



**Design Hotels Takes the World on a Storytelling
Journey Featuring Unique Owner-Operators
Using Cision Communications Cloud®**

CISION®

CASE STUDIES

Design Hotels Takes the World on a Storytelling Journey Featuring Unique Owner-Operators Using Cision Communications Cloud®

Take your pick: there are the mountain luxury hotels, the yoga retreats, hotels by the beach or those equipped with spectacular spas.

All of them are different—and they're located everywhere from New York to Seoul—but they're all united by a commitment to creative experiences and the fact that they are part of Design Hotels. To help the world understand the sheer diversity and exotic nature of the various properties in its portfolio, Design Hotels has standardized on Cision Communications Cloud.

KEY TAKEAWAYS

- Ability to not only pitch stories but schedule **one-on-one meetings that build rapport** using Cision Comms Cloud
- Think globally but act locally by creating **“VIP lists” of journalists from high-profile publications** to tailor pitches to
- Using Cision resources to **create a one-stop newsroom** that's perfect for multimedia



The Challenge

Unlike a PR team charged with generating media interest in a single brand that may look relatively similar regardless of geography, Design Hotels needs to develop a more bespoke approach to outreach, explains Kai Simon, Design Hotels Director of Public Relations.

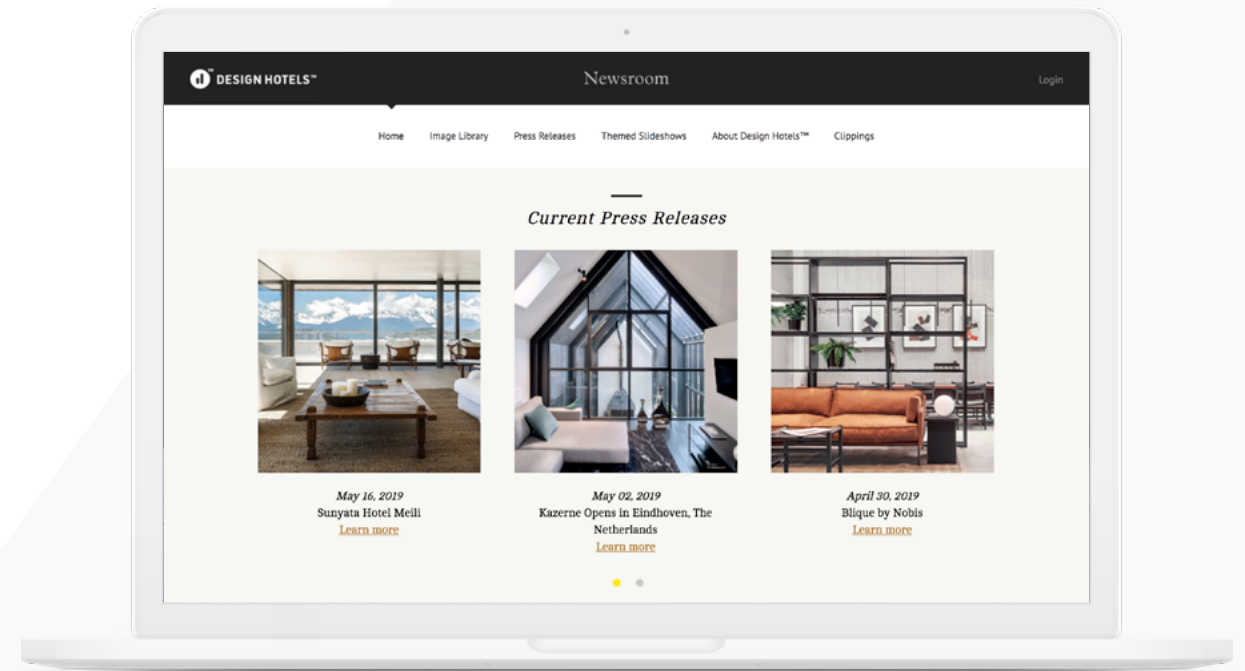
“There’s no hedge fund or insurance company behind the scenes. Our hotels are always owned by real people,” he says. “For every single hotel, we are looking for specific stories and trying to pitch them to various media.”

Being successful not only requires in-depth research about the travel and lifestyle outlets in a local market, but also journalists who might focus on business coverage, food and beverage trends and design, among other areas.

The Solution

Since 2014, Design Hotels has been using technology from Cision that meets the needs of nine other PR professionals who work as part of Simon’s team. This includes Cision Comms Cloud™, which allows the firm to source and customize PR efforts for a variety of influencers.

The company has also worked with Cision to create the “Newsroom” section of its flagship web site, which offers press releases packed with high-end photography showcasing its Originals and their hotels around the world.



The Results

Simon's PR team at Design Hotels evaluates its success based on the quality of coverage it earns, including the reach, reputation and audience of particular outlets. In addition, Cision Comms Cloud has been a key element in areas that include:

» A PLATFORM FOR CULTIVATING VALUED RELATIONSHIPS:

As might be expected, the Originals who work with Design Hotels are often traveling and looking for opportunities to connect with media. Simon's PR team is able to find the right influencers through Cision Comms Cloud to not only pitch stories, but schedule one-on-one meetings that build rapport.

