitter has been one of the biggest content source pre and post relaunch and has gained the maximum social media attraction.

W Hotels on TikTok

Key competitors and many leading brands are present on TikTok
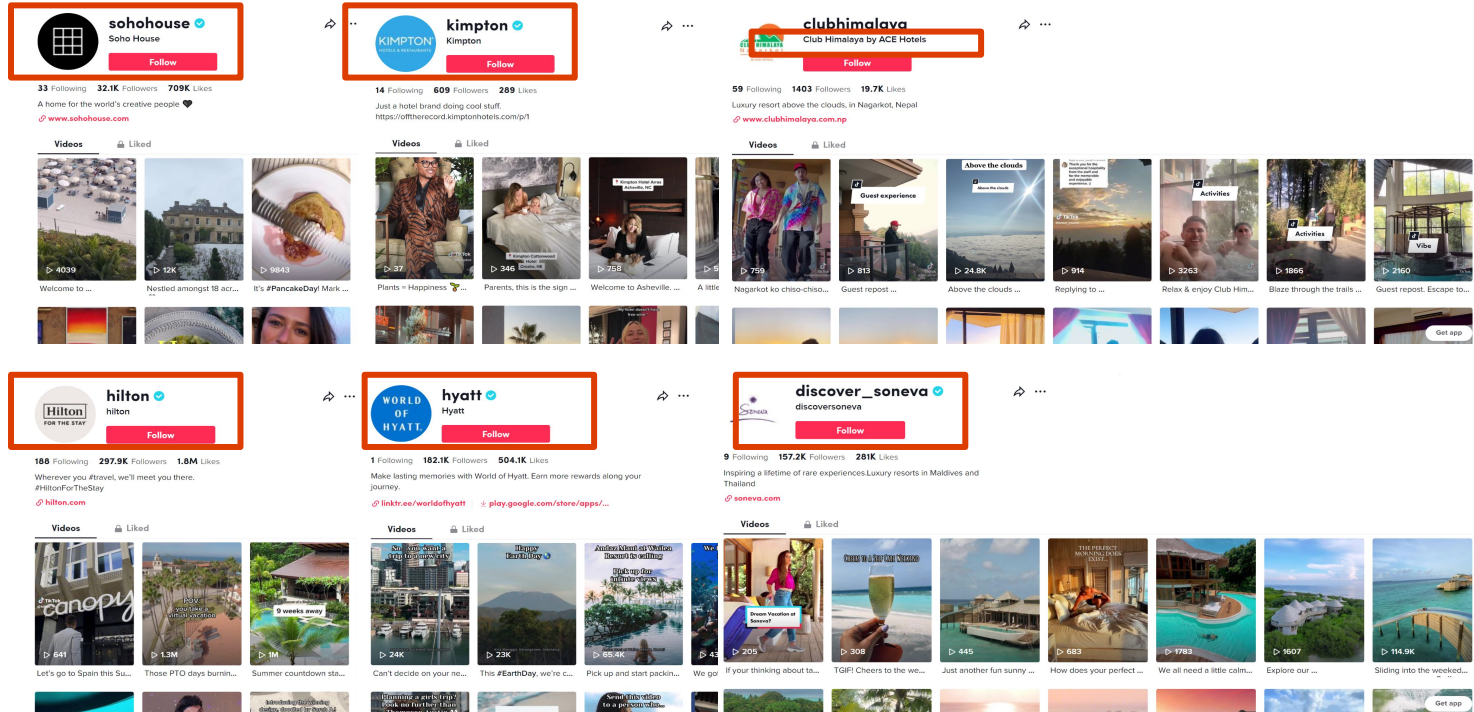
W Hotels on TikTok

Competitors & leading brands gain considerable attraction & engagements!

sohohouse ✓
Soho House

Follow

33 Following   **32.1K** Followers   **709K** Likes

A home for the world's creative people 🖤

🔗 www.sohohouse.com

kimpton ✓
Kimpton

Follow

14 Following   **609** Followers   **289** Likes

Just a hotel brand doing cool stuff.
https://offtherecord.kimptonhotels.com/p/1

clubhimalaya
Club Himalaya by ACE Hotels

Follow

59 Following   **1403** Followers   **19.7K** Likes

Luxury resort above the clouds, in Nagarkot, Nepal

🔗 www.clubhimalaya.com.np

hilton ✓
hilton

Follow

188 Following   **297.9K** Followers   **1.8M** Likes

Wherever you #travel, we'll meet you there.
#HiltonForTheStay

🔗 hilton.com

hyatt ✓
Hyatt

Follow

1 Following   **182.1K** Followers   **504.1K** Likes

Make lasting memories with World of Hyatt. Earn more journey.

🔗 linktr.ee/worldofhyatt   ⬇ play.google.com/stor

discover_soneva ✓
discoversoneva

Follow

9 Following   **157.2K** Followers   **281K** Likes

Inspiring a lifetime of rare experiences.Luxury resorts in Maldive Thailand

🔗 soneva.com

Insights

- **TikTok has surpassed Instagram** in popularity **among Gen Z's**

- **Every single internet minute**, more than **167 million TikToks are watched**, giving the platform a higher rate of engagement

- **Gen-Z use TikTok to travel**

- TikTok has become a worldwide **marketing tool for both B2C & B2B** brands

W Hotel currently do not have a TikTok account.

Source: HospitalityNet, CloudBeds, CVent, StayFlexi

Recommendations

Launch W Hotel's TikTok account and integrate it with its social media campaigns

To break the ice on TikTok

1. Launch a branded hashtag challenge

1. Invite guests to share W Hotel's experiences on TikTok

1. Award winning entries

In the long run

1. Targeted ads about W Hotel's openings

1. Have influencers create content

1. Post aesthetic videos about W Hotel's offerings

Risks & Mitigation

Risk

Misunderstood nuances between social media platforms

Mitigation

1. Cater individually to the needs of each social platform.

1. Be cautious about the content shared on TikTok, especially during the initial stages of the launch. First impressions can make or break!

Risk

Breaking the ice on TikTok might be a challenge

Mitigation

1. Understand the audience

1. Follow trends

1. Engage with users - Respond to comments/message

1. Post consistently - Post fresh & engaging content

Analysis & Recommendations

Part 3

Instagram Account Management

Instagram Account Management

Global Account

- Represent brand image
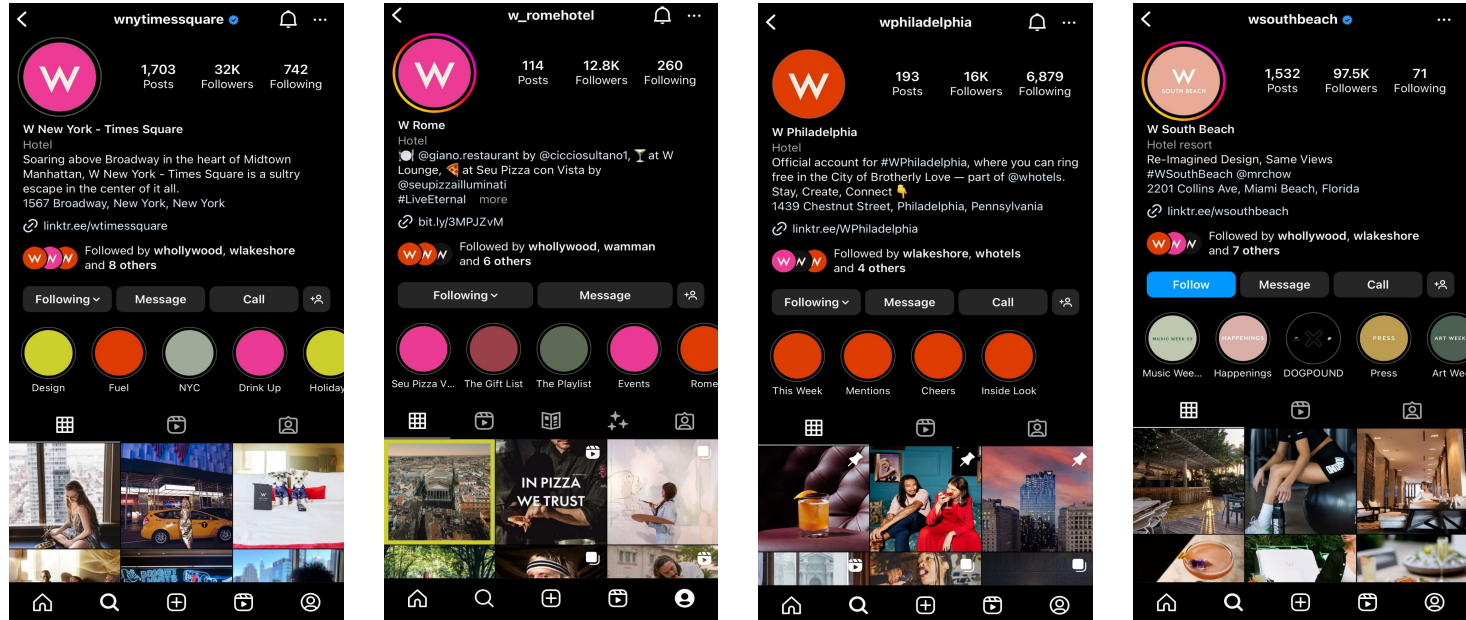- Drive awareness of W Hotel as a brand
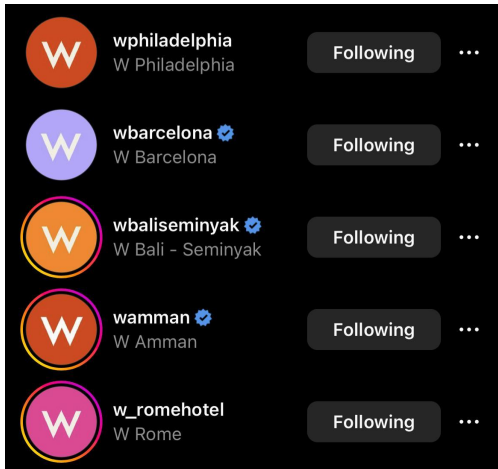
Individual Hotel Account

- Managed by each hotel's social team
- Aim to attract more visit to a certain hotel

Instagram Account Management

Individual Hotel Accounts look similar

W has a Universal Guide for profile setting/color/content style and quality

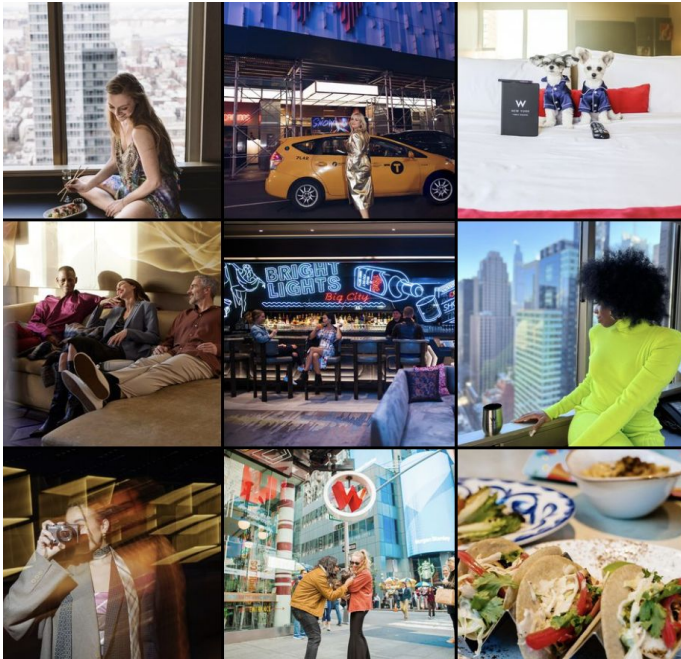# Instagram Account Management

High Expectations

Limited Facilities

Normal interior design

Source: May's Field Trip to W Hotel in New York

Instagram Account Management

There's a mismatch between W's Instagram image & actual experience

Seafoodlover4 wrote a review Mar 2023
21 contributions • 8 helpful votes

●●●○○

Not for families or people who enjoy luxury hotels.

cutting and so be it with the consequences. Anybody booking at this property should be aware that they will pay for a room and pretty much nothing else, which can be acceptable for some hotel brands but as far as I am concerned any Marriott brand part of the luxury group such as W (or St.Regis, Ritz Carlton, JW Marriott, etc.), this is unacceptable and a black eye that does not reflect well on the group.
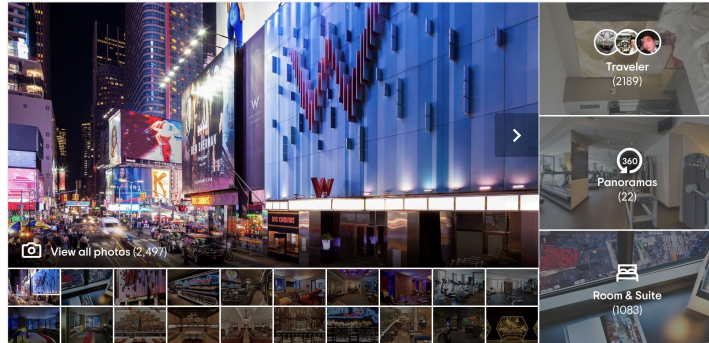
Instagram Account Management

Differences in positioning, scale, product quality and pricing

W New York - Times Square

●●●●○ 5,002 reviews   #349 of 532 hotels in New York City
📍 1567 Broadway, New York City, NY 10036-1517
🌐 Visit hotel website ↗   📞 1 (844) 631-0595   ✏️ Write a review
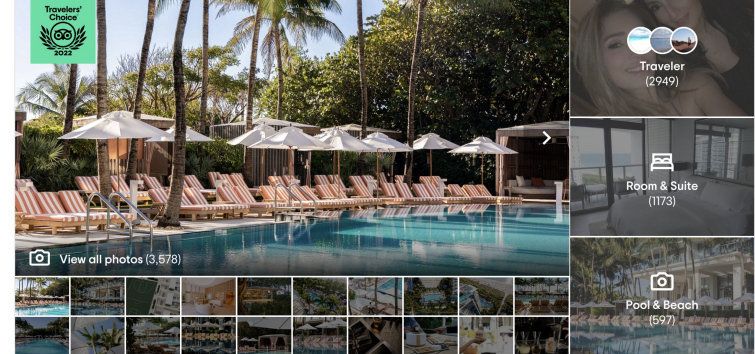
Enter dates to see prices

Show prices

Traveler (2189)

360 Panoramas (22)

Room & Suite (1083)

📷 View all photos (2,497)

		Only 5 left at	
Expedia		$263	View deal
Booking.com	✓ No prepayment needed	$263	View deal
travel up		~~$288~~ $173	View deal

