

W
COSTA RICA
RESERVA CONCHAL

WHAT
SHE
SAID

WHAT SHE SAID X COSTA RICA WOMEN EMPOWERMENT RETREAT RECAP

Carefully crafted by Bill Kaelin Marketing

BILL KAELIN
MARKETING.EVENTS.CONSULTING





SUMMARY

W Hotel Costa Rica partnered with 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, our influencers experienced the best of what Costa Rica has to offer - adventure, rejuvenation, tranquility, and inspiration.

Our goal for this campaign was to:

- Establish W Costa Rica as a thought-leader in Central American for a safe destination for women to travel
- Host a What She Said on-site activation, "The Power of a Personal Retreat" and highlight the different perspectives from Costa Rican and U.S women.
- Generated buzz and excitement about W Costa Rica being the perfect place to host a women-focused trip
- Increased overall brand awareness by hosting women entrepreneur influencers in Costa Rica, California, Texas, and New York.
- Enhanced the influencer experience through product partnerships with female-owned U.S and Costa Rican businesses

EXPERIENCE TIMELINE

Aug 26

The influencers and product partners are confirmed

Sept 1

BKM team and influencers travel is booked

Nov 28

Influencers and Show Me Your Mumu team arrive to W Hotel. Mixology class and welcome dinner at Latitude 10 Norte

Nov 29

Breakfast, group yoga on the beach, What She Said Panel, and After Party

Nov 30

Breakfast, catamaran excursion, and farewell dinner

Dec 1

Breakfast, influencers depart and head home

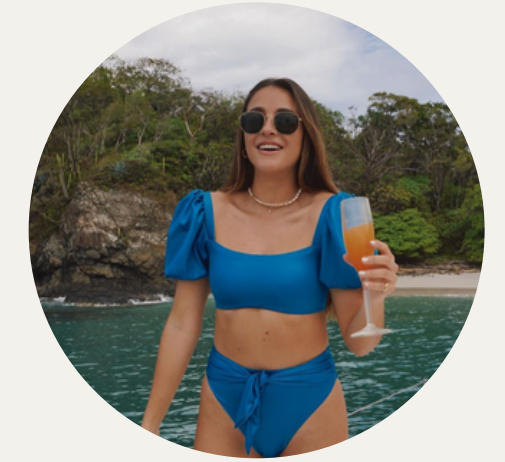
THE INFLUENCERS

Bill Kaelin Marketing was tasked to find influencers for a women's retreat experience with a focus on the following markets: Los Angeles, CA, Houston/Austin, TX, and New York, New York. The goal of the retreat was to promote the W Hotel's luxury offerings tailored towards women and show the safety and retreat aspect of the country and the hotel. BKM identified several influencers who aligned with the W Hotel brand and had significant followings on social media. These coveted influencers were specially invited to be part of the retreat, with the goal of sharing their captivating experiences with their followers, creating an unparalleled buzz and excitement around the hotel and the Costa Rican getaway as a whole. The influencers chosen were a diverse group of women, each with unique careers, passions, and stories, brought together to create an unforgettable retreat experience.

1.1
MILLION
TOTAL
FOLLOWING REACH



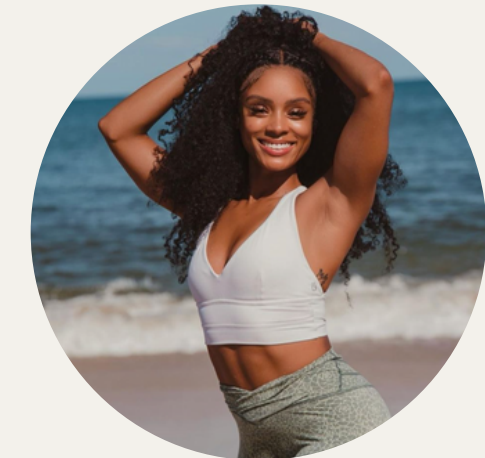
Jessi Rodriguez @jessirodriguez_
97k followers



Kristine Dyer @krisdyer_
40k followers



Celeste León @celesteleonc
29k followers



Dr. Robin B @dr.robinb
592k followers



Meredith Dean @merenator
17k followers



Carmen Renee @carmenreneeblog
101k followers



Kate Sulsenti @kateausinn
211k followers



PRODUCT PARTNERS

From the moment our influencers arrive, we showered them with wellness amenities from female-owned brands. These partners were carefully chosen to compliment the W Costa Rica experience. Each influencer was required to tag our product partners during their experience. Show Me Your Mumu team joined the influencers on the trip to styled the influencers and further expand our reach on an influencer level.

Product Partners include:

- Show Me Your Mumu
- Mohai Active
- KüBS Underboob Pads
- PMD Beauty Facial Scrubber
- Kendra Scott Jewelry
- Supergoop! Play Sunscreen
- Osa Perezosa





LOCAL SPONSORS



To make sure our influencers had a safe and incredible Costa Rican experience, we collaborated with trusted partners like GO Tourism, Swiss Travel, and Panache Sailing. Our influencers were sure to mention each partner on their social media channels during their experience.



PANACHE
SAILING



THE ITINERARY

Designed by the BKM team



WHAT SHE SAID RETREAT ITINERARY

NOV 28 - DEC 1

MONDAY

3:00 PM
6:30 PM
7:30 PM

Check in at W Costa Rica
Mixology Experience in Living Room
Welcome Dinner at Cocina de Mercado

TUESDAY

8:00 AM
5:00 PM
6:00 PM

Morning Beach Yoga Session
What She Said Panel at Cocina de Mercado
Live Music & Cocktails in Living Room

WEDNESDAY

8:00 AM
4:00 PM
7:30 PM

Catamaran Cruise
Bubbles & Beauty at Away Spa
Dinner & Drinks at Zona Azul Beach Club

THURSDAY

12:00 PM

Farewell & Check out





THE IMPACT

The creators in attendance were thoroughly immersed in the retreat experience, finding immense joy and delight in every aspect of it. As they reveled in the splendor of the hotel and its opulent amenities, they formed deep, genuine connections with fellow guests, creating enduring bonds that have lasted long after the trip ended. The impact of these meaningful relationships was evident not only during the retreat but also in their social media posts, which continued to express their gratitude and appreciation for the experience long after they had left the property. Their captivating posts, shared before, during, and after the trip, were a testament to the beauty and wonder of the Costa Rican destination and its extraordinary retreat experience, reaching a staggering 950,000 followers with their authentic enthusiasm and awe-inspiring experiences.

35

STATIC FEED POSTS
TAGGING W COSTA
RICA + PARTNERS

101,438

TOTAL LIKES

2684

TOTAL COMMENTS

150+

INSTAGRAM
STORIES

1.1 Million+

TOTAL FOLLOWERS
BETWEEN ALL GUESTS

15 Million

TOTAL IMPRESSIONS

EXPERIENCES



Arrival Cocktails



Mixology Class



Welcome Dinner



Yoga on the Beach



What She Said Panel Event



Catamaran with Panache



AWAY Spa



Farewell Dinner

THE POWER OF A PERSONAL RETREAT

W HOTEL'S WHAT SHE SAID PANEL

BKM and W Costa Rica partnered up to host the *first ever* W Costa Rica What She Said Panel event at Cocina De Mercado. We invited U.S influencer, Dr. Robin B and Costa Rica influencer, Jessi Rodriguez to be our panel guests and talk all-things Personal Retreat moderated by Anne Winters at BKM.

Influencers were welcomed with a craft cocktail before diving into the What She Said Panel to hear from women thought leaders on the topic of personal growth, health, and wellness. W Costa Rica and BKM live streamed this event on social media platforms to showcase this event to guests who were unable to attend in-person.

After the fire-side chat, guests and influencers celebrated with live music and cocktails in the Living Room.





It was a
honor to
work
with you!

STAY IN TOUCH:



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