



The Family Adventure Project

Ideas and inspiration to make your family life active, adventurous and interesting

Case Study – Mövenpick Hamburg



Mövenpick is a luxury hotel brand that is all about warm-hearted hospitality and quality. We worked with them to help promote the unique Mövenpick Hamburg to the family market and beyond.

We visited the hotel while on tour in Northern Europe and checked out its unique architecture, history and the attention and welcome it gives to children and families. We then produced content that covered the hotel for different outlets, extending reach by giving exposure to the family market through our own site, to the luxury travel market by guest posting on A Luxury Travel Blog and to the general market by guest posting for an accommodation booking site.

Blog and Social media coverage

Our coverage on this assignment included a feature style post on our own site, some strategically placed guest posts and passing mentions in other destination pieces.

- [Sweets upon my pillow - feature style post on our site](#)
- [Messing About on the Waterfront –photo and mention in LateRooms destination post](#)
- [Ducks on my pillow – review style post on A Luxury Travel Blog](#)

These posts are permanently archived, indexed by search engines and continue to draw traffic long after the event from the visitors to the various sites.

We also gave Mövenpick Hamburg mentions in live social media coverage of our journey on Facebook and Twitter to a Facebook community of 1700+ fans and 9000+ Twitter followers. The blog posts were also promoted on our Facebook and Twitter streams to extend reach to potentially new audiences.

Guest posts were also promoted through the social media channels of the respective blog community managers.

Mövenpick also shared the posts with their communities through their own social media further extending reach, using the stories to reinforce the brand with their already interested audience.

Inspirational Family Adventure Stories ♦ Family on a Bike Expeditions ♦ Motivational Talks & Speeches ♦ Family Adventure Lifestyle Blog

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