

Golden Tulip supports its hotels in their image and sales strategies by developing a 360° marketing and experience kit

Golden Tulip, Louvre Hotels Group's premium hotel chain, has developed a 360° marketing and experience kit for all its hotels to support them in their image and sales strategies.



Created for the brand's 160 hotels present in France and internationally, this kit allows them to offer a large and diverse selection of content that they can share on their different social networks, all while maintaining a uniform communication style.

An all-encompassing support for the hotels in nearly 40 countries.

To help the brand and its hotels showcase themselves, Golden Tulip's marketing teams have developed a communication kit which includes ready-to-use elements. It provides local support to hotels with their communication strategy for their social networks all year long.

Using content, Golden Tulip takes the lead to meet the two-pronged need of all its hotels: first, to bring meaningful and targeted communication support all while maintaining a uniform brand image. This need for support and assistance shows in the teaching tools provided in the kit which allow hotels to use all the communication materials in an optimal way and at the right time.

The brand, implanted in Europe, Africa, Asia and South America, will provide the content in five languages (English, French, Polish, Dutch and German) so that each hotel can use and adapt it.

To help with the launch of this kit, Golden Tulip will provide an end-to-end training to the regional offices and its hotels through several training sessions and webinars created to help onboard the content locally.

Pack The Unexpected: a new global campaign.

One of the integrated parts of this communication kit, Golden Tulip is asking all its hotels to become involved in a digital campaign that shows the unique personality of the brand, called “Pack the Unexpected.” Inspired by the clever and playful spirit of this Dutch brand, this is part of its “Playtime, Anytime” positioning and proposes a simplified approach to business travel.

The high point of this marketing campaign is the creation of a campaign film which will be released as of May 30th, in which the brand asks the viewer to take a fun and relaxed look at life and work.

“We are very happy to share this marketing and experiential tool with our hotel managers who are the heart of the brand all over the world. This kit is new proof of Golden Tulip’s desire to support all its hotels on a daily basis in developing the brand and their establishments. It is also an opportunity to add value to the unique experience that our hotels offer each day to their customers: a sense of welcome and an impeccable service, all while never forgetting to enhance its spirit and a certain sense of lightness.”

Etienne Pernet, Senior Brand Manager, Golden Tulip

Discover the campaign film: <https://youtu.be/pnmOx8LiuKk>

About Golden Tulip

The Golden Tulip hotel chain was founded in the 1960’s, when the first properties opened in the Netherlands. Then, it experienced a constant development and expanded across the globe, while always remaining attentive to the evolution of its clients’ needs and expectations. As part of Louvre Hotels Group, the brand is present with over 160 high-end hotels in 38 countries. Each establishment is committed to quality standards, while taking on the personality of its manager and embracing the local culture. The Golden Tulip hotels provide a playful outlook on life, work and travel. Aligned with the business travelers’ behaviors, our hotels encourage guests to mix work and play, allowing them to live and share unique and playful experiences.

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