W South Beach

●●●●◐ 5,045 reviews   #19 of 235 hotels in Miami Beach
📍 2201 Collins Avenue, Miami Beach, FL 33139
🌐 Visit hotel website ↗   📞 1 (844) 631-0595   ✏️ Write a review

Enter dates to see prices

Show prices

Travelers' Choice 2022

Traveler (2949)

Room & Suite (1173)

Pool & Beach (597)

📷 View all photos (3,578)

		~~$952~~ Only 5 left at	
Hotels.com		$881	View deal
Booking.com	✓ No prepayment needed	~~$952~~ $881	View deal
travel up		$952	View deal

Source: Trip Advisor

Instagram Account Management

Legacy Hotel	On-Strategy Luxury Hotel

W New York - Times Square

⬤⬤⬤⬤◯ 5,002 reviews   #349 of 532 hotels in New York City

📍 1567 Broadway, New York City, NY 10036-1517

🌐 **Visit hotel website** ↗   📞 1 (844) 631-0595   ✏️ Write a review

W Philadelphia

⬤⬤⬤◯◯ 58 reviews   #80 of 97 hotels in Philadelphia

📍 1439 Chestnut St, Philadelphia, PA 19102-2570

🌐 **Visit hotel website** ↗   📞 1 (844) 631-0595   ✏️ Write a review

W Hollywood

⬤⬤⬤⬤◯ 2,239 reviews   #115 of 414 hotels in Los Angeles

📍 6250 Hollywood Blvd, Los Angeles, CA 90028

🌐 **Visit hotel website** ↗   📞 1 (844) 631-0595   ✏️ Write a review

W South Beach

⬤⬤⬤⬤◐ 5,045 reviews   #19 of 235 hotels in Miami Beach

📍 2201 Collins Avenue, Miami Beach, FL 33139

🌐 **Visit hotel website** ↗   📞 1 (844) 631-0595   ✏️ Write a review

W Barcelona

⬤⬤⬤⬤◐ 8,080 reviews   #302 of 551 hotels in Barcelona

📍 Placa Rosa del Vents, 1 Final Passeig de Joan de Borbo, 08039 Barcelona Spain

🌐 **Visit hotel website** ↗   📞 1 (844) 631-0595   ✏️ Write a review

W Rome

⬤⬤⬤⬤◐ 110 reviews   #380 of 1,378 hotels in Rome

📍 26/36 Via Liguria, 00187 Rome Italy

🌐 **Visit hotel website** ↗   📞 1 (844) 631-0595   ✏️ Write a review

Legacy hotels tend to receive lower ratings due to overpromising

Source: Trip Advisor

Insights

- There are two separate lines within W: **Legacy** **Hotels** vs. **On-Strategy** **Luxury** **Hotels**

- **Overpromising** will cause a **risk** of disappointing customers.

- Important to **set the right expectations** to our guests.

Recommendation: Two-Tier Marketing Strategy

Differentiate Expectations for each product line

- Keep the current content style for On-Strategy Hotels - focus on the good products

- Separate the two product lines by profile style and content creation

Risk

Confuse customers' perceptions of W's brand image as a whole

Mitigation

Implement New W in Legacy W Hotels

Recommendation: Implement New W in Legacy W

Case Study: Free Tickets to Guggenheim Museum

Guggenheim Museum ⟷ **W Hotels**

- **Not a "Tourist Attraction"**
- **Unique Architectural Design**
- **Exhibitions featuring emerging contemporary artists**

Niche   **Creative**
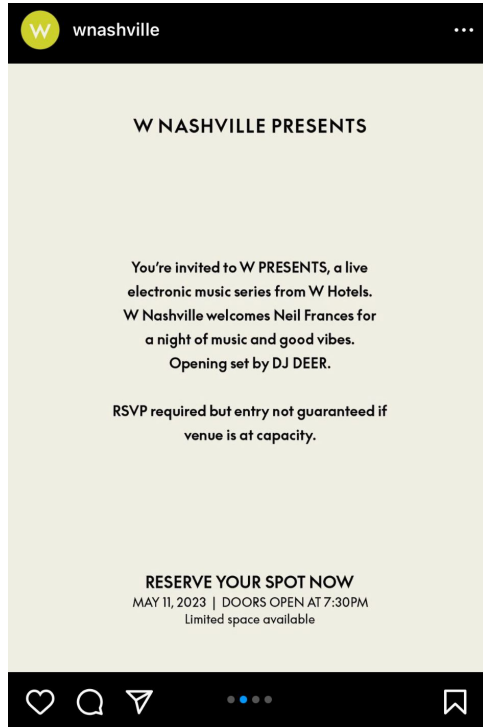**Unique**   **Refined**

Supporting Young Artists

- Improve and emphasize experience **outside the hotel**
- Recommendations for niche places/activities to **match W's brand image**

Instagram Account Management

Limited access to information that drives brand awareness

Campaigns such as **W PRESENTS, What She Said drive brand awareness** for specific targeted groups.

Information limited to **Individual Hotel Accounts**; however, it is not accessible through the **Global Account.**
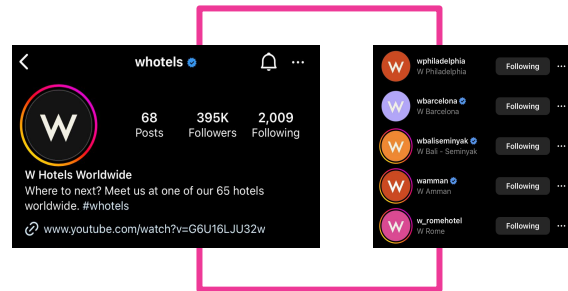
Source: Instagram

Recommendation: Connections Among Accounts

- The goal of W Hotel's global account should not **be isolated from** individual hotel accounts

- Serve as a **platform** for all W customers

- **Integrate brand-level campaigns** and create links to different hotel accounts

Value
1. **Unify brand image**
2. **Easier access to information about campaigns**

Risk

Chaos and redundancy among account management level

Mitigation

Optimize the account management structure

Thank You!

Questions?

Appendix

Appendix 1: Stakeholder Analysis

Internal

External

HIGH

POWER

KEEP SATISFIED

Marriott Leadership

MANAGE CLOSELY

Guests

Christine

Hotel Team

MONITOR

Social Media Platforms

Influencers & Partners

Prof. Ari

KEEP INFORMED

Regional Brand Teams

LOW

INTEREST

HIGH
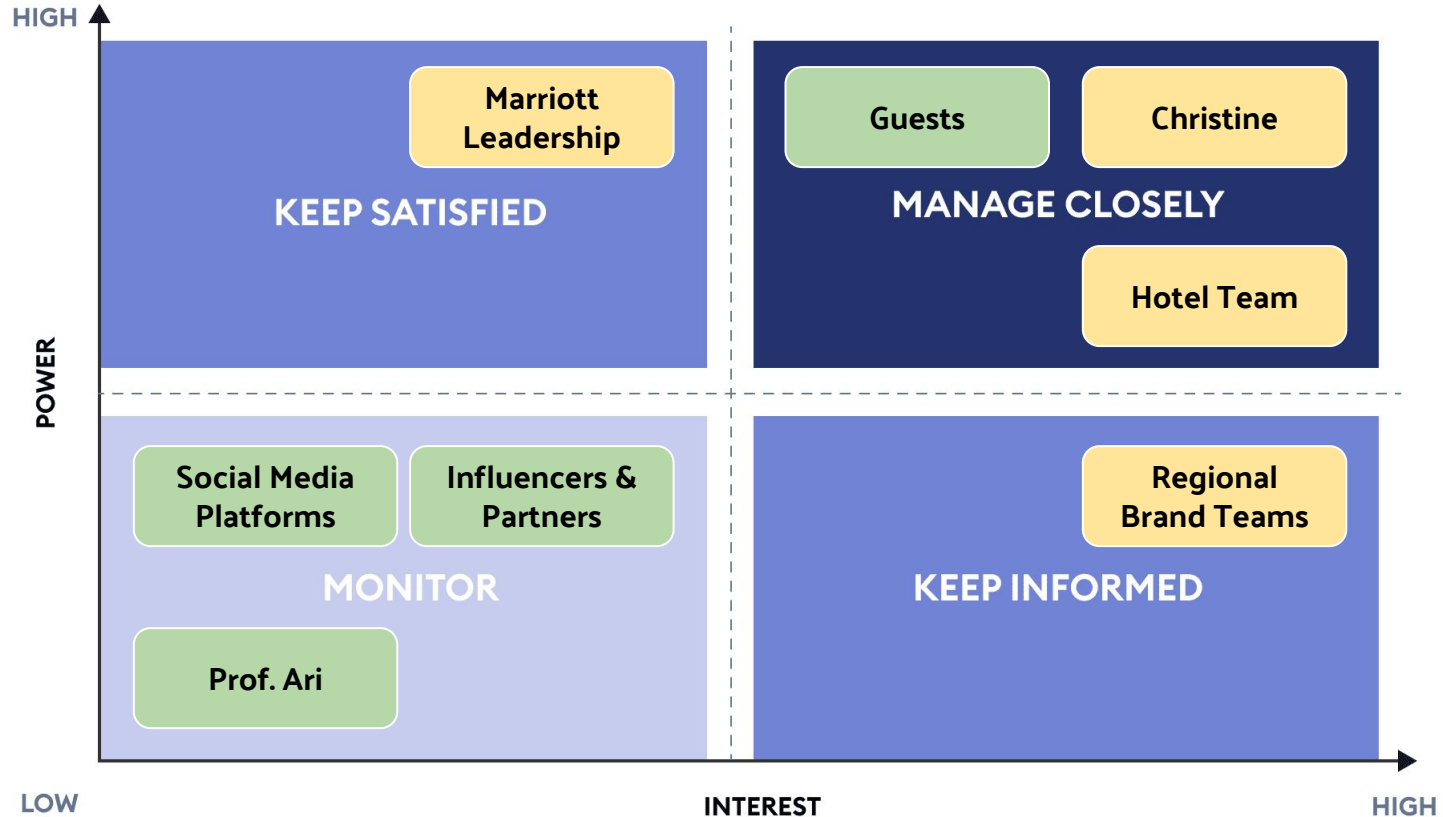
Appendix 2: Additional Suggestions for Gen Z

Hallmarks of GenZ Consumer Behavior		Suggested hooks for promoting brand affinity
Global Citizens		Smart User Experience/VR
Digital Accelerators	→	Gamification Options
Future Proofers		Engage Micro Influencers
Climatarian Consumers		Sustainable Travel
Equity Activists		Promote Loyalty Program
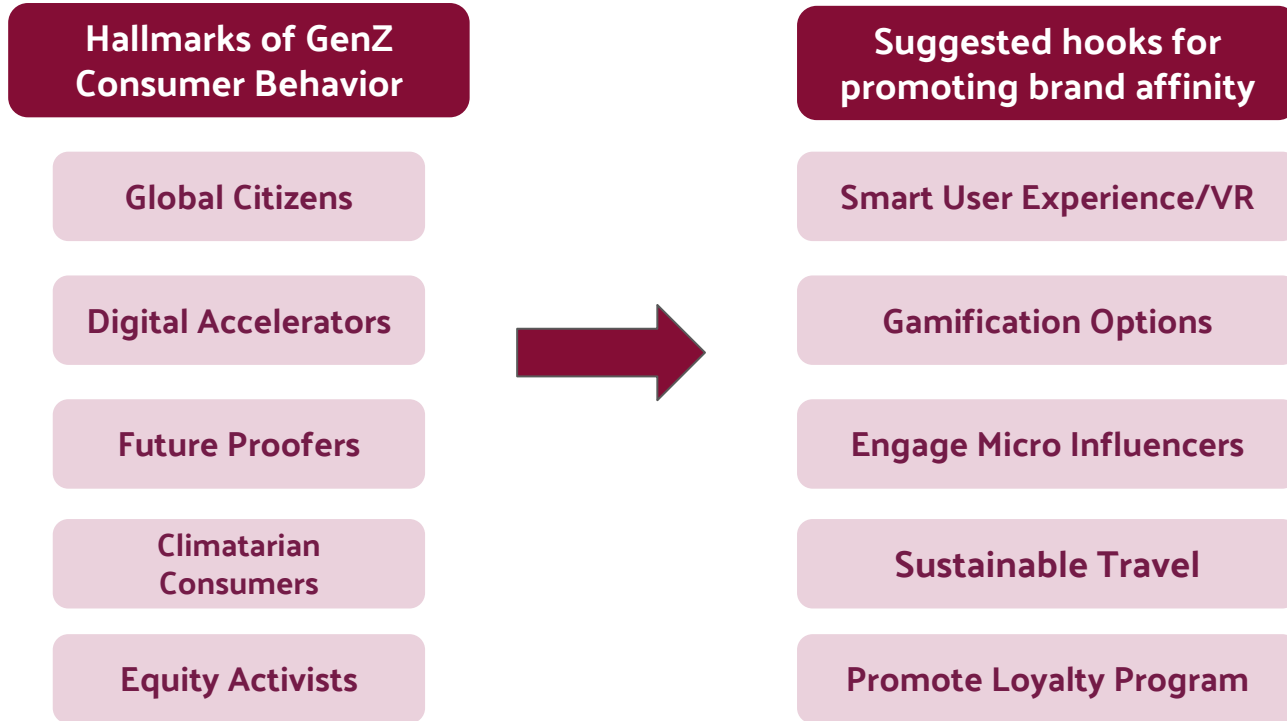
Appendix 3: Owned Platform Performance (Year Over Year)

Insights: Impressions INCREASE significantly; Engagement Rate DECREASES slightly

Before Rebranding:	2021-08-15 to 2022-04-15	**# posts:** 476
After Rebranding:	2022-08-15 to 2023-04-15	**# posts:** 402

Total Impressions	**Engagement Rate**	**Organic Engagement Rate**	**Paid Engagement Rate**
After Rebranding	After Rebranding	After Rebranding	After Rebranding
353M	**7.6%**	**0.29%**	**7.31%**
Before Rebranding	Before Rebranding	Before Rebranding	Before Rebranding
156M	**21.42%**	**0.34%**	**21.08 %**
126% ▲	**13.8%** ▼	**0.05%** ▼	**14%** ▼

Engagement rate = Engagements (likes, comments, shares, saves, tap backs, video views)/impressions

Appendix 3: Owned Platform Performance (Month Over Month)

Insights: Impressions INCREASE significantly; Engagement Rate DECREASES slightly

Before Rebranding:	2021-11-01 to 2022-06-30	**# posts:** 561
After Rebranding:	2022-08-15 to 2023-04-15	**# posts:** 402

Total Impressions	Engagement Rate	Organic Engagement Rate	Paid Engagement Rate
After Rebranding	After Rebranding	After Rebranding	After Rebranding
353M	**7.6%**	**0.29%**	**7.31%**
Before Rebranding	Before Rebranding	Before Rebranding	Before Rebranding
242M	10.80%	0.23%	10.57 %
46% ▲	3.2% ▼	0.06% ▼	3.3% ▼

Engagement rate = Engagements (likes, comments, shares, saves, tap backs, video views)/impressions

Data Source: Sprinklr

Appendix 3: Engagement Performance

Marketing expense **INCREASE** after rebranding ⟹ **Paid Impression Proportion 99%**

Organic Impression

Pre: 2.8M   **Post: 1.1M**   **-62%**

Organic Engagement Rate

Pre: 0.34%   **Post: 0.29%**   **-0.05%**

Paid Impression

Pre: 153M   **Post: 352M**   **+130%**

Paid Engagement Rate

Pre: 21.08%   **Post: 7.31%**   **-14%**

Organic Link Clicks		🔻
Organic Video Views		🔻
All Channel Engagement	**+18%**	🔼
Paid Link Clicks	**+0.03%***	🔼
Organic Video Views		🔻
All Channel Engagement		🔻

Organic(Paid) Engagement Ratio: Organic (Paid) Engagements /Total impressions

Data Source: Sprinklr

Appendix 3: Owned Platform Performance Over Social Platforms (Year Over Year)

Best impression performance among all platforms

Highest average engagement among all platforms
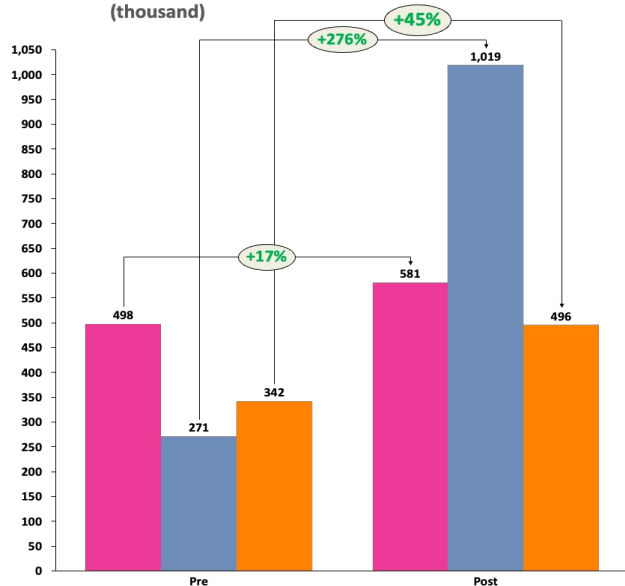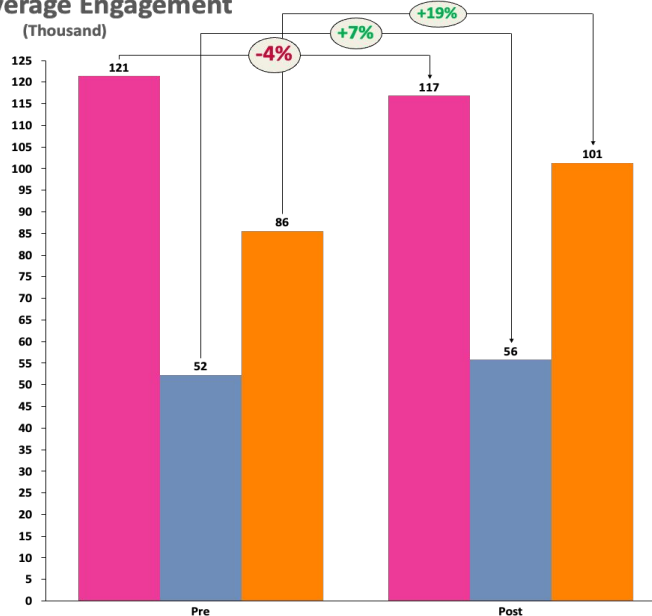
Instagram

Facebook

Facebook AD

Average Impression
(thousand)

+45%

+276%

+17%

498
271
342
581
1,019
496

Pre
Post

Average Engagement
(Thousand)

+19%

+7%

-4%

121
52
86
117
56
101

Pre
Post

Before Rebranding:
2021-08-15 to
2022-04-15

After Rebranding:
2022-08-15 to
2023-04-15

Data Source: Sprinklr

Appendix 3: Owned Platform Performance Over Social Platforms (Month Over Month)

Best impression performance among all platforms
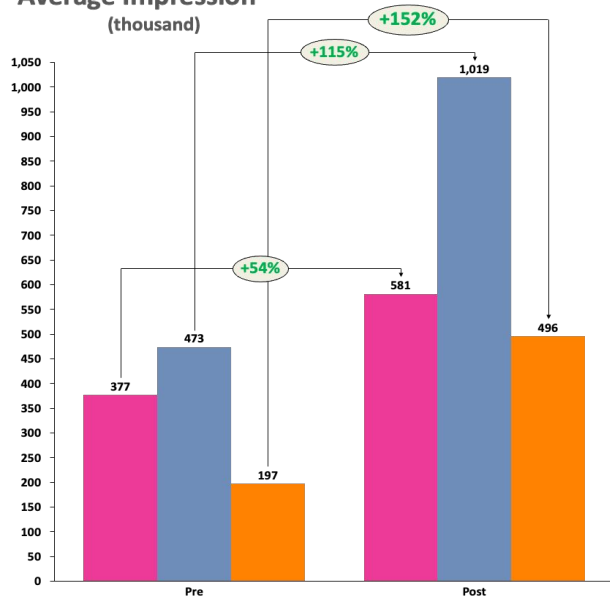
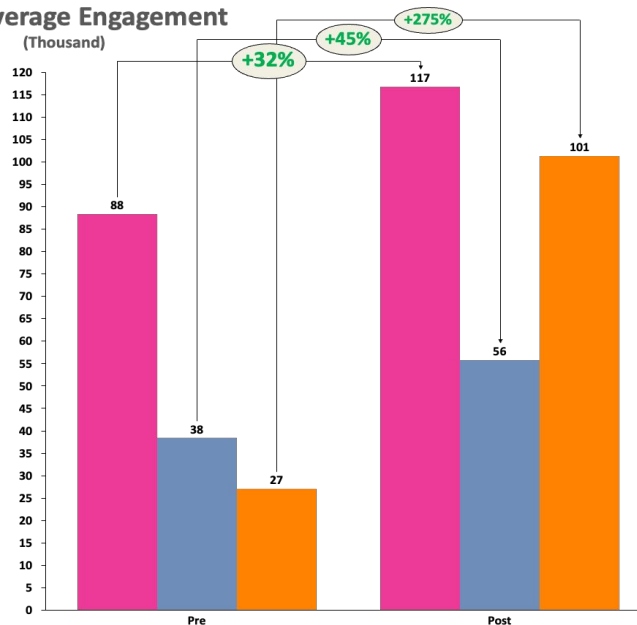Highest average engagement among all platforms

Instagram

Facebook

Facebook AD

Average Impression
(thousand)

+152%

+115%

+54%

377	
473	
197	
581	
1,019	
496	

Pre   Post

Average Engagement
(Thousand)

+275%

+45%

+32%

88	
38	
27	
117	
56	
101	

Pre   Post

Before Rebranding:
2021-11-01 to
2022-06-30

After Rebranding:
2022-08-15 to
2023-04-15

Data Source: Sprinklr

Appendix 4: Text Analysis

(Trigram, Count)

```
[('suite night award', 405),
 ('share company stock', 366),
 ('new year eve', 224),
 ('annual choice benefit', 222),
 ('rat receive news', 216),
 ('luxury collection want', 204),
 ('jersey city learn', 202),
 ('rat international relate', 195),
 ('elite night credit', 194),
 ('thank take time', 186),
 ('collection want hedge', 183),
 ('address speaker english', 178),
 ('appropriate version tripadvisor', 178),
 ('country region dropdown', 178),
 ('country region select', 178),
 ('region dropdown menu', 178),
 ('region select appropriate', 178),
 ('resident country region', 178),
 ('select appropriate version', 178),
 ('speaker english unite', 178),
 ('tripadvisor country region', 178),
 ('version tripadvisor country', 178),
 ('version website address', 178),
 ('website address speaker', 178),
 ('international relate company', 176),
 ('receive news mp', 176),
 ('company stock value', 172),
 ('news mp rat', 166),
 ('invite explore career', 162),
 ('world invite explore', 160)]
```

Task: Counting the most common trigrams for texts in Brandwatch

Findings: Content is general and informative; the most common topics are advertisements and investment news

Data Source: Brandwatch

Appendix 4: Text Analysis

Pre-Launch 8 Months

```
[('jersey city learn', 186),
('artist watch 2022', 119),
('street hoboken learn', 119),
('dubai mina seyahi', 118),
('hoboken public library', 118),
('international inc nasdaqmar', 108),
('address speaker english', 102),
('appropriate version tripadvisor', 102),
('astronaut artist watch', 102),
('country region dropdown', 102),
('country region select', 102),
('dance astronaut artist', 102),
('region dropdown menu', 102),
('region select appropriate', 102),
('resident country region', 102),
('select appropriate version', 102),
('speaker english unite', 102),
('tripadvisor country region', 102),
('version tripadvisor country', 102),
('version website address', 102),
('website address speaker', 102),
('late news analyst', 101),
('inc nasdaqmar rat', 100),
('avenue jersey city', 98),
('open costa navarino', 97),
('suite night award', 97),
('thank take time', 96),
('wmaldives whotels marriottbonvoy', 96),
('luxury collection recommend', 95),
('collection recommend story', 93)]
```

Post-Launch 8 Months

```
[('share company stock', 310),
('suite night award', 308),
('new york city', 189),
('annual choice benefit', 174),
('new year eve', 163),
('elite night credit', 160),
('company stock value', 151),
('sell average price', 131),
('peloton bike gym', 127),
('free night award', 112),
('collection read want', 111),
('report international mar', 111),
('premier hilton embassy', 110),
('taj premier hilton', 110),
('vocabulary know lust', 110),
('embassy suit residence', 109),
('basis cover applicable', 108),
('basis disability veteran', 108),
('believe hire diverse', 108),
('commit nondiscrimination protect', 108),
('cover applicable law', 108),
('culture commit nondiscrimination', 108),
('disability veteran status', 108),
('diverse workforce sustain', 108),
('employer believe hire', 108),
('equal opportunity employer', 108),
('hire diverse workforce', 108),
('inclusive peoplefirst culture', 108),
('international equal opportunity', 108),
('nondiscrimination protect basis', 108)]
```

Task: Separating the most common trigrams by pre-launch and post-launch durations
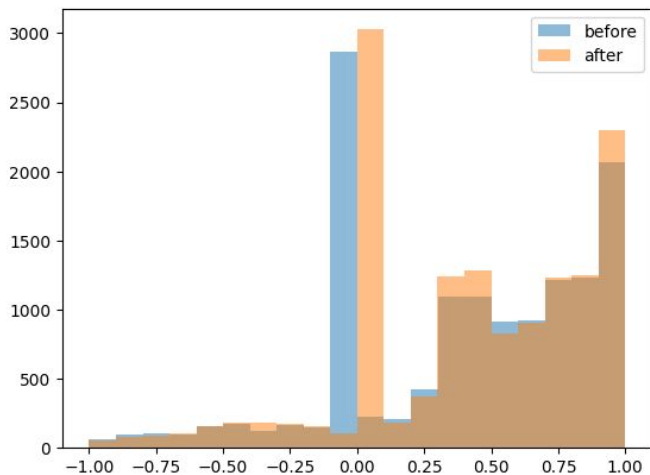
Findings: Content and advertisement levels remain the same

Pre-Launch Duration: 1st Nov 2021 - 30th June 2022
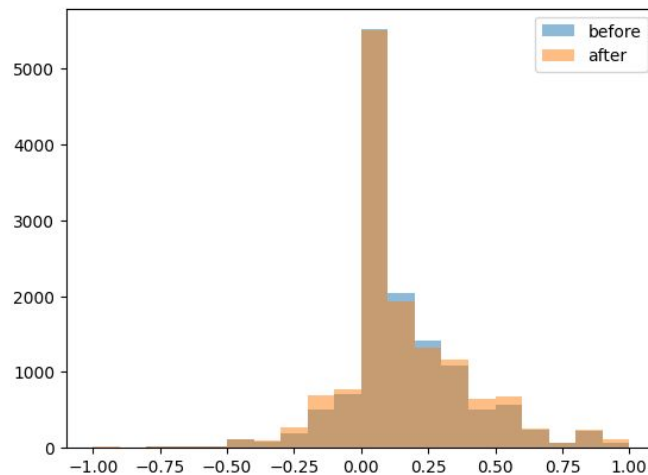**Post-Launch Duration:** 15th Aug 2022 - 15th Apr 2023

Data Source: Brandwatch

Appendix 4: Text Analysis

Vadar Algorithm

Textblob Algorithm

Task: Sentiment Analysis on Brandwatch during pre-launch and post-launch durations

Findings: Change of sentiment is not significant pre and post launch using both algorithms

Pre-Launch Duration:
1st Nov 2021 - 30th June 2022
Post-Launch Duration:
15th Aug 2022 - 15th Apr 2023

Data Source: Brandwatch

Appendix 4: Text Analysis

Pre-Launch 8 Months

```
Displaying the top 10 words per topic and their probabilities within the topic...

[Topic 0]
reserve luxury collection : 0.005609208026697929
operate property reserve : 0.004446326428431165
property reserve luxury : 0.004264178666205313
segment operate property : 0.004175420374407552
international segment operate : 0.0039167762561252905
canada international segment : 0.0036333986433736616
operate canada international : 0.003147105945923496
company operate canada : 0.00299706756870467
worldwide company operate : 0.0027861194108655695
property worldwide company : 0.0026576705260937103

[Topic 1]
operate franchise license : 0.0012969915653834529
inc operate franchise : 0.0012244684954397635
international inc operate : 0.0011238345205376219
new york city : 0.0010099076736309839
artist watch 2022 : 0.0008041625543530404
rat international inc : 0.0007793650393872496
dance astronaut artist : 0.0006896030883994204
astronaut artist watch : 0.0006896030883992819
franchise license residential : 0.0006327771603982792
2022 feature image : 0.0005143944820067532

[Topic 2]
want hedge fund : 0.0012002676052490617
hedge fund hold : 0.0011623382887971676
fund hold mar : 0.001131173847674896
late 13f file : 0.0010686272064943081
13f file insider : 0.0010294454442733572
file insider trade : 0.0010137740228671284
hold mar visit : 0.0009823258538586065
visit holdingschannelcom late : 0.0009745691558209733
holdingschannelcom late 13f : 0.0009745691461890641
mar visit holdingschannelcom : 0.0009510156100654591
```

Task: Topic Modeling on Pre-Launch content

Findings:

Topic 1 - Hotel review

Topic 2 - Mixed topics

Topic 3 - Financial news

Pre-Launch Duration:
1st Nov 2021 - 30th June 2022

Data Source: Brandwatch

Appendix 4: Text Analysis

Post-Launch 8 Months

```
Displaying the top 10 words per topic and their probabilities within the topic...

[Topic 0]
reserve luxury collection : 0.005551383663142099
operate property reserve : 0.004618221383518194
property reserve luxury : 0.00441126670490269
segment operate property : 0.004387470979330995
international segment operate : 0.004249065454526898
canada international segment : 0.003958650915030621
operate canada international : 0.003478468576404332
company operate canada : 0.0033368262248262264
worldwide company operate : 0.0030907773073022785
property worldwide company : 0.00290446907268013

[Topic 1]
file insider trade : 0.0018198769754774727
share company stock : 0.001775893042445563
suite night award : 0.0017229372181238644
international inc nasdaqmar : 0.0017184772866434392
insider trade international : 0.0017063166252761274
trade international inc : 0.001683625040665541
13f file insider : 0.0016763292923114039
inc nasdaqmar rat : 0.001569170911294182
late 13f file : 0.0013973964737522368
holdingschannelcom late 13f : 0.0013056262135008553

[Topic 2]
relate company marketbeatcoms : 0.00024190943250381787
company marketbeatcoms free : 0.00022758009561906007
relate professional area : 0.0002273712339800371
international relate company : 0.00020632704989828664
marketbeatcoms free daily : 0.00020404717569732337
luxury collection edition : 0.00019805982085343727
collection edition bulgari : 0.0001845158973002347
rat international relate : 0.0001768626093859167
free daily email : 0.00017600195106304587
de los muertos : 0.0001733934675903186
```

Task: Topic Modeling on Post-Launch content

Findings:
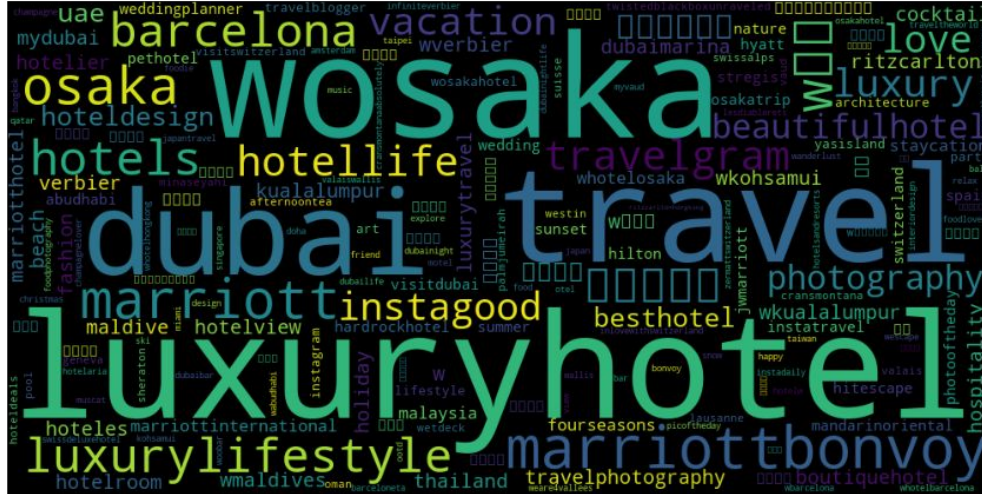
Topic 1 - Hotel review

Topic 2 - Financial news 1

Topic 3 - Financial news 2

Post-Launch Duration:
15th Aug 2022 – 15th Apr 2023

Data Source: Brandwatch

Appendix 4: Text Analysis

*Boxes in the word cloud indicate foreign language

Task: Word cloud from W Hotel's Instagram data

Findings:

1. Instagram drives high user engagement globally

1. Evokes a Luxury perception among users

1. Has more positive content than Twitter which mostly features neutral news posts

Appendix 4: Text Analysis

(Trigram, Count)

```
[('hotelroom beautifulhotels luxuryhotels', 173),
 ('hotel hotel luxuryhotel', 169),
 ('hotel luxuryhotel hotellife', 167),
 ('boutiquehotel hotelroom beautifulhotels', 165),
 ('beautifulhotels luxuryhotels hoteldesign', 163),
 ('luxuryhotel hotellife boutiquehotel', 160),
 ('hotellife boutiquehotel hotelroom', 159),
 ('whotel besthotel pethotel', 154),
 ('ig taipeiweddingscorp youtubetaipei', 150),
 ('line taipeiweddings ig', 150),
 ('taipeiweddings ig taipeiweddingscorp', 150),
 ('taipeiweddingscorp youtubetaipei wedding', 150),
 ('wedding weddingplanner whotel', 150),
 ('youtubetaipei wedding weddingplanner', 150),
 ('besthotel pethotel hardrockhotel', 149),
 ('pethotel hardrockhotel hotelview', 149),
 ('verbier wverbier whotels', 130),
 ('cransmontana valais wallis', 128),
 ('cransmontanaabsolutely valaiswallis verbier', 128),
 ('suisse switzerland lausanne', 128),
 ('valais wallis cransmontanaabsolutely', 128),
 ('valaiswallis verbier wverbier', 128),
 ('wallis cransmontanaabsolutely valaiswallis', 128),
 ('whotels infiniteverbier weare4vallees', 128),
 ('wverbier whotels infiniteverbier', 128),
 ('lesdiablerets vaud myvaud', 127),
 ('myvaud cransmontana valais', 127),
 ('swissalps geneva swissdeluxehotels', 127),
 ('vaud myvaud cransmontana', 127),
 ('lausanne swissalps geneva', 126)]
```

Task: Counting the most common trigrams from scrapped Instagram data

Findings: Content is positive and directly related to the hotel

Data Source: APIfy - Instagram

Appendix 4: Text Analysis

```
Displaying the top 10 words per topic and their probabilities within the topic...

[Topic 0]
youtubetaipei wedding weddingplanner : 0.004744087382719748
ig taipeiweddingscorp youtubetaipei : 0.004744087382633759
taipeiweddingscorp youtubetaipei wedding : 0.004744087382595542
wedding weddingplanner whotel : 0.004744087382555564
taipeiweddings ig taipeiweddingscorp : 0.004744087382515987
line taipeiweddings ig : 0.004744087382348763
nammudekozhikode whotel icnas : 0.002156522566983358
hospitality hospitalitymanagement foodlovers : 0.002156522566983358
hotelmanagementcollegesincalicut professionalstudent hotelierlife : 0.002156522566983358
icnas calicutbeach calicutfood : 0.002156522566983358

[Topic 1]
verbier wverbier whotels : 0.0036528126473703254
cransmontana valais wallis : 0.0035967800428595128
whotels infiniteverbier weare4vallees : 0.0035967800428595128
valaiswallis verbier wverbier : 0.0035967800428595128
suisse switzerland lausanne : 0.0035967800428595128
valais wallis cransmontanaabsolutely : 0.0035967800428595128
wverbier whotels infiniteverbier : 0.0035967800428595128
wallis cransmontanaabsolutely valaiswallis : 0.0035967800428595128
cransmontanaabsolutely valaiswallis verbier : 0.0035967800428595128
swissalps geneva swissdeluxehotels : 0.00356875318214759

[Topic 2]
hotelroom beautifulhotels luxuryhotels : 0.00597760735688470
hotel hotel luxuryhotel : 0.005810823651291761
hotel luxuryhotel hotellife : 0.005737165047138726
boutiquehotel hotelroom beautifulhotels : 0.005701475386610205
beautifulhotels luxuryhotels hoteldesign : 0.0056322769032754755
luxuryhotel hotellife boutiquehotel : 0.005528635046141662
hotellife boutiquehotel hotelroom : 0.005494351092180038
whotel besthotel pethotel : 0.0053194478633042264
pethotel hardrockhotel hotelview : 0.005149367760617184
besthotel pethotel hardrockhotel : 0.005149366743273875
```

