

CASE STUDIES



KIMPTON HOTELS

WORK: FULL SERVICE SCOPE

KIMPTON ARRAS | ASHEVILLE, NC

BKM prioritized channeling both local residents and hotel guests towards Kimpton Arras restaurants: District 42 and Bargello. Across a span of 2 years, our team curated weekly events and secured strategic partnerships in the community, resulting in a remarkable surge in food and beverage revenue. Simultaneously, we successfully elevated the hotel's brand visibility to new heights.

880k	\$74k	20	18	400+
TOTAL IMPRESSIONS	TOTAL GROSS F&B SALES	# OF SOCIAL GROUPS	# INFLUENCER ENGAGEMENTS	# OF ROOMS BOOKED



KIMPTON SHANE HOTEL | ATLANTA, GA

BKM's main focus was to drive locals and hotel guests alike to Kimpton Shane Hotel's food and beverage outlets: Hartley Kitchen and Cocktails and Aveline Bar Lounge & Patio. Over a 10 month period, our team established weekly programming and partnered with the local community to significantly increase the food and beverage revenue while simultaneously increasing brand awareness for the hotel.

1.2 million	\$29k	36	23	250+
TOTAL IMPRESSIONS	TOTAL GROSS F&B SALES	# OF SOCIAL GROUPS	# INFLUENCER ENGAGEMENTS	# OF ROOMS BOOKED



HOTEL CASE STUDY

W Costa Rica

WORK: FAM INFLUENCER ACTIVATION

W Hotel Brand Initiative “What She Said”

BKM invited 7 women entrepreneur influencers from the U.S and Costa Rica to showcase why W Hotel Costa Rica is the perfect escape for a personal growth retreat for women while hosting W Costa Rica's first-ever *What She Said Panel*.

Throughout the weekend, the W Hotel reached over 1.1 million new accounts, 101.5k post likes, and 15 million total impressions.



The Ultimate LGBTQ+ Pura Vida Wedding Giveaway

To amplify the celebration of Costa Rica's historic milestone as the first Central American country to legalize same-sex marriage, BKM joined forces with Equally Wed to host North American LGBTQ+ influencers at W Costa Rica. This collaboration showcased the hotel, restaurants, location and promoted destination weddings at this exclusive venue.

Throughout the experience, the W Hotel reached over 41k new social media accounts, 68 giveaway entries, and 2.1 million impressions.



HOTEL + RESTAURANT CASE STUDY

The Wave Resort

WORK: FULL SERVICE SCOPE

Since 2018, The Wave Resort faced challenges in local engagement and sustaining revenue for their culinary and beverage spaces, MAYA and Carousel Bar. Our objective was to redefine the atmosphere of these areas as the vibrant pulse of the boardwalk by crafting distinctive programming, events, and marketing strategies. This approach aimed to not only boost F&B revenue but also elevate brand awareness for The Wave Resort.

To kick off the season, BKM threw MAYA's summer launch party resulting in an unprecedented night that generated a \$25k in revenue. Throughout the rest of the season, our team activated MAYA and Carousel Bar with music programming, entertainment, weekly events, influencer experiences, community collaborations, and partnerships with nonprofits to create buzz and excitement going into Locals Summer. Throughout the summer, the property successfully connected with more than 1,500 locals, achieved record-breaking revenue on multiple occasions, and establish long-lasting community partnerships for years to come.





“Working with owners and the hotel team after a major renovation we were looking for a marketing company that could engage the local community. Bill Kaelin Marketing more than delivered. They came in evaluated the landscape with hotel staff and produced a successfully engaging plan. We saw an immediate increase in our local presence via social media, revenues and followers increased incrementally. They took the time to understand our product and gave us amazing marketing plans. In a tough market I was pleasantly surprised and pleased with the results and wholeheartedly recommend Bill Kaelin Marketing.”

**Ron Stevenson, Senior Director of
Integrated Marketing**



“We engaged Bill Kaelin Marketing on a handful of projects across our portfolio over the past 3-4 years and continue to be impressed by this team. Their ability to drum up local engagement across local organizations spanning from media to local events and even drumming up new potential clients is unparalleled - despite not being based in those specific markets.

My most recent experience with their team included Bill and Anne working to generate local excitement around recent renovations at a suburban hotel in Overland Park, KS. They've succeeded across all facets including having our F&B outlets recognized across Kansas City in multiple publications along with seeing genuine local engagement.

On top of everything mentioned, they're an absolute pleasure to work with. We will continue to use them whenever the opportunity arises.”

**Joe Langley, Vice President of Wexford
Lodging Advisors**