Case study

Guiding an international hotel chain to lead the luxury service sector

We armed the hotel chain with key social media influencer insights and validated results through data modelling to help them define their luxury service offerings.
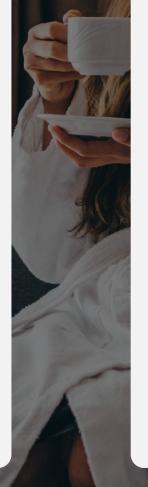
Objective

The hotel chain wanted to implement cutting-edge luxury services to set their brand apart and proactively anticipate their esteemed high-end loyalty members' needs.

Their marketing team relied on us to collect and interpret insights from international leisure travelers and influential luxury travel & tourism industry figures.

Methodology

Since the initial ideation was complete, we started with validation and:

1. Used our innovative technology and proprietary success modelling to validate ideas among those staying at international luxury hotels and luxury travel & tourism influencers

2. Guided our client to the top 5 ideas and further refined these ideas through simulated social media feeds

Outcome

The hotel chain planned to launch a new service in the coming year, with the remaining validated ideas to be implemented over the next two years.

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Leger