“What we love from Cision is that when it comes to the database, it's a perfect research tool for us,” he says. “We can develop special distribution lists that give us the context about different media to generate the best coverage.”

» A TIERED APPROACH TO MEDIA OUTREACH:

Design Hotels thinks globally but acts locally. In other words, Cision Comms Cloud lets Simon and his team create “VIP” lists of particular journalists who work with high-profile publications to offer specific opportunities, or whom an Original might want to invite to a special event. VIP outlets might also be those that not only work digitally but continue to offer a printed publication.

“The traveling or hospitality experience is a lot about being exposed to fantastic images, and to be honest, I think for really brilliant images, you can only really see

them when they're in print media,” Simon explains. “We also pitch stories that consider larger issues, like why sustainability has become so important in Tanzania and how one of our hotel properties supports that initiative. Those kinds of stories sometimes appear only in print.”

Cision's comprehensive print media offering is a great asset to Design Hotel's outreach efforts.

» ACCELERATED CAMPAIGN PLANNING AND ANALYSIS:

Design Hotels may be working with many different Originals and hotels at any given time, but the PR team has to act in a way that treats each one as a top priority. The right tools make that possible, according to Simon.

“Cision Comms Cloud supports our daily life, to be honest,” he says. “From finding old contacts and seeing the history of what we did with them to researching new contacts, it helps us act much quicker than would be possible otherwise.”

» A ONE-STOP NEWSROOM THAT'S PERFECT FOR MULTIMEDIA:

The hub Design Hotels created with Cision had to be as thought-through and seamless as the properties run by its Originals. Simon credits the Cision team with being collaborative and producing an outstanding result.

“It really helps us to have a 24/7 resource for journalists worldwide—something with an image library, recent releases and contact details,” he says.

Next Steps

Given how Cision Comms Cloud continues to evolve with new feature sets and capabilities, Simon said he will be exploring how the platform could assist with reporting on the way Design Hotels' PR results tie back to the team's key performance indicators. In the meantime, he says the expertise and professionalism of the Cision team has become nearly as valuable as the technology the company offers.

“Cision is always reachable for me or my team, whether it's a challenge, a request, whatever. I don't know if that's true for other companies that offer this kind of technology, . . . It's not only about the return on investment—I feel very happy with the customer support.”

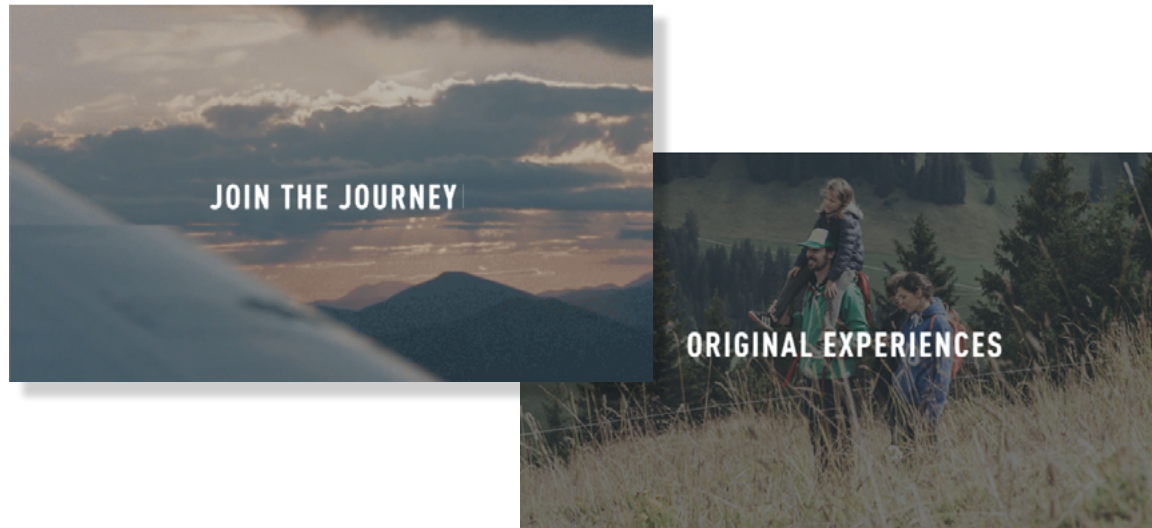
— Kai Simon, Design Hotels Director of Public Relations.

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The Customer

Having grown from 10 member hotels in 1993 to more than 320 today, Design Hotels approach to the travel industry is nearly as unique as the places it offers guests to stay around the globe. The firm works with independent owner-operators—which it refers to as “Originals”—who can execute a specific vision for a hotel experience while enjoying the benefits of shared services such as reservations technology, sales, digital marketing and public relations.



ABOUT CISION

Cision Ltd. (NYSE: CISN) is a leading global provider of earned media software and services to public relations and marketing communications professionals. Cision’s software allows users to identify key influencers, craft and distribute strategic content, