



24
October

Newsletter

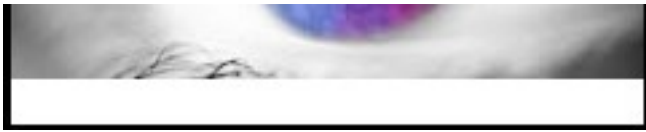
Marketing trends,
updates and insights
from the Marcus Hotels
Marketing Team



The Next Game Changer

CURRENT EVENTS

In the past few years it's been obvious images have notably intensified the web. With the growth of image-sharing social networks (Pinterest, Tumblr, Instagram), the expansion of Facebook's newsfeed and the integration of GIFs and videos into Twitter, it appears visuals have completely revolutionized marketing as we know it. Beyond these technical changes,



brands are beginning to take some of this knowledge to update their brand and brand identity. How might visuals affect you + your brand?

BRUSH UP HERE +



Restraint

CURRENT EVENTS

Trying to narrow down something to one word is impossible. Try it - Favorite food? Favorite artist? Favorite city? Somehow, the marketing world has figured out a way to keep customers. No, it's not some 12-step process or a diagram, rather one simple word - restraint. Instead of blitzing your consumers with message after message and email after email, practice restraint. Focus on sending relevant and appropriate emails and messages.

FIGHT THE FEELING +



Returning the Favor

CURRENT EVENTS

It's often challenging trying to find ways to repay your social media followers. You can't provide free prizes or great deals for everyone because that would be unrealistic. However, social media has grown to be a part of the vacation experience as much as luggage and sunscreen, and special promotions are running through different networks, such as Instagram and Pinterest. Check out what some of the major forces in the hotel industry are offering, from Marriott to Hilton.

CHECK IT OUT +

#KUDOS to The Cornhusker + Westin Atlanta!

Congratulations to The Cornhusker, A Marriott Hotel in Lincoln, Neb. with its #GrandReOpening celebration on October 14. In early September the \$11 million renovation was complete. Every inch of the hotel was renovated, and creative new food and beverage concepts and Marriott signature elements were added.



Also, #KUDOS to Westin Atlanta Perimeter North #TRANSFORM2014, its grand re-opening ceremony. It underwent a transformation of all 372 spacious guestrooms; expanded its 20,000 square feet of meeting and event space to include two additional boardrooms and a Westin Executiv

Club Lounge, and introduced a new full-service restaurant Savor bar and kitchen.



#KUDOS to The Pfister!

Congratulations to The Pfister hotel in Milwaukee, Wis! This past month was definitely a busy one for the Pfister team with the launch of the Augmented Reality Tour.

The Pfister is the first hotel in the US to offer an augmented reality tour available to guests that launched Friday October 17th at Milwaukee's Gallery Night. The tour is available in an application for smartphones that provides real-time, digital, full motion experience featuring games, videos and other graphics.



#KUDOS to Hilton Minneapolis/Bloomington

Congratulations to the Hilton Minneapolis/Bloomington with the creation of the Tria Orthopedic Center - Hilton Recovery program. With this unique partnership, they have been extending its hospitality to qualified patients recovering from knee or hip replacement surgery. This partnership allows patients to recover in comfort, with 24-hour nursing care, physical therapy, and significantly reduced healthcare costs.

[View the video of what ABC News had to say +](#)

#KUDOS to #Pinktober!

Congratulations to all of our properties supporting Breast Cancer Awareness Month! Here are some examples from Hotel Phillips, Grand Geneva + The Pfister.

Hotel Phillips is offering pink ribbons upon arrival at the front desk with donations going to American Cancer Society. Grand Geneva has partnered with After Breast Cancer Diagnosis (ABCD), a Milwaukee-based organization led by survivors and dedicated to breast cancer support and information. Grand Geneva is benefiting ABCD through sleeves of pink golf balls, signature drinks + entrees and pink nail polish. Lastly, The Pfister lit up pink earlier this month to support Susan G. Komen's Southeast Wisconsin's campaign to make #MKEpink.





As always, we are here to help.

-Marcus Hotels Marketing

GET SOCIAL WITH US:

