

Hyatt Regency Lost Pines Resort and Spa

Post-Covid, Compensatory Travel
Social Media Campaign

BY RACHEL ORLAND





Acknowledgments

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Executive Summary

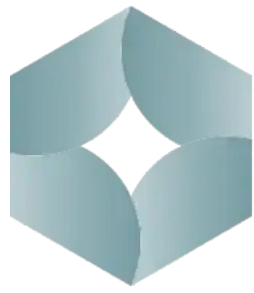


This social media campaign aims to help travel and tourism businesses overcome the loss of revenue from COVID. Specifically, it focuses on one resort, **Hyatt Regency Lost Pines Resort and Spa**, to decrease traveler fear and increase dollars spent during the course of trips to improve the financial and staffing state COVID left the resort.

This research used a **Q methodology** which identified three key **traveler personas** and their fears and values when traveling and touring in a post-COVID environment. This information revealed how to reach them through social media with messaging that would **overcome their fears and increase the quality of their trip**. By targeting specific traveler personas and aiming to increase the quality of their trip (i.e. longer stays, increased party members, more meals, merchandise and experiences purchased), the resort's **financial situation can be improved without adding strain** to a decreased staff.

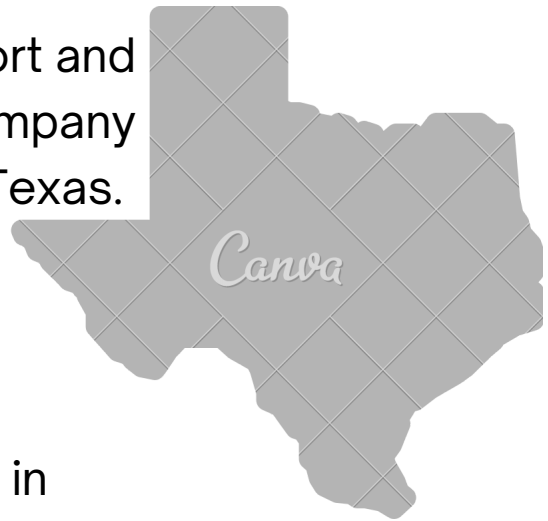
Introduction

The background image is a photograph of a well-maintained outdoor courtyard at twilight. In the foreground, a large, shallow, bowl-shaped metal fire pit sits on a light-colored stone patio, filled with glowing logs. To the left, two wooden rocking chairs are positioned on the same patio. A curved, light-colored stone path leads from the foreground towards the background. In the background, a two-story brick building with large windows and balconies is illuminated from within, casting a warm glow. Lush green trees frame the building, and a small, bright light fixture is visible near the path. The overall atmosphere is peaceful and inviting.



HYATT REGENCY®

The Hyatt Regency Lost Pines Resort and Spa is owned by the umbrella company Hyatt and is located in Austin, Texas.



The first Hyatt Regency resort opened in

1967.

It was a way to welcome **American Civil rights leaders**. This became the foundation of its mission to **foster togetherness** and welcome anyone and everyone to **create connections**.

1957

Hyatt Hotels begins when the Pritzker brothers take over a Hyatt House motel and create the Hyatt brand.

1969

Hyatt Regency brand goes international with creation of Hyatt Regency Hong Kong.

First Hyatt Regency resort was created in Atlanta, Georgia. It was named Hotel of Hope.

Hyatt has over 1,150 resorts in 70 countries across six continents.

1967

2023

The Mission

“To bring people **together** and foster **connections**”

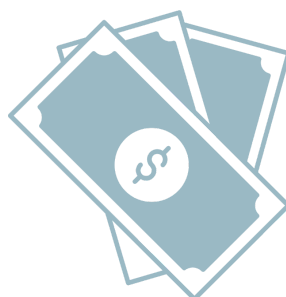
Hyatt Regency's culture is in line with its creation and mission. Even many years after their initial opening in Atlanta, Hyatt remains **committed to caring for people** so they can be their best.

The Situation

The pandemic forced the Hyatt Lost Pines to **reduce staff by 75%**. This left the remaining staff with **increased hours and responsibilities**, leading to fatigue and burnout.



The **three-month closure** during COVID and **inflation in product price** has put the resort behind for yearly revenue.



A **social media campaign** is a cost-effective way to encourage **increased purchases** and **extended stays** of customers to **increase resort income** with **minimal strain** on reduced staff.



Services & Activities



405

acres of trails and ground for walking, horseback riding, trap shooting, archery or fishing.



19

room layouts suitable for families or solo guest and ADA compliant.



7

restaurants ranging from specialty, sit-down dining to market places.



4

pools for playing, riding waves of a lazy river or lounging for guests of any age.



2

golf courses complete with a practice range and full course.



1

spa complete with private rooms, whirlpools and daily baked goods.

Endless opportunities.

Public Opinion



Hyatt Lost Pines has an average rating of **4.5 stars** on its website, the average of **2,242 reviews**, and has an **82% recommendation rate**.



Tripadvisor



4,199 reviews

Reviews

“The first resort I stayed at where I felt the **resort fee was justified**...I plan to be back during the summer.”

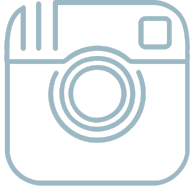
“The next time I am around Austin, Texas I **intend to take my family** of three.”

“A great family place to stay and you don't have to leave the **hotel** area for **entertainment**.”

Secondary Research

A background image of a cozy living room. In the center is a stone fireplace with a bright fire burning inside. In front of the fireplace are two wooden rocking chairs. Between the chairs is a low wooden coffee table with a small potted plant on it. The floor is covered with a striped rug. The overall atmosphere is warm and inviting.

Current Communications



Social Media

Hyatt Lost Pines uses **social media** to distribute messaging that **informs** and **resonates** with their audience.



Email Marketing

During the pandemic, the resort began an **email marketing campaign** to communicate **COVID efforts** and waive cancellation fees.



Video Shoot

Lost Pines published a **video shoot**, marketing their newly renovated rooms on **YouTube**.

Hyatt Lost Pines' **social media** is active and shares **relevant** and **informative posts**, but **stronger strategies** could be employed that would better **encourage** tourists to **travel** and capitalize on their unique assets and niche markets.

In-Person Communications

The resort employs a significant amount of **events** that serve as in person communication efforts. **Concerts, family events, outside activities and golfing tournaments** all serve as touch points that allow the resort to communicate with publics.

Current Branding



Currently, the brand of Hyatt Lost Pines adhere to its parent branch's branding. It uses the same logo with its name attached on the bottom.

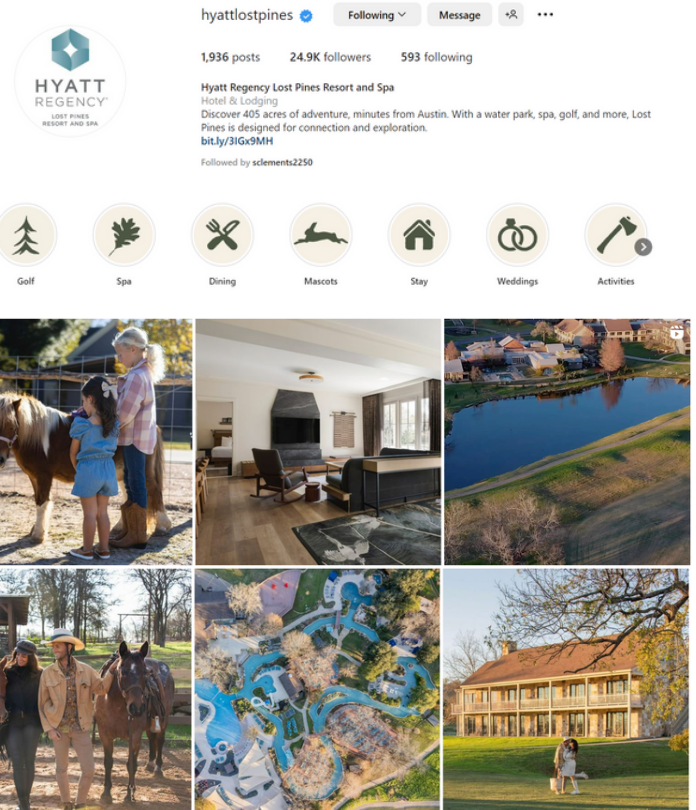
Color themes stick to a cool light blue, grey and white with sans serif fonts that promote modern branding.



Their social media and website includes more natural elements like forest green and forest icons. This differentiates them from other Hyatt resorts and positions them as a relaxing nature resort.

Their content highlights static images of their grounds, amenities and guests. It is simple and clean.

Their messaging emphasizes their proximity to nature and how relaxing it is.



Internal Publics

Service Providers

Hyatt Lost Pines works with **third party vendors** that supply **ingredients and materials** for the golf course and spa. Specifically, the resort has contracts with Gordon Foods, Sysco, Ben E. Keith, and U.S. Foods. Golfing brands they coordinate with are Titleist, Ahead Gear and Callaway, which supplies clothes and equipment.

Gordon[®]
FOOD SERVICE

Sysco[®]
At the heart of
food and service

DELIVERING QUALITY SINCE 1906
BEN E. KEITH
CO.
FOODSERVICE DISTRIBUTORS

U.S.
FOODS

Titleist[®]

ahead△

Callaway
✓

Employees

The resort employs around **17 staff members** and leadership takes responsibility of the staff members by **actively trying to improve working circumstances** and being **open to suggestions** about changes. During the pandemic, leadership held employees as **one of the most important publics** and strategized with the whole team on how to benefit the most team members possible.

External Publics

Guests

As a well-known and established brand, Hyatt has customers from all over the world. The Lost Pines Resort and Spa destination in Austin serves **primarily families** who enjoy the **breadth of activities** through the **summer** months, and **large businesses** who utilize the space for staff meetings and banquets in the **spring and fall**.

Opinion Leaders

Opinion leaders, or influencers as they are more commonly referred to now are powerful enough to **encourage travel** and largely come from **social media accounts** or **review blogs and vlogs**. Opinion leaders can simply be active reviewers who influence decisions anonymously by leaving positive or negative reviews whereas **influencers** are more of a public figure who increases sales for companies using their **trust** and **relationships with potential customers**.

Competitor Analysis

Three competitors of Lost Pines Resort and Spa were discovered during the secondary research. These competitors are resorts that are similar to the Lost Pines Resort and Spa in **location, amenities, name brand recognition** and **social media presence**. Below is a matrix that provides an overview of what each competitor shares with our brand.

	Location	Range of Activities	Brand Name Awareness	Social Media Presence
Gaylord Texan	☐	☐	☒	☐
Barton Creek	☒	☐	☒	☒
Lake Austin Resort and Spa	☒	☒	☐	☒

Gaylord Texan Resort and Convention Center

The Gaylord Texan Resort and Convention Center is a luxury hotel in **Downtown Dallas** located in the middle of all the action of the city. The Gaylord is positioned as a **family-friendly resort** for groups to enjoy with several **in-house activities** and **accessibility** for all the entertainment Grapevine, Texas can offer. Internally, the organization is **perceived positively** with 68% of an Indeed survey response sharing employees felt it was **inclusive** and **respectful** of all and 71% feel they are appreciated as a person.

Social Media

32.4k
FOLLOWERS

AN AVERAGE OF
40
LIKES



The resort's social media presence is authentic and primarily focuses on pictures of guests enjoying the resort's amenities and informative posts about events. They adhere to the branding of the parent company Marriot in their profile picture. Gaylord Texan invites guests to experience the best of the Lone Star State.

Barton Creek by Omni Resort

The Barton Creek Resort is also located in Austin, Texas and boasts a serene 4,000 acres away from the city with spas, pools and cabanas for relaxing and unwinding. This resort focuses on health and wellness and has a mission to:

Provide Texas-sized hospitality
to each and every guest that
walks its storied hallways.

Social Media

14k

FOLLOWERS

AN AVERAGE OF

70

LIKES

OMNI RESORTS
barton creek | austin

Barton Creek capitalizes on its beautiful views of the surrounding countryside through its posts and highlights its location through photography. They maintain Omni branding through its logo but express individuality through imagery of its unique surroundings.

Lake Austin Spa Resort

Lake Austin Resort and Spa is situated on **Lake Austin** and draws generously upon the unique **qualities of lakeside life**. They have **similar activities** and **location** to Lost Pines and have a similar emphasis on serenity, but with a stronger aim on **personal wellness** rather than entertainment.

Social Media

22.1k AN AVERAGE OF 200
FOLLOWERS LIKES



Lake Austin posts near daily and focuses on serene static images of their grounds. They get excellent engagement and maintain a cohesive aesthetic throughout their social media feeds on their platforms. With a similar caliber of activities and grounds, Lake Austin is a strong competitor for Lost Pines.

Primary Research

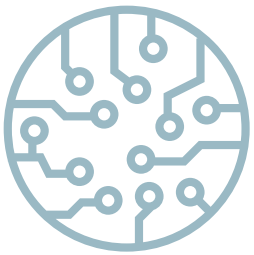


Q Methodology

This research employed a Q sort which gathered qualitative opinions, **fears, and motivations** of participants and provided groupings that were turned into **key personas** based on their shared fears and motivations.

Q methodology was conducted because of its unique ability to create **groupings of personas**. This outcome is ideal for a social media campaign that is looking to more **efficiently communicate** with potential guests.

The process involves participants **ranking their agreement** to statements relating to the research questions. The statements ranked in this research were all related to fears and motivations of travel and were divided into **five categories**, identified from a PEST analysis:



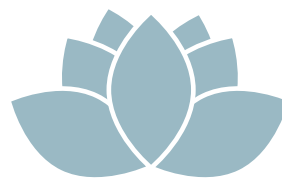
Technology



Health
&
Safety



Money



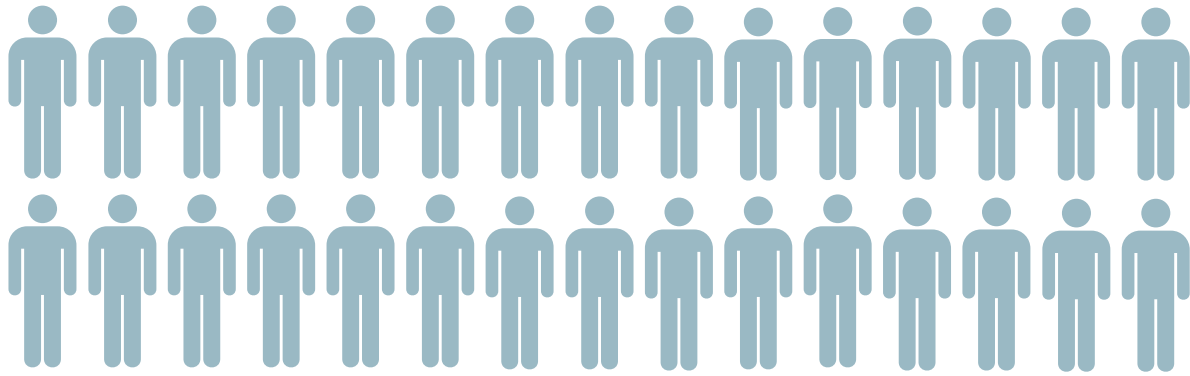
Relaxation
&
Comfort



Adventure
&
Escape

All sorts were done in person with paper materials. Participants all signed a **consent form**, read **instructions** and **completed sort** while the researcher remained in the room to answer any questions. Participants began by sorting the initial **25 statements** into general "agree," "disagree" and "neutral" statements. From there, they ranked the statements on a scale of - 4 (**strongly disagree**) to 4 (**strongly agree**).

Participants



Thirty people participated in this research. They ranged from 18 to 60 years old and all identified as interested in travel.

From this Q methodology, three factors were identified:

The first factor ranged from age 18 to 70 and is split evenly married and single. The trait that unified the members of the group together and differentiated them from other groups the most was their **love of traveling for adventure**. They had the fewest fears and barriers to travel and were motivated by their desire to have new exciting experiences. Unsurprisingly, this factor takes the most trips a year.

The second factor was all between the ages of 60 - 70 and were all married. Contrary to the first factor, factor two had several concerns, the highest of which was **health and safety**. They don't travel as much as the first factor and prioritize relaxation and safety on trips.

The third factor were a range of ages from 21 - 60 and were primarily single. This factor had high money concerns when traveling. Due to high stress in their day-to-day life, they viewed **travel as a means to escape and valued relaxation and saving money**. They are similar to factor two in their travel motivations but nearly opposite in their fears. Where factor two fears health issues and will pay more for higher quality, factor three fears expenses and will take a cheaper experience to save money.

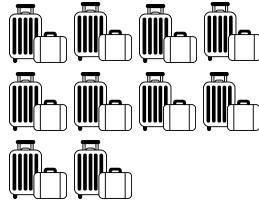
Results

FACTOR 1 ONE

Take an average of
3.5 trips a year



Have taken an average of 10+ trips
in the past five years



Half were married and
half were single



FACTOR 2 TWO

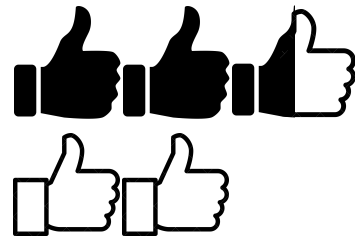
This factor was all within the
60-70 year old range



They take an average of
2 trips a year



Felt neutral about traveling
regardless of circumstances



FACTOR 3 THREE

Take an average of
1.5 trips a year



Lower income than
other factors



All participants were female
and half were 21 while the
other were 50s and 60s



Social Media Audit

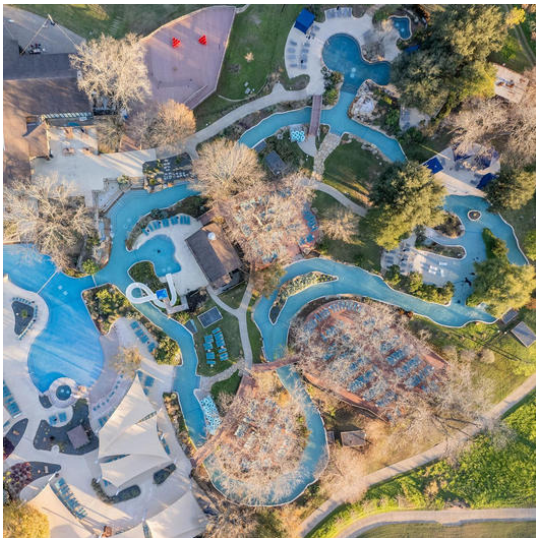


Facebook



Hyatt Regency Lost Pines Resort and Spa is a memorable Texas escape located between Austin and Bastrop, on the banks of the Lower Colorado River.

- Links to website, Instagram account, appointment Booker and marketing email.
- Client shares guest posts.
- Provides information about resort amenities with a CTA.
- Overall brand voice is friendly, promoting deals and events at the resort.
- 144,133 followers
- Post every 2-3 days
- Average 30 likes and 6 shares per post
- Audience is potential guests
- Profile is comparable to competitors



♥ 479
💬 97
➡ 52



♥ 115
💬 5
➡ 2



♥ 76
💬 6
➡ 8

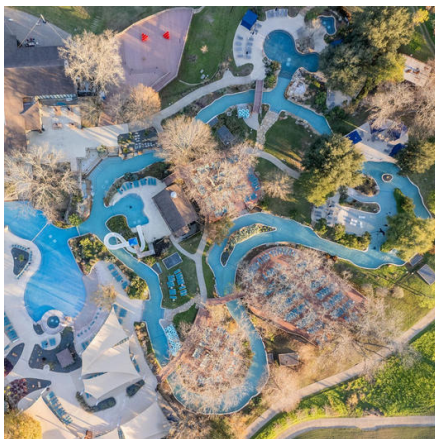


Instagram



Discover 405 acres of adventure, minutes from Austin. With a water park, spa, golf and more, Lost Pines is designed for connection and exploration.

- Links to website.
- Client shares guest posts.
- Account follows other Texas Tourism information sources.
- Provides information about resort amenities. Language is more fun with a less strong CTA.
- Overall brand voice is friendly and welcoming.
- 249,900 followers
- Post every 2-3 days
- Average 150 likes per post
- Audience is potential guests and Texas residents
- Profile is slightly better than competitors



❤️ 689
💬 9



❤️ 290
💬 6



❤️ 261
💬 6



Twitter



A memorable #Texas escape between #Austin + #Bastrop. Home of Woldancer #Golf Club, #Spa Django - find your #LostPinesMoment. | Get #LostinLove

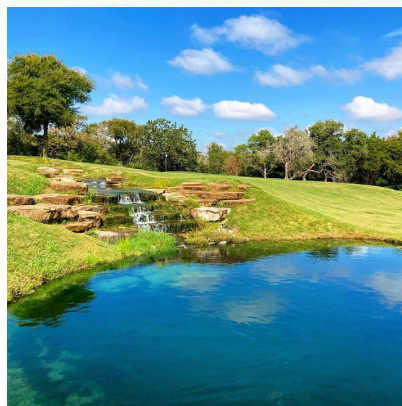
- 5,143 followers
- Post every 2-3 days
- Average 3 likes per post
- Audience is potential guests looking for more information or to leave a review
- Profile is slightly worse than competitors

- Linktree links to website, Facebook, booking page, golf club page.
- Client retweets posts about their events from other accounts and guest posts.
- Account follows other Texas Tourism information sources and their service providers' accounts.
- Provides information about resort amenities. Language is more informative with stronger CTA's and more links.
- Overall brand voice is friendly and welcoming.

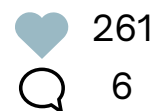


5

1



3



261

6

SWOT



S

Strengths

- Has the convenience of having entertainment and events in-house at the resort.
- Can accommodate large groups like families and businesses.
- Is located in a relaxing remote location.
- Has a strong, responsive social media presence with collaborative content from guests.

O

pportunities

- Could take third party endorsement beyond shares and reposts into the micro-influencer space.
- Has room to grow to more social media spaces through new, video content like YouTube and TikTok.
- Is the remote location many travelers are looking for that reminds them of times before every second was crowded with screens.

W

eaknesses

- Has a lack of virtual reality or video content in the pre-booking process.
- Has a lack of YouTube content.

T

hreats

- There are health fears from older audience.
- Inflation and costs concerns have increased potential guests.
- The eroding political stability of the U.S. has lead to decreased levels of spending and growth and increased levels of unemployment.
- There has been an increase in supply chain costs and demand.

Key Personas



Factor One: The Intrepid Tripper

Name: Jess VanFleet

Gender: Female

Relationship: Single

Age: 32

Income: \$60k



Values

- Very adventurous.
- Minimal fear or obstacles to travel.
- Values experiences.
- Takes several trips a year and is interested in travel regardless of circumstances.

“ I like to have different experiences when I travel. ”

“ I'm very adventurous and fearless. ”

“ I value experience most in life. ”

Factor Two: The Grappling Guest

Name: Helen and Frank
Green

Relationship: Married

Age: 70

Income: \$100k

Values

- Values **relaxation** over everything.
- Has **health concerns** when traveling.
- No **money** fears.
- Takes **1-2 trips** a year and is **moderately interested** in travel.



My top priority when traveling is being taken care of and relaxing.



The destination not having proper health and safety precautions would definitely prevent me from traveling.



A good, safe trip is worth more than money.



Factor Three: The Stressed Saver

Name: Lauren Whittaker

Relationship: Married
with kids

Age: 25

Income: \$35k

Values

- Overworked, travels for **escape**.
- Values **time** spent **away from responsibilities** during vacations.
- High **money** fears.
- Takes **1-2 trips** a year and is **moderately interested in travel**.

“

I value escapism in all
my stress relief,
especially travel.

”

“

Excessive costs would
definitely prevent me
from traveling.

”

“

I value breaks from
my daily routine.

”



Positioning Statements & Objectives



For **frequent travelers** in the Austin community who **crave adventure**, Hyatt Regency Lost Pines Resort and Spa is an **exciting tourism experience** that encompasses a **variety** of experiences for them to try. That is because it is located in a **remote area** with several acres of land to house several attractions such as a golf course, a water park, a spa and horse back riding trails.

For **older guests** in any community looking to find **relaxation and care** through travel, Hyatt Regency Lost Pines Resort and Spa is a **safe, clean and relaxing resort** that tends to guests **individual needs**. That is because its **leadership listens** to the concerns of employees and guests and the staff gets to know each guest personally to take care of their individual needs.



For **stressed travelers** tight on money looking to travel, Hyatt Regency Lost Pines Resort and Spa is an **escape** from their **daily routine and stressors** that includes every aspect of travel they could want all in one place, from entertainment to food to housing so guests don't have to plan. That is because the **resort houses everything** so guests don't need to spend time planning or spend money on traveling.



The Intrepid Tripper

Acceptance

The objective for Intrepid Trippers is to have an effect on **ACCEPTANCE** of Lost Pines Resort and Spa's facility and amenities, specifically to increase positive attitudes toward the resort and their activities. Tracking interactions of target stakeholders and posting activity footage will produce a 50% retention rate in followers on all from May 2023 to July 2023.

Awareness

The objective for Intrepid Trippers is to have an effect upon **AWARENESS** of Lost Pines Resort and Spa's facility and amenities, specifically to increase knowledge of the resort. Messages informing readers of the resort's various activities will increase awareness and drive a 15% increase in impressions on activity content from May 2023 to July 2023.

Action

The objective for Intrepid Trippers is to have an effect on **ACTION** toward the Lost Pines Resort and Spa, specifically to increase the number of bookings by the persona. Social media messages highlighting activities will drive a 10% increase in activity revenue from May 2023 to July 2023.

The Grappling Guest

Acceptance

The objective for Grappling Guests is to have an effect on **ACCEPTANCE** of Lost Pines Resort and Spa's facility and amenities, specifically to increase positive attitudes toward the resort cleaning processes and staff. Tracking interactions of target stakeholders and posting service and amenity footage will produce a 50% retention rate in followers on all from May 2023 to July 2023.

Awareness

The objective for Grappling Guests is to have an effect upon **AWARENESS** of Lost Pines Resort and Spa's facility and amenities, specifically to increase knowledge of the resort. Messages informing readers of the resort's various safety precautions and care services will increase awareness and drive a 15% increase in followers across all platforms from May 2023 to July 2023.

Action

The objective for Grappling Guests is to have an effect on **ACTION** towards the Lost Pines Resort and Spa, specifically to increase the length bookings by the persona. Social media messages encouraging stays will drive a 5% increase in stay duration on bookings from May 2023 to July 2023.

The Stressed Saver

Acceptance

The objective for Stressed Saver is to have an effect on **ACCEPTANCE** of Lost Pines Resort and Spa's facility and amenities, specifically to increase positive attitudes toward the resort amenities. Tracking interactions of target stakeholders and posting amenity footage will produce a 50% retention rate in followers on all from May 2023 to July 2023.

Awareness

The objective for Stressed Savers is to have an effect upon **AWARENESS** of Lost Pines Resort and Spa's facility and amenities, specifically to increase knowledge of the resort. Messages informing readers of the resort's various relaxing amenities and services will increase awareness and drive a 15% increase in followers across all platforms from May 2023 to July 2023.

Action

The objective for Stressed Savers is to have an effect on **ACTION** towards the Lost Pines Resort and Spa, specifically to increase the number of bookings by the persona. Social media messages encouraging stays will drive a 10% increase in resort bookings from May 2023 to July 2023.

The Big Idea

An aerial photograph of a golf course, showing a large, irregular sand trap in the lower-left foreground. The course is surrounded by dense, green trees, and the grass is a vibrant green. The overall scene is a lush, natural landscape.

The main idea for our content is to **increase stays** and **dollars spent** during the stays through targeted social media messaging **overcoming traveling fears** and **capitalizing on travel motivations**.

Transformation

The transformation qualities will appear in our fear-related content, especially regarding the health and safety concerns and how the resort combats and prepares for guests health needs.

Egocentricity

The egocentricity qualities will appear in the targeted messaging on strategic platforms to reach the audiences, especially regarding the unique travel motivations of each and how the resort has specific adventure and relaxation activities.

Likability

The likability qualities will appear in our third-party influencer content, especially regarding the trust that comes from a third-party endorsement.

KEYWORDS

Resort

Care

Adventure

Travel

Escapism

Relaxation

Tourism

Review of Other's Stories



Review of Other's Stories

Gaylord Texan Resort and Convention Center

The Gaylord Texan tells their story through the use of graphics promoting their events and activities. They use videos and animated graphics to provide informational material regarding their upcoming events and ongoing activities.

Barton Creek Omni Resort and Spa

The Barton Creek Omni tells their story through videos of their grounds and amenities. They use trending formatting such as "POV: Spring Break 2023" to showcase their services to a younger audience.

Lake Austin Resort and Spa

The Lake Austin Spa also tells its story through videos promoting their events and activities. They use photos supplementally to showcase the grandeur of their grounds and videos and to show guests enjoying the facilities.

Message Mapping

The background image shows a schoolyard with a large tree on the left, a multi-story school building in the distance, and a sandy playground area in the foreground with some concrete structures. The sky is blue with some clouds.

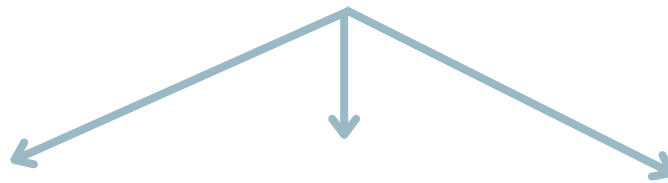
Message Mapping

Intrepid Tripper

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ADVENTURE

- Videos will emphasize the adventure possible by strategically using video content that highlights thrilling activities.
- This messaging will be primarily on Instagram and YouTube, where this audience is present.

VARIETY

- Carousel post with contrasting images next to each other will reveal the variety of activities available to guests.
- These will be primarily on Instagram.

NEW EXPERIENCES

- Static images and video content from past guests will showcase all the possible adventures and new experiences available at Lost Pines.
- This will also instill trust through third-party endorsements and be posted on Facebook for a larger reach and Instagram to reach this specific audience.

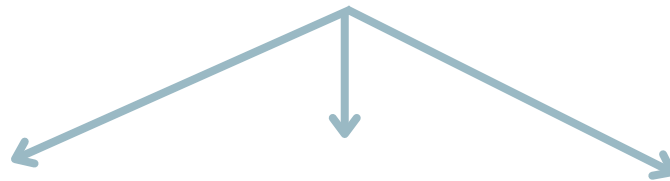
Message Mapping

Grappling Guest

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RELAXATION

- Photos of amenities will highlight the relaxation and care available at the resort.
- This messaging will be primarily on Facebook, where this audience is present.

SAFETY

- Informative videos will showcase the safety precautions taken and health services available.
- These will be primarily on YouTube to accommodate the longer nature of the content.

CARE

- Guest stories will show the caring and responsible staff that cares for guests individual needs.
- This will also instill trust through third-party endorsements and be posted on Facebook to reach this audience and other unaware public interested in health and safety.

Message Mapping

Stressed Saver

The main idea for our content is to **increase stays** and **dollars spent** during the stays through targeted social media messaging **overcoming traveling fears** and **capitalizing on travel motivations**.



For **stressed travelers** tight on money looking to travel, Hyatt Regency Lost Pines Resort and Spa is an **escape** from their **daily routine and stressors** that includes every aspect of travel they could want all in one place, from entertainment to food to housing so guests don't have to plan. That is because the **resort houses everything** so guests don't need to spend time planning or spend money on traveling.



AFFORDABILITY

- Third party, influencer content will emphasize the affordability of the stay and show the value of a stay at the resort.
- This messaging will be primarily on YouTube and Instagram, where this audience is present and searching for this information.

EASE OF PLANNING

- Short form videos will show the ease in planning revealing the extent of services and amenities available at the resort.
- These will be primarily on Instagram to accommodate the shorter nature of the content.

Channel Choices & Current Efforts

Channel Choices



Facebook is still one of the largest social media platforms in the world (*Social Media Fact Sheet, 2021*). It is frequently used as a search engine for people wanting to learn and connect with businesses (*Social Media Fact Sheet, 2021*). It is vital to this campaign because of its overall reach and specifically its traction with older guests.



Instagram, as a subset of Facebook is used by over 1 billion people monthly (*Social Media Fact Sheet, 2021*). This channel is crucial in reaching Intrepid Tripper and Stressed Savers who are both very active on this platform. Additionally, this is the primary platform for influencer content (*Social Media Fact Sheet, 2021*).



YouTube is the largest video focused social media platform (*Social Media Fact Sheet, 2021*). Using this platform will provide a touchpoint with all three audiences who are active on this platform and provide authentic video content (*Social Media Fact Sheet, 2021*).

Current Efforts

Lost Pines Resort and Spa currently has a healthy social media presence. **Current posting cadence** should not be interrupted. **Current content created by guests and shared on this account** should be kept in addition to the recommendations of this campaign. Both are good practices and help increase brand reach. **Content on Twitter** should also be continued, the use of Twitter is not going to be a focus of this campaign.

A scenic view of a park with a stream, a waterfall, and a gazebo. The stream flows from the background towards the foreground, with a small waterfall on the left side. A wooden gazebo is visible in the background, surrounded by trees and a wooden bridge. The overall scene is peaceful and natural.

