

# The Kids and Teens Playbook for Hotels

Successful Marketing Case Studies

2025

## Hotels & Kids Brands Partnerships General Stats

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Brand partnerships brought here (as well as others, such as Marriott + Nickelodeon, Hilton + Universal, IHG + Lego, Accor + Disney, etc.) consistently show increases in:

- bookings (10-18%)
- revenue (9-13%)
- occupancy rates (10-11%)
- guest engagement. For example, the Meliá + Family Influencers campaign saw 74.7 million social media users reach and 1.7 million interactions (as well as 14% increase in family 2019)

Sources: ILHA, Shorty Awards, PR News Wire, CSM

## Hilton + Roblox (2023-2024)

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The collaboration between Hilton and Roblox (Roblox? Ask your kids) attracted 3.5 million visitors. This significant reach generated considerable media attention, equivalent to \$60 million of earned media (at 0 cost).



Sources: Forbes, Market Dive, HM, Geeiq

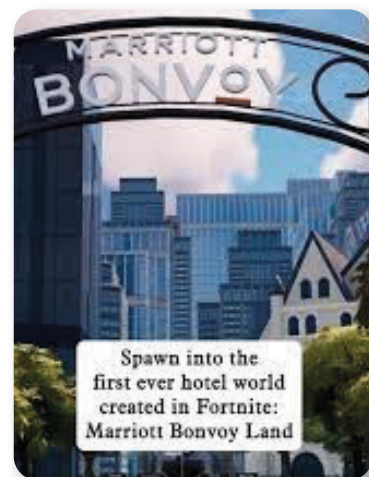
## Marriott Bonvoy + Fortnite (2024)

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Marriott Bonvoy Land holds the distinction of being the first major hospitality company to launch within the Fortnite universe (ask your kids).

Here's what happened:

- Influencer content: 2.4 million views and 15,000 engagements
- TikTok: 30 million video views, 6.5 million unique users, 118,000 engagements
- 80% agreed that Marriott Bonvoy is an innovative brand
- 14% lift in brand consideration & 13% increase in digital ad awareness



Sources: New Vacancy, Sports Travel Magazine, Hotel News Resource, Travel Pulse



## Virgin Holidays' Cinema Campaign to Reach Families

Virgin Holidays implemented a cinema advertising campaign to target 'smart families'—affluent adults aged 36-65 with children.

The campaign featured creative content showcasing a family's everyday life transformed into the magical experiences offered by Virgin Holidays. Cinema was chosen as the medium due to its effectiveness in reaching the entire family in an engaging environment.

The results indicated significant increases in ad recall, brand awareness, and website visits among those exposed to the cinema advert.



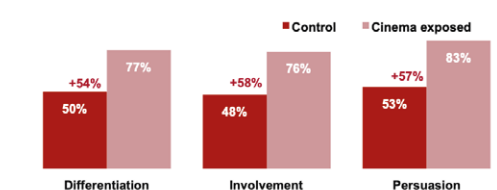
M&C Saatchi

### The "Mojo Family" Campaign

The campaign was designed to resonate with 'smart' families, specifically targeting AB adults aged 35-65 with children. The creative concept centered around a family experiencing the pressures of modern life, with the narrative showcasing how Virgin Holidays could whisk them away to a more relaxed and enjoyable environment.

The Family Focus package, delivering 9.7 million admissions, was utilized to maximize awareness and engagement. The cinematic platform provided an ideal setting for the campaign's creative to resonate with families, inspiring them to consider Virgin Holidays for their next vacation.

The figures below demonstrate the success of the campaign:



**+54%** More likely to **find that the ad stands out**  
(Cinema exposed = 77%, Non-cinema exposed = 50%)

**+58%** More likely to **feel involved by the ad**  
(Cinema exposed = 76%, Non-cinema exposed = 48%)

**+57%** More likely to **be persuaded by the ad**  
(Cinema exposed = 83%, Non-cinema exposed = 53%)



**Almost 1 in 3 cinemagoers said they visited the website for more information on their offers since being exposed to the ad**

**Increase in prompted brand awareness: 24% more likely to recognise the brand**  
(Cinema exposed = 57%, Non-cinema exposed = 46%)

**Increased levels of preference: 36% more likely to say they preferred the ad**  
(Cinema exposed = 30%, Non-cinema exposed = 22%)

**Increased brand positivity: 54% of cinemagoers thought of Virgin holidays as being fun post-exposure**

## Sheraton Niagara Falls' Local Engagement Campaign (Partnership)

To attract more local families, the Sheraton Niagara Falls partnered with Step Out Buffalo to highlight their family-friendly amenities, such as the Hydro Spa, arcade, and Reef Beach Club.