Task: **Topic Modeling on scrapped Instagram content**
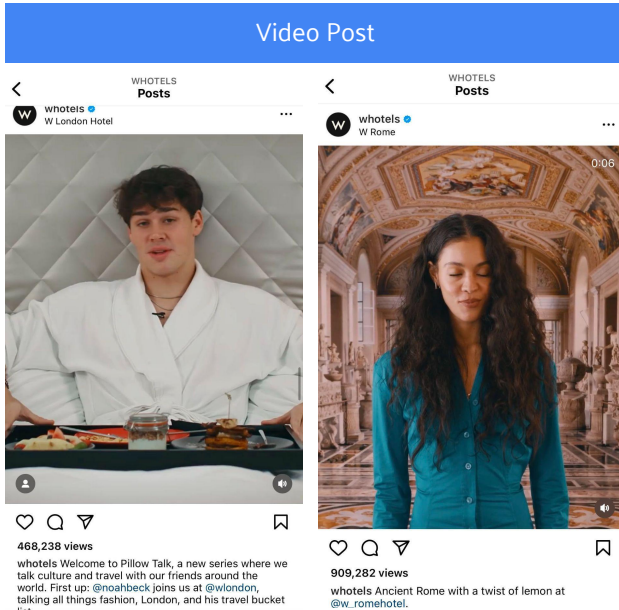
Findings:

Topic 1 - Wedding

Topic 2 - Related to W Verbier
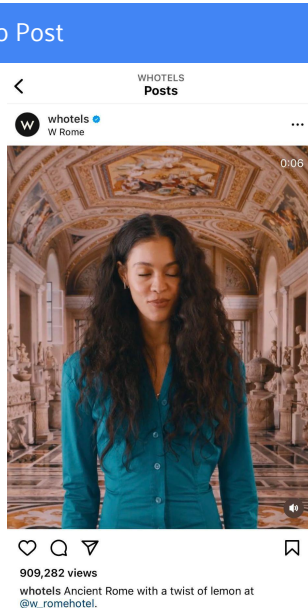
Topic 3 - General positive posts
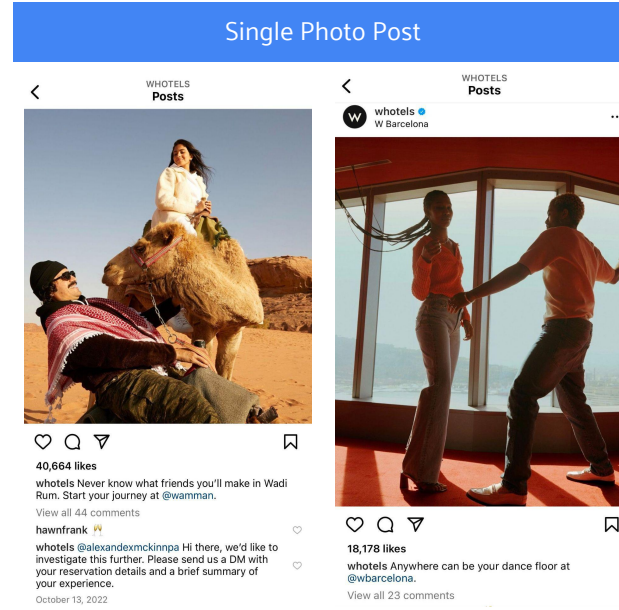
Appendix 5: Instagram Metrics Deep Dive

Findings: Top performing posts in terms of impressions are either videos or a single photo featuring specific experience at a W Hotel.

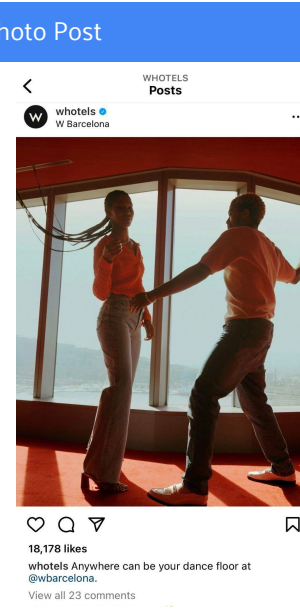| Video Post		Single Photo Post	

Total impressions: 1.9 M+
Organic impressions: 245 K+

Total impressions: 2.9 M+
Organic impressions: 22 K+
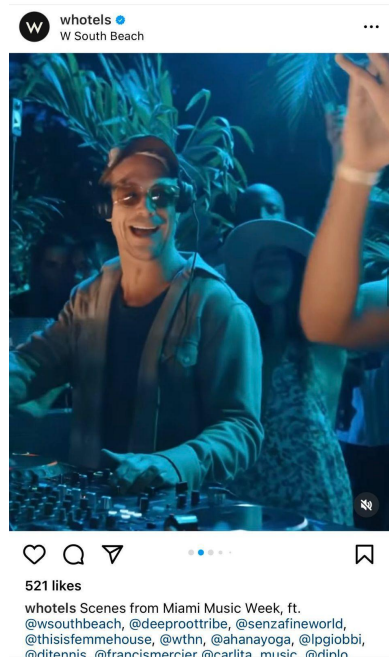
Total impressions: 0.4 M+
Organic impressions: 11 K+

Total impressions: 0.2 M+
Organic impressions: 200 K+

Source: Instagram

Appendix 5: Instagram Metrics Deep Dive

Findings: Short recap videos of interesting events like Miami Music Week also gain public attraction.

whotels ✔
W South Beach

· · ·

521 likes
whotels Scenes from Miami Music Week, ft.
@wsouthbeach, @deeproottribe, @senzafineworld,
@thisisfemmehouse, @wthn, @ahanayoga, @lpgiobbi,
@ditennis, @francismercier @carlita_music, @diplo

PRODUCT RECOMMENDATIONS

Here's How W Hotel Is Rolling Out the Red Carpet for Music Fans

On the heels of Miami Music Week events with Diplo and Francis Mercier, W Hotel is digging even deeper into the world of electronic and dance music.

Nestled between the pale sands of South Beach and the hustle and bustle of Collins Avenue sits the vibrant **W Hotel South Beach**. The seemingly hidden gem located steps from the Atlantic Ocean is one of several W Hotels where tourists and locals convene to enjoy live music.

"Music has been such a big part of our DNA," Carly Van Sickle, senior director, global brand marketing at W Hotels, told *Billboard* during a visit to the South Beach location last week. "We've always supported up-and-coming musicians and artists. More recently, working with Leah 'LP Giobbi' Chisholm [global director of music at W Hotel], our team has really been focusing on the electronic and **dance** scene, but also making sure that [the experiences are] still varied and connected to local culture."

Source: Instagram, BillBoard

Appendix 5: Recommendation

Along with continuing the current Instagram strategy ….

Post more short videos showcasing influencer vlogs.

Reason

These have proven to be highly effective in generating substantial engagement and in driving interest.