



CASE STUDY:

Alpstadt
Guntram Bechtold
Marketing Specialist

WEBSITE:

<https://www.alpstadt.com/>

INDUSTRY:

Hotels, restaurants

COUNTRY:

Austria

PLATFORMS:

Instagram

USE CASE:

Reach new audiences
Cross-border marketing

HOTEL INDUSTRY

In today's digital age, online presence is crucial for any business, including hotels, which have a unique challenge of reaching widely spread audiences in different countries. With the rise of online travel agencies and review sites, travellers have access to a wealth of information when researching and booking accommodations. Also, a lot of guests are increasingly turning to social media for travel inspiration and recommendations.

MARKETING NEED

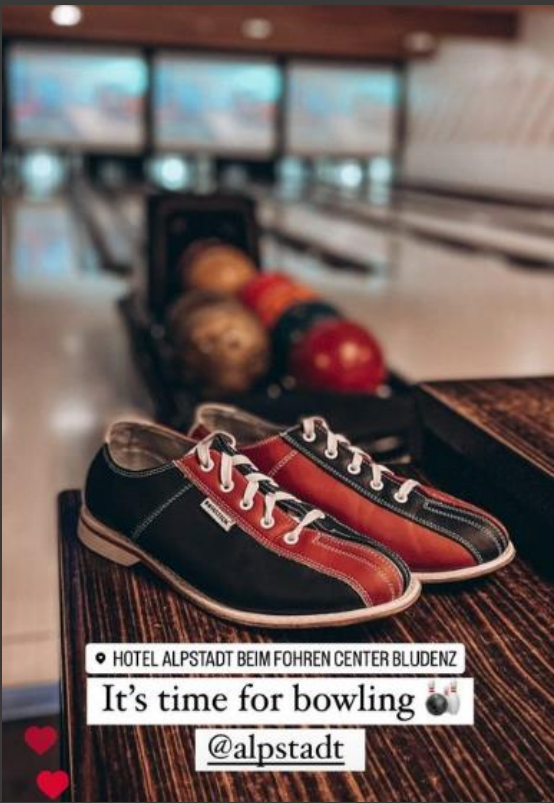
Hotels are realizing this and are increasingly turning to social media influencers as an efficient way to promote their brand, reach new audiences, and achieve cross-border brand building.

With influencers, hotels and hotel chains can reach audiences outside their own country, build brand awareness, and immediately adjust the content to be country-specific, even without prior detailed market analysis. Alpstadt decided to do exactly that during the low season (summer months), targeting German market.

"I am very satisfied with the results of the campaign. I think the Hypefy platform did a great job, especially because it enabled a small company like ours to efficiently market outside of Austria without a huge marketing team."

- Guntram Bechtold, Marketing Specialist @ Alpstadt

CONTENT EXAMPLES:



TARGET AND GOALS

Campaign goal was to increase the number of hotel stays during the low season (summer) coming from Germany. Influencer content included outdoor activities such as hiking, mountain biking, and rock climbing and Alpstadt offering like bowling and restaurant. The targeted audience were families in Germany, that showed interests in travel, hotels, wellness and outdoor activities.

TARGET

Germany
Families

GOAL

To promote summer
alpine tourism

In turn Alpstadt used two metrics to evaluate Hypefy's performance: Reach and Tag clicks in Germany

THE FINAL RESULT



1k
clicks



180k
views



+520%
site traffic from
Germany

Budget
500€

Total Reach
150k

Reach/EUR
260

During and after the campaign, Alpstadt noticed a significantly higher site traffic and booking from German guests than in summer months of the previous year