

BlueHornet Case Study: Global Hotel Alliance



Expressing Individuality

About Global Hotel Alliance

Global Hotel Alliance (“GHA”) brings together fourteen international luxury hotel brands: Anantara Hotels & Resorts, The Doyle Collection, First Hotels, Kempinski Hotels, The Leela Palaces, Hotels & Resorts, Lungarno Collection, Marco Polo Hotels, Mirvac Hotels & Resorts, Mokara Hotels & Spas, Omni Hotels & Resorts, Pan Pacific Hotels and Resorts, PARKROYAL Hotels & Resorts, Shaza Hotels and Tivoli Hotels & Resorts.

GHA was created in 2004 and today is the world’s largest alliance of independent hotel brands. GHA offers an exciting alternative to the typical hotel “chain” experience. The regional member brands and each of their very individual hotels truly represent the culture, heritage and history of their locations, rather than the cloned hotels that have become the norm over the last twenty years. GHA offers hotels that differ from one another, but all of which offer consistently luxurious standards of product and service.



Challenge: Re-Defining Loyalty and Value for Affluent International Guests

With almost 300 hotels, palaces and resorts in 52 countries around the world, GHA was challenged to implement a loyalty program and deliver value to hotel guests, regardless of hotel brand and location, who may share little more in common than an affluent lifestyle. In addition, the program needed to scale across all of their properties—14 unique brands that have unique business needs as well as different internal systems, operating policies, and teams. Any hotel can offer continental breakfast and late check outs to loyalty program members. –But what’s the best way

“GHA Discovery is a global loyalty program and our member base has varying needs by market. Dynamic content has enabled us to be very targeted and personalized in our communications to members. We do not conduct extravagant campaigns or overwhelm our audience with a large amount of emails; instead, we focus on key emails with the right message at the right time, which will drive the best results.”

*Kristi Gole
Loyalty Marketing Manager
Global Hotel Alliance*

to define value for guests who may be vacationing in an actual palace? Ultimately, the uniqueness of each property and its exclusive local attractions became the inspiration for the GHA Discovery program.

From Boston to Beijing, GHA’s collection of 4- and 5-star hotels offers travelers unforgettable Local Experiences based on the cultures and individual traditions of each destination. Each experience is designed by local experts, offering guests access to a large selection of adventures that are not easily available or accessible to the general public.

Here’s how it works. Members reach different tier levels (Gold, Platinum, and Black) based on the number of nights they’ve stayed at any GHA property. The available Local Experiences are then based on the tier level that each member has achieved. The higher the tier, the more exclusive the adventures.

Communicating Luxury

Once the loyalty structure had been solidified, GHA’s next challenge was communicating with members across each rewards tier. The communications would need to not only build relationships and engagement with members, but they would need to convey the same level of luxury and exclusivity that members would receive in their hotels. GHA partnered with BlueHornet to provide:

Exclusive, Individualized Email Experiences

For each subscriber, GHA emails use dynamic content to personalize the level of rewards the GHA Discovery program member has reached and the Local Experiences that await them at their achieved level. Pairing the individuality of each hotel property with the individuality of each subscriber’s loyalty tier level and travel preferences equates to over 300 different variations of email sent monthly to GHA Discovery subscribers. Combine that with the 7 languages that GHA caters to, and the email versions increase exponentially – to over 1,800 for some communications.



**Over 1,000 content variations. Seven different languages.
One simple solution: BlueHornet Dynamic Content**

GHA quickly identified that time and resource constraints would hinder their ability to successfully send 1,000+ versions of their loyalty emails. They needed to find a way to simplify the process. BlueHornet's Dynamic Content tool offers GHA the ability to create one email that contains multiple areas of unique content for each recipient. Since July 2010, GHA has accumulated 1.7 million members worldwide, with approx 2,200 members joining each day. And as GHA grows--adding more hotels, adventures, and loyalty members--BlueHornet scales with them, providing reliable creation and delivery of GHA emails around the world.

Dynamic Content in Action

- 1 Background Color**
The background color changes based on subscriber tier level of Platinum, Gold or Black.
- 2 Main Content**
Text changes based on if a subscriber is new to the GHA brand or if they are an existing subscriber as well as the subscriber's brand affiliation.
- 3 Member Account Summary**
The account content changes based on subscriber's profile.
- 4 Offer Content**
Offers change based on subscriber brand affiliation and geographic region. These offers are also randomized.



“Working with the GHA team and their partners, BlueHornet was able to successfully forge through the expected challenges when developing and deploying a truly global email program. We successfully met & executed the goal of providing a unique experience for GHA Discovery members. BlueHornet is looking forward to partnering with GHA as we further develop the GHA Discovery email program by adding true value and relevance for its members.”

*Chris Frasier
Senior Account Manager
BlueHornet*

What's Next?

GHA will lean heavily on BlueHornet as they implement the next phase of their loyalty emails--triggered messages centered around renewals and reactivations. They also plan to employ acquisition programs that will include social capture and SMS, a win-back series, and an opt-down program, using BlueHornet tools like SocialLoop and Email Strategy Blueprints.

How can we help you?

The GHA story is just one example of how BlueHornet helps companies around the world grow their business by building customer loyalty online and in stores—not to mention in hotels and palaces, on a longtail boat in the Mekhong River, at the Munich Opera House.... Contact us today to learn more.

www.bluehornet.com | (866) 586-3755 | sales@bluehornet.com



About BlueHornet Networks, Inc.

BlueHornet Networks, a business unit of Digital River, Inc., specializes in helping marketers create highly targeted email programs that evolve through the customer lifecycle. The company's lifecycle messaging tools and strategies deliver the value, flexibility and strength brands need to drive sales online and in stores. BlueHornet's email solutions are designed to be used in conjunction with emerging marketing technologies such as social media, mobile, video and product recommendations.

Our Clients



BARE ESSENTIALS
SAN FRANCISCO

match.com

HOT TOPIC



OMNI HOTELS



snagajob.com

PERRY ELLIS