The campaign included giveaways, spotlight articles, and social media promotions, resulting in increased hotel bookings and enhanced social media engagement from both residents and out-of-town visitors.

The primary goals of this partnership were to:

- Raise awareness of the hotel's offerings among Western New York residents.
- Boost followers on social media platforms.
- Drive room bookings through special packages.

The campaign yielded significant engagement metrics:

- Cost Per Click (CPC): \$0.43
- Banner Ad Impressions: 118,575
- Email Opens: 99,970
- Facebook Reach: 92,106

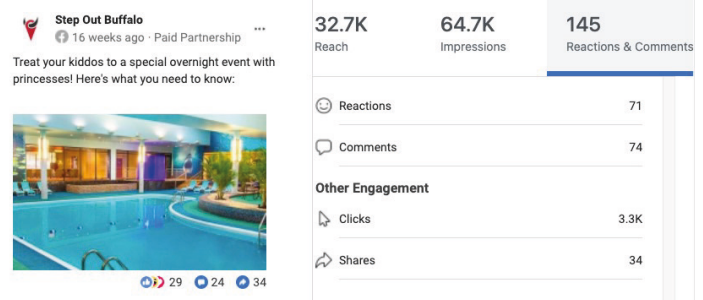
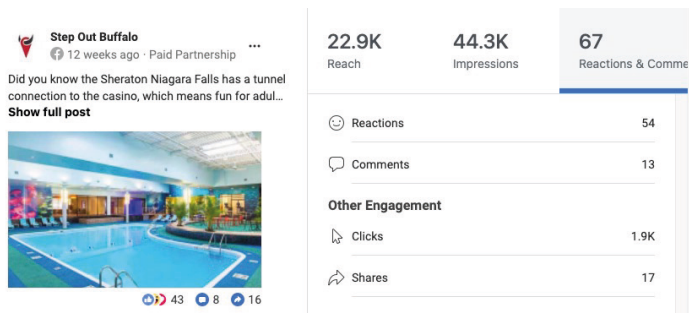
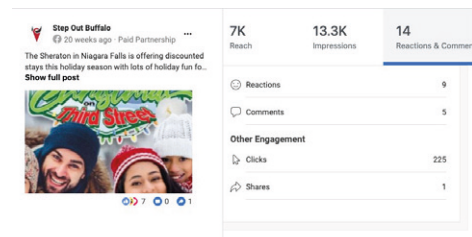
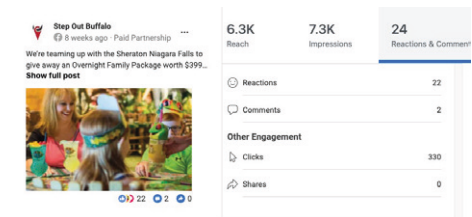
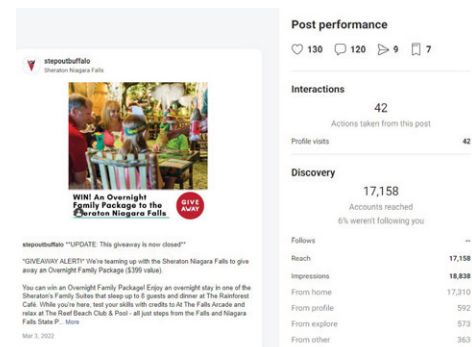
### Community Involvement:

Beyond marketing campaigns, the Sheraton Niagara Falls has demonstrated a commitment to supporting local charitable organizations. For instance, the hotel has hosted events in collaboration with Community Missions of Niagara Frontier, Inc., benefiting the agency's Crisis Services.



*"The most important tip I can give is to know your target customer. Find out what's important to the consumer and how your product can help make their life better."*

- Daniel Tighe, General Manager, Sheraton Niagara Falls



## OYO's Storytelling Campaign Targeting Families

In 2022, OYO Hotels & Homes launched a storytelling campaign aimed at increasing brand awareness among family travelers. The campaign utilized engaging narratives to connect with families, highlighting experiences that resonated with their target audience. This approach helped OYO strengthen its brand presence in the family travel segment.

A notable initiative is the "Kya Baat Kar Rahe Ho" campaign, launched in June 2024, which aims to transform outdated perceptions of OYO as solely a "couples hotel" and highlight its commitment to providing premium experiences for families.

These efforts have contributed to OYO's strong social media presence, with over 1.1 million fans on Facebook and more than 57,000 followers on Twitter. The OYO app has achieved over 10 million downloads, boasting a significant number of active users. Their major campaign videos on YouTube have garnered over 175 million views, indicating substantial audience engagement.



*"With this campaign we talk about the various audiences who own us already, and reach out to even further audiences, in terms of families. In one way, it is reflective of our existing customer-base, and in another way it expands our market."*

- Mayur Hola, Head of Global Brand, OYO



## Four Seasons Meet The Minions


... and how Kids Hospitality translates to ITR (Intent To Recommend)

Since its purchase of DreamWorks Animation, Comcast owns the rights for the Minions franchise, and in 2021 the hotel appropriately partnered with the media company to design their kids amenities, from Minions welcome gifts to Minion-themed plates at all their dining outlets. Yes, a Minions colouring book as well.

In this case, Four Seasons didn't develop a state-of-the-art roller coaster nor adapted its conference hall into an immersive exhibition. But it did, with small (quite literally) touches, reap the brand recognition rewards and made itself a preferable option for families.



As one top reviewer wrote on TripAdvisor, "I didn't think of this as a 'family hotel', but it really was... the hotel far exceeded my family-friendly expectations."



Balazy  
New York, NY  
25 likes

### Excellent 5 star experience with family

Review of Four Seasons Hotel Philadelphia at Comcast Center

Reviewed Apr 15, 2022

My family stayed here for 2 nights and had an amazing experience. In booking the trip, I didn't think of this as a "family hotel", but it really was. From Minions in the room to check-in toys to a great pool that is open from 6am-10pm - the hotel far exceeded my family-friendly expectations. The hotel flowers are beautiful and the staff is great. It was such a nice getaway with my family.

[More](#)

Date of stay: April 2022

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Rooms

●●●●●

Sleep Quality

●●●●●

Service

1 Thank Balazy

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

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What we attempt to establish at Wanderland London - hotels do not need to be Disney to profit from meaningful and memorable moments with media icons. At the same time, owners of these IP assets such as Netflix, Amazon MGM Studios, Apple Studios and others, have much to gain from the special setting and state of mind that hotels deliver their guests.

For more, see "Bigger Than the Box Office: The Rise of Minions Marketing" - an article providing further insights into the broader marketing strategies of the Minions franchise



## Glenroyal Hotel's Social Media Campaign

In 2019, the Glenroyal Hotel in Maynooth, partnered with Core Optimisation to target families and increase direct bookings.

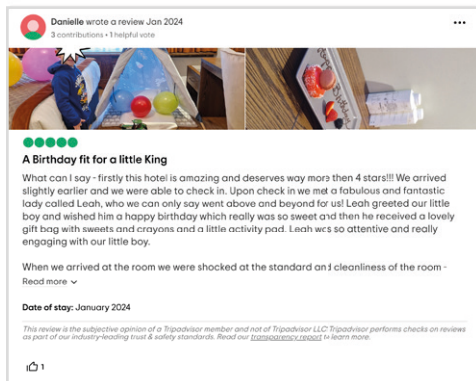
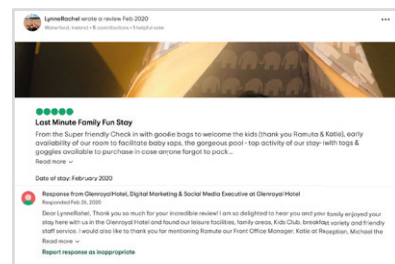
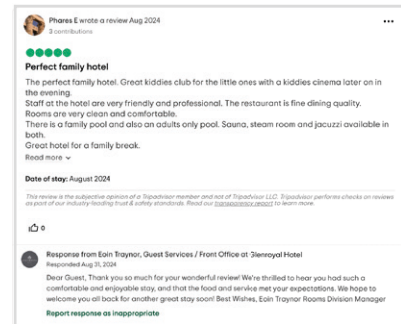
The campaign focused on increasing leisure and family business by creating targeted ads with engaging visuals and copy. They utilized a combination of reach, traffic, conversion, and remarketing campaigns to attract potential customers and re-engage previous website visitors.

The campaign's objectives:

- Increase Direct Bookings
- Enhance Brand Awareness
- Target the Family Segments

The campaign success:

- **Reversal of Declining Trends:** Transformed a 25% decline in revenue and a 27% drop in bookings into a 150% year-over-year revenue increase and a 111% rise in bookings.
- **Enhanced Brand Visibility:** The strategic use of social media platforms led to increased brand recognition and engagement among target audiences.



*"Core worked with us to develop and improve our Book Direct Strategy. Our Revenue has increased significantly since beginning our journey with them."*

- Ted Robinson, General Manager,  
The Glenroyal Hotel

## DoubleTree by Hilton's Signature Cookie Campaign

DoubleTree by Hilton garnered substantial media attention by promoting their signature chocolate chip cookies, a hallmark of their guest experience. Executives conducted media tours with top outlets, including the Associated Press and The Wall Street Journal.

The campaign also featured coverage on "Good Morning America," Fortune, The Boston Globe, and the Los Angeles Times.



This initiative led to nearly 25,000 new Facebook fans (a 16% increase) and approximately 7,500 new Twitter followers (a 20% increase). One of the campaigns led to 422% increase in brand conversations and a 30% rise in positive social sentiment.

While the cookie is not particularly aimed at kids, it does show how a small touch can have a big impact.

### "Where in the World is the DoubleTree Cookie?" Campaign

In a nine-week social media contest, DoubleTree featured its cookie at nine different properties worldwide. Social Media Managers from selected markets took photos of the cookie at prominent local landmarks. Consumers were invited to guess the locations through a Facebook app, expanding the brand's social media footprint and engaging both new and existing guests.

### "Your Warm Cookie Awaits" Campaign

Launched in 2017, this integrated marketing campaign included refreshed creative content, digital and out-of-home media placements, public relations efforts, and social media activations. The campaign generated nearly 400,000 social impressions, showcasing the effectiveness of their multichannel strategy.



*"Our cookies have deep meaning with consumers. Giving them a warm welcome and a warm cookie is a way of improving their outlook."*

- John Greenleaf, former Senior Vice President and Global Head of DoubleTree by Hilton

### The Cookie Story

DoubleTree by Hilton's signature chocolate chip cookie has been a cornerstone of the brand's identity since its introduction in 1986. Initially offered during nightly turn-down service to build brand loyalty, the warm cookie was moved to the front desks in 1995, symbolizing the brand's welcoming and caring service.



## When Ritz-Carlton Made Lifelong Friends

It's the story of how Ritz-Carlton treated a boy's favourite toy with the same level of attention as an honoured guest.

On his first night back from holiday, Chris Hurn's son would not go to sleep. He had accidentally left behind Joshie, his beloved stuffed giraffe, at the Florida Ritz-Carlton hotel where they were vacationing. "Joshie is fine," he told his son. "He's just taking an extra-long vacation at the resort." To Hurn's great relief, a Ritz-Carlton staffer called to report that Joshie had been found.

A few days later, Joshie arrived—along with a binder full of pictures. One showed Joshie lounging by the pool, others showing Joshie driving a golf car, getting a massage in the spa and even monitoring the security cameras in the control room. They even issued a "Ritz-Carlton Loss Prevention Team" for Joshie.



Someone at the Ritz spent a bit of time zipping around the resort with a stuffed giraffe, snapping absurd pics so they could please some guests who had already checked out and gone home. It was a strange and magical thing to do. Hurn and his wife were delighted, and their son was ecstatic.

The Ritz-Carlton created the Joshie photo album because it wants to be known for its extraordinary service. It wasn't simply a random act of kindness. And it paid off. Hurn wrote a blog post about the experience, which went viral and received a lot of media attention. Many other press outlets have written about the story as it went 'viral', significantly enhancing the brand's reputation

### Net Promoter Score (NPS)

The effect is not isolated to this single event. A study of hotel reviews on TripAdvisor found that, when guests reported experiencing a "delightful surprise," an astonishing 94% of them expressed an unconditional willingness to recommend the hotel. We're inspired creatively, but more than that - it's unequivocally commercially the right thing to do.



*"It goes without saying that the Ritz-Carlton can count on my family to be repeat customers. But I'm also telling you (and everyone else who happens to read this story)."*

- Chris Hurn, CEO, Fountainhead Commercial Capital