

HOTEL

B I L L K A E L I N M A R K E T I N G



BILL KAE LIN
MARKETING.EVENTS.CONSULTING

Our Team

With over 40 years of rich hospitality expertise, our team of 12 is strategically positioned across the nation to provide unparalleled service and support in every corner.



Bill Kaelin

Founder + Owner

East Coast Division



Anne Winters

Managing Partner

West Coast Division



Our Portfolio

We collaborate with renowned hotel brands and management companies, spanning coast to coast, including international clients in the beautiful locale of Costa Rica.

HOTELS

KIMPTON
HOTELS & RESTAURANTS

THE
ALIDA

TAPESTRY
COLLECTION
by Hilton™

moxy
HOTELS

MARRIOTT

WAVE
RESORT

W
HOTELS
WORLDWIDE

aloft
HOTELS

AC
HOTELS
MARRIOTT®

MANAGEMENT GROUPS

McKIBBON
HOSPITALITY

HV
MG

DAVIDSON
HOSPITALITY GROUP

CONCORD
HOSPITALITY

Our Vision

We take an integrated approach to Brand Strategy, Partnerships, Programming, Food and Beverage Concepts, and Design for lifestyle hotels. With over 40+ years of hospitality experience, we're united in our passion for curating creative solutions with a strategic edge.

We believe that creating unique and buzz-worthy activations for your hotel and food and beverage establishments will organically generate media coverage and social media mentions. Our team will help achieve this goal by creating hyperlocal experiences for guests and secure partnerships with the disruptors in your city with one ultimate goal in mind - increasing overall revenue for your hotel.



Kimpton Shane Hotel, Atlanta



What We Do

Consulting

Elevate marketing, enhance guest experiences, and stand out in competitive markets with our specialized consulting services tailored for hotels

F&B Outlet Programming

Drive the local community through your doors with unique, consistent programs to drive revenue to food and beverage spaces and hotel.

Strategic Partnerships

Secure and nurture relationships with like minded brands and well-respected organizations to establish credibility and gain visibility in the market to generate ROI for the property.

FAM Influencer Engagement

Tap into new audiences by leveraging BKM's extensive network of well-respected content creators through our influencer program.

Social Media Management

Amplify your unique brand story digitally through social media strategies that encapsulate your hotel and restaurant experience.

Launch Parties

Concept and execute marketing events from start to finish for your grand opening, re-launch initiative, or renovation projects.

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**



Monthly Investment

CORE PACKAGES

We want you to have the full experience of working with BKM so our Core Packages are priced at a discounted rate per month.

Full Service Option 1 - \$7,500

Consulting
F&B Programming
Strategic Partnerships
Community Outreach + Events (2x)
24/7 Social Media Management (FB & IG)
Influencer Engagement & Management

Full Service Option 2 - \$6,000

Not including social media + influencer work

Consulting
F&B Programming
Strategic Partnerships
Community Outreach + Events (2x)

A-LA CARTE SERVICES

Marketing Outreach - \$5,000

Consulting
Strategic Partnerships
Community Outreach + Events (2x)
Establish consistent programs for F&B outlets
Content Curation for social media teams

F&B Programming - \$3,500

Establish consistent programs for F&B outlets
Content Curation for social media teams
Execution of F&B weekly programming
Graphic Design

Social Media Services - \$2,000

24/7 Social Media Management (FB & IG)
Content Curation
Influencer Engagement + Management

Team Training - \$6,000

Build Out & Train on Marketing Initiatives & Campaigns
This service is available after 1-year contract is completed

Interior Design - \$175/hour

Refresh the look of your restaurant/bar, meeting space, and/or lobby with our Nip n' Tuck Package

Say hey.

We want to hear from you. Let's connect over a causal lunch or a virtual coffee meetup.

Bill Kaelin

bill@billkaelin.com

(404) 396-5750

Anne Winters

anne@billkaelin.com

(443) 783-6483

Dana Pate

dana@billkaelin.com

(770) 715-2750



Nuvole Rooftop 22 at AC Hotel, Charlotte