



VOLGA

CLIENT OVERVIEW

Hotel Volga is a luxury hotel near Reforma Avenue in Mexico City, known for offering a sensory experience that blends high-end accommodations with world-class gastronomy (led by Edo Kobayashi), art, and music. The hotel sought to improve guest retention and overall experience through personalized services and exclusive events.

GOALS/OBJECTIVES

1. Enhance Guest Experience: Personalize guest interactions and provide VIP services.
2. Increase Retention: Build guest loyalty via digital engagement, events, and tailored offers.
3. Drive Traffic to the Venue: Promote the restaurant, rooftop, and event spaces through marketing and in-person experiences.
4. Improve F&B Revenue: Increase food and beverage sales, particularly through the gastronomy offerings of Edo Kobayashi and Chef Juan Manuel González.

APPROACH

The strategy focused on leveraging the hotel's cultural identity

1. Personalized Guest Journey: Digital campaigns, VIP services, exclusive events, and customized amenities.
2. High-Impact Event Creation: Signature events combining art, music, and cuisine.
3. Omnichannel Engagement: Personalized emails, social media campaigns, influencer partnerships, and behind-the-scenes content.
4. On-Site Experiences: VIP in-room amenities and exclusive restaurant offers, live music, rooftop parties, and art exhibitions to enhance guest stays.

EXECUTION

1. Omnichannel Engagement: Targeted campaigns promoting the hotel's luxury services, with a focus on curated experiences and influencer collaboration.
2. On-Site Experiences: Events and wellness initiatives to drive local and international engagement.
3. Daytime Activations: Art exhibitions and wellness sessions to boost daytime foot traffic.

RESULTS & IMPACT

1. Increased Guest Retention: Higher return rates due to personalized offers.
2. F&B Revenue Growth: A 50% rise in sales from curated dining experiences.
3. Social Media Engagement Doubled: Increased buzz from shared guest experiences.
4. Direct Bookings Increase: Customized offers and privileges boosted direct bookings.
5. Lessons Learned: Personalized experiences and culturally immersive events are essential in building guest loyalty in the luxury hospitality sector. Digital engagement and exclusive events significantly impact revenue growth in food & beverage and direct bookings.