Action & Communication Strategies

Brand Voice

The brand voice should be **friendly** and **informative**. The personality should be **authentic** and **friendly**, **welcoming** each and every potential guest to **interact** with and learn more about the brand. The **cool blue** of the brand goes along with the friendly and welcoming tone while the **white highlights** remaining simple and uncluttered.

Content Creation

Original content will be **videos and photos** showcasing the **services** and **amenities**. It will include **footage of past events**, rooms, the golf course and walking trails. This will start conversations regarding the services provided and create **a community of past and prospective guests**.

Content Curation

Curated content will be from **influencers** and **past guests**. This will serve as **third party endorsements** and build on **pre-established relationships** to create trust and **encourage** guests to book **stays**.

Strategies & Tactics

This campaign will utilize primarily owned tactics through photo and video posts. These will apply to all key publics, with special emphasis on certain groups depending on the channel. For example, Facebook photos and videos will apply more to Grappling Guests and Instagram videos will apply more to Intrepid Trippers and Stressed Savers (*Social Media Fact Sheet*, 2021).

Earned tactics will also be utilized through influencer content. These will be photos and videos that outline the guest's experience and encourage prospective guests to book stays. Influencer content is especially effective because of the inclusion of a third-party endorsement and the trust involved in the relationship with their viewers (Matthew, 2018).

The message strategy will be primarily informational and persuasive as the copy attempts to counteract traveling fears and emphasize motivations to persuade prospective guests to travel by sharing information.



This campaign will utilize a mix of tactics that will resonate with different key publics.

Short-form videos for Facebook and Instagram reels will be used to show off the wide array of activities in a quick and flashy manner. This will resonate best with the Intrepid Trippers

Longer videos for YouTube will be used to inform Grappling Guests about different processes and will work to address and counteract their fears.

Aesthetic static images will be used to emphasize the escape and relaxation the resort has to offer. This will be posted on Instagram and Facebook and will resonate with both Grappling Guests and Stressed Savers.

Influencer content such as videos and images will be used to instill trust in Intrepid Trippers and amplify the exciting experiences the resort has to offer.

Guest posts will be shared to Instagram to amplify relaxing experiences and show the variety of ways people can afford to visit the resort. This content will reach and resonate with Stressed Savers.

Content Calendar

An aerial photograph of a river winding through a dense forest. Several people are floating down the river on inflatable tubes. One person is lying on their back on a tube, another is sitting, and a third is leaning forward. The water is a light brown color, and the surrounding trees are green. The image is slightly faded, giving it a vintage or artistic feel.

Key

Facebook

Instagram

YouTube

May

Monday	Tuesday	Wednesday	Thursday	Friday
1 Pool highlight reel	2	3 BTS cleaning process video	4	5 Guest experience highlight
8 POV: walking trail reel	9 Restaurant/Food Review	10 Guest experience highlight	11 Grounds tour reel	12 Weekend activities rundown
15 Guest weekend recap video	16	17 Chef highlight reel	18 Spa photos	19
22 Summer activities photos	23 Room/Suite tour video	24	25	26 "Ready for adventure?" reel
29 Memorial Day post Memorial Day post	30 Highlight video of Memorial Day festivities	31		

Audience Key

Intrepid Tripper

Grappling Guest

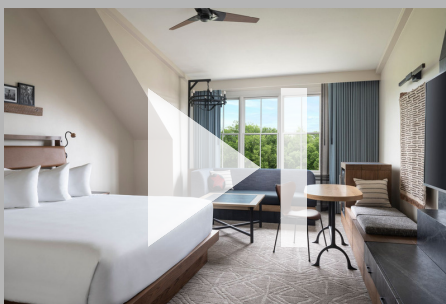
Stressed Saver

May 1



Pool highlight reel will be clips of videos and photos of the lazy river compiled together with a trending audio.

May 3



This will be a behind the scenes look at what goes into the cleaning process to keep guest safe and healthy posted on YouTube, featuring staff members and b-roll of the processes.

May 5

This will be sharing a guest's post about their experience from the week.

May 8



This will be clips of the videographers point of view walking on a nature trail featuring beautiful views, wildlife and the trail.

May 9



This will be influencer content from a third party that dines at a restaurant and gives an overview of the meal and their experience for YouTube.

May 10

This will be sharing a guest's post about their experience from the weekend.

May 11



This will be a compilation of clips and video of the grounds and the variety of scenery.

May 12



This will be a text heavy post featuring a static image and outlining the weekend's planned activities.

May 15

This will be a post sharing guest's posts explaining their weekend experiences.

May 17



This will be a video featuring a chef making his favorite dish.

May 18



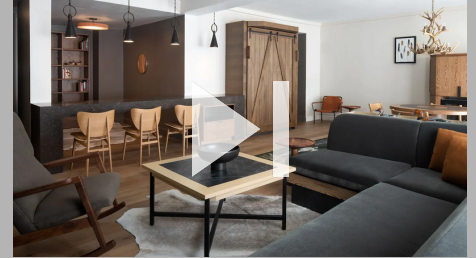
This will be photos highlighting relaxing moments at the spa.

May 22



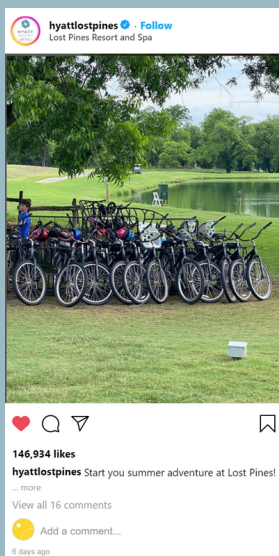
This will be a carousel post highlighting all the summer activities available at the resort.

May 23



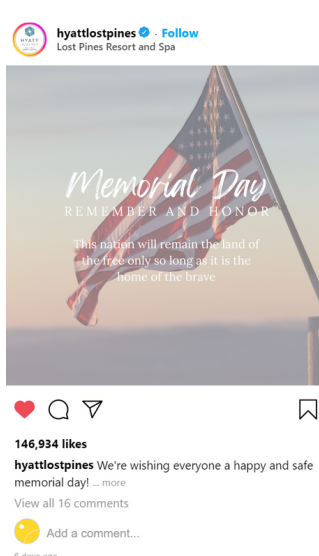
This will be a YouTube video sharing available rooms and showcasing amenities within them.

May 26



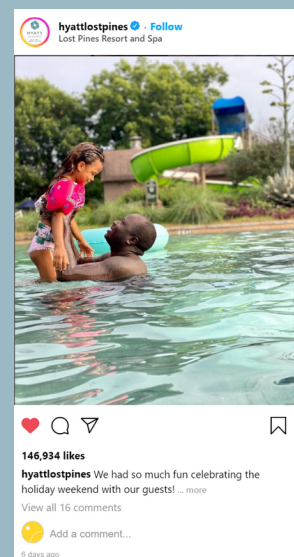
This will be a reel with graphic elements that showcases the adventurous activities available at the resort.

May 29



This will be a static image celebrating Memorial Day.

May 30



This will be a compilation of videos from guests enjoying the festivities from Memorial weekend.

Key

Facebook

Instagram

YouTube

June

Monday	Tuesday	Wednesday	Thursday	Friday
		1 BTS cleaning process video	2	3 Summer activity guest footage Summer activity guest footage
5 Pool POV reel	6 Static images of activities	7 Lost Pines at night carousel	8	9 Guest experience video
12 Family/large group accommodations	13	14 Golf course carousel	15	16 Restaurant photo highlight
19 Morning mist photo/Spa highlight	20 Safety precautions reel	21	22 Family activities carousel	23 Weekend brunch post
26 Guest relaxing	27	28 Summer adventure photo	29 Guest experience Video	30

June 1

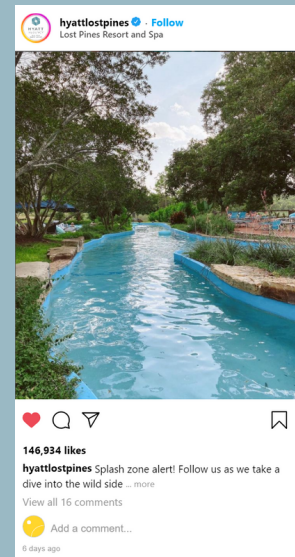


This would be another behind the scenes video explaining a different aspect of cleaning (dining focused) to keep guests safe. Video will be on YouTube.

June 3

This would be sharing guests posts from the week.

June 5



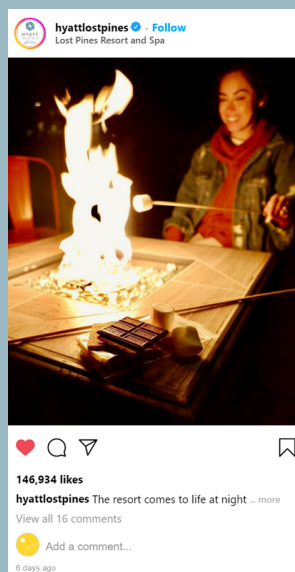
This would be a compilation of Go-Pro like footage from being in the pool.

June 6



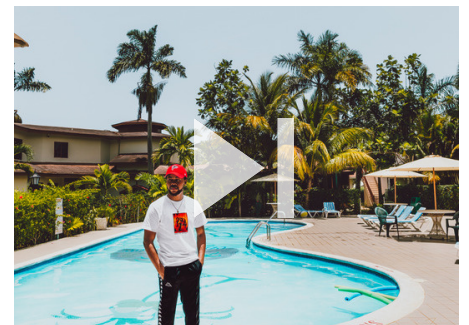
This will be a carousel of images highlighting activities.

June 7



This will be a post of the grounds at night alluding to the adventure possible.

June 9



This will be a YouTube video from an influencer highlighting his or her time at the resort.

June 12

hyattlostpines · Follow
Lost Pines Resort and Spa



146,934 likes

hyattlostpines Large group? No Problem! We have rooms and rates that accommodate all sizes of groups so you can travel affordably and with the people you want! ... more

View all 16 comments

Add a comment...

6 days ago

This will be a text heavy post outlining pricing bundles for families and large groups.

June 14

hyattlostpines · Follow
Lost Pines Resort and Spa



146,934 likes

hyattlostpines Grip it and rip it ... more

View all 16 comments

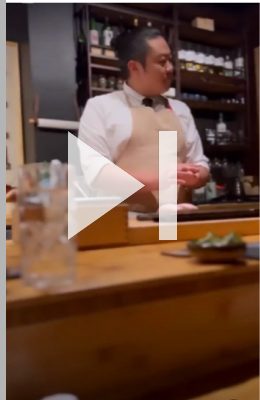
Add a comment...

6 days ago

This will be a carousel post with pictures highlighting the golf course.

June 16

hyattlostpines · Follow
Lost Pines Resort and Spa



146,934 likes

hyattlostpines Another Chef favorite! Order this at your next visit or just ask chef for a surprise ... more

View all 16 comments

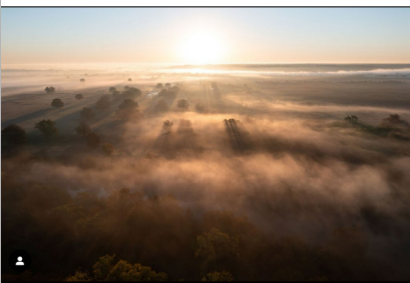
Add a comment...

6 days ago

This will be a short video featuring a chef making his favorite dish for a restaurant.

June 19

hyattlostpines · Follow
Lost Pines Resort and Spa



146,934 likes

hyattlostpines Who else is up before the sun? ... more

View all 16 comments

Add a comment...

6 days ago

This will be a static image featuring a relaxing scene of a sunrise from the spa.

June 20

hyattlostpines · Follow
Lost Pines Resort and Spa



146,934 likes

hyattlostpines Get a behind-the-scenes look at how we prep the rooms just for you! ... more

View all 16 comments

Add a comment...

6 days ago

This will be a short video outlining precautions taken specifically for room cleaning.

June 22

hyattlostpines · Follow
Lost Pines Resort and Spa



146,934 likes

hyattlostpines Get your fill of fun for the whole family! ... more

View all 16 comments

Add a comment...

6 days ago

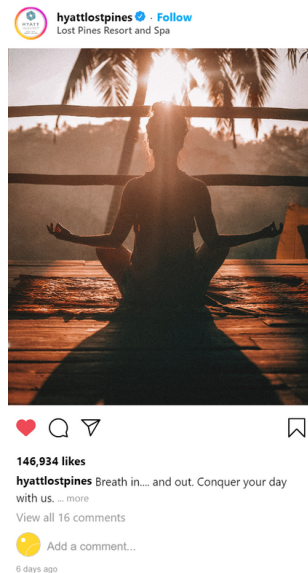
This will be a carousel post featuring images from family-friendly activities.

June 23



This will be a static image highlighting their brunch dishes.

June 26



This will be a static image of a guest relaxing on the grounds.

June 28



This will be a static image featuring an adventurous activity available at the resort.

June 29



This will be an influencer video highlighting their experience at the resort.

Key

Facebook

Instagram

YouTube

July

Monday	Tuesday	Wednesday	Thursday	Friday
3 Restaurant specials for the 4th reel	4 Fourth festivities reel	5 Firework recap reel	6	7 Fri-yay celebration photos
	Fourth festivities reel	Firework recap reel		
10 Last splash of summer deals	11	12 What to do at Lost Pines reel	13 Unwinding for the weekend photo	14
17	18 Guest experience photo	19	20	21 How to have it all in a vacation reel
24 Closing time Reel	25	26 Craziest menu items video	27 Grounds tour photo carousel	28
			Grounds tour photo carousel	
31				

July 3



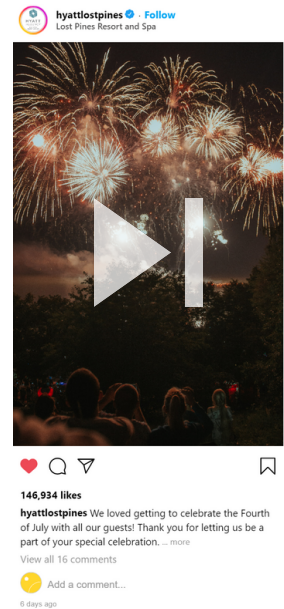
Short video clips/photos of special dishes for the Fourth of July.

July 4



This would be a compilation of videos of guests enjoying the holiday festivities.

July 5



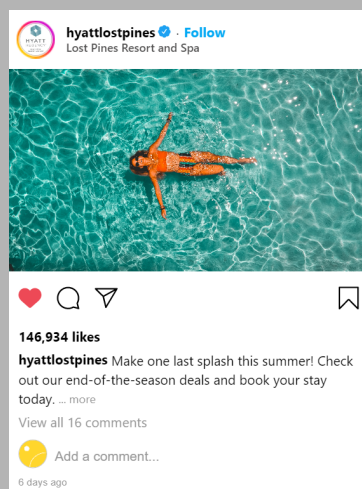
This would be a video of the fireworks set to a trending audio.

July 7



This would be static images of guests celebrating.

July 10



This will be a text heavy post encouraging summer booking before the end of the season.

July 12



This will be a reel walking through various activities possible in one day at the resort for different types of travelers.

July 13

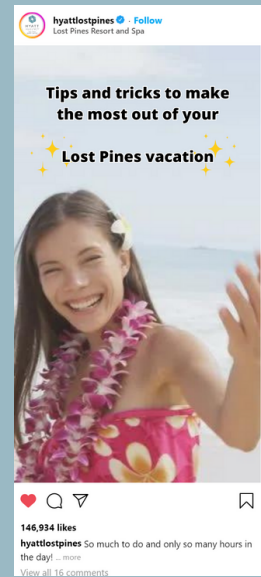


This will be a static image of guests relaxing at the spa.

July 18

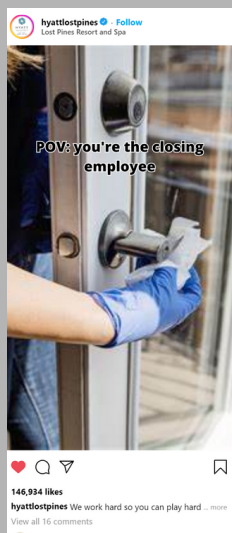
This will be sharing a guests photo from their stay.

July 21



This will be a reel with a voice over in a vacation style planner that outlines tips and tricks on how to fit as much into one vacation at the resort as possible.

July 24



This will be a reel featuring a staff members closing down for the night and going through cleaning responsibilities subtly.

July 26



This will be a YouTube video featuring the craziest menu items from each restaurant.

July 27



This will be a carousel of images highlighting various spots on the grounds, from golf course to spa to wilderness hike.

Evaluation



The Intrepid Tripper

Acceptance

Acceptance objective KPI: To increase acceptance through a 50% retention rate in followers on the outlined social media pages,

Retention Rate of Intrepid Trippers: The KPI for this objective is the retention rate. We will measure the difference between the amount of followers of this demographic of the resorts page at the beginning and end and find out the retention rate. We should have a 50% retention rate of followers in this demographic to meet this objective.

Awareness

Awareness objective KPI: To increase awareness through a 15% increase in impressions on posts regarding activities and events.

Impressions of Intrepid Trippers content: The KPI for this objective is impressions on the content curated for this group. We will measure the difference between the amount of impressions activity content currently receives and the amount this content receives at the end of the campaign. We should have a 15% increase in impressions on this content to meet this objective.

Action

Action objective KPI: To increase action through a 10% increase in activity revenue.

Activity revenue of Intrepid Trippers: The KPI for this objective is the amount spent on activities at the resort. We will measure the difference between the amount of revenue generated from activities at the beginning and end to find out the increase. We should have a 10% increase of activity revenue to meet this objective.

The Grappling Guest

Acceptance

Acceptance objective KPI: To increase acceptance through a 50% retention rate in followers on the outlined social media pages.

Retention Rate of Grappling Guests: The KPI for this objective is the retention rate. We will measure the difference between the amount of followers of this demographic of the resorts page at the beginning and end and find out the retention rate. We should have a 50% retention rate of followers in this demographic to meet this objective.

Awareness

Awareness objective KPI: To increase awareness through a 15% increase in impressions on posts regarding health precautions.

Impressions of Grappling Guests content: The KPI for this objective is impressions on the content curated for this group. We will measure the difference between the amount of impressions health precaution content currently receives and the amount this content receives at the end of the campaign. We should have a 15% increase in impressions on this content to meet this objective.

Action

Action objective KPI: To increase action through a 5% increase in stay duration.

Booking of Grappling Guests: The KPI for this objective is the duration of bookings. We will measure the difference between the average length of bookings at the beginning and end to find out the booking duration increase. We should have a 5% increase of booking duration to meet this objective.

The Stressed Saver

Acceptance

Acceptance objective KPI: To increase acceptance through a 50% retention rate in followers on the outlined social media pages.

Retention Rate of Stressed Savers: The KPI for this objective is the retention rate. We will measure the difference between the amount of followers of this demographic of the resorts page at the beginning and end and find out the retention rate. We should have a 50% retention rate of followers in this demographic to meet this objective.

Awareness

Awareness objective KPI: To increase awareness through a 15% increase in impressions on posts regarding amenities, services and pricing deals.

Impressions of Stressed Savers content: The KPI for this objective is impressions on the content curated for this group. We will measure the difference between the amount of impressions amenities and pricing content currently receives and the amount this content receives at the end of the campaign. We should have a 15% increase in impressions on this content to meet this objective.

Action

Action objective KPI: To increase action through a 10% increase in bookings.

Booking of Grappling Guests: The KPI for this objective is the number of bookings. We will measure the difference between the amount of bookings at the beginning and end to find out if the bookings increased. We should have a 10% increase of bookings to meet this objective.

Summary

For this campaign, significant research was conducted regarding **post-COVID traveling environments**, travel fears and travel motivations. From this primary research, **target personas were created**.

A **strategic social media plan** was crafted centering around the researched fears and motivations of these personas. Personas were crafted based on **differentiating fears and motivations regarding travel behaviors**. These personas guided the creation of a three-month content calendar.

Different content and copy was created with the different persona's fears and motivations in mind. This social media content calendar is complete with **content directions** and **examples** for a three month campaign. **Directions for how to evaluate** the campaign are included to determine if the plan reached its set objectives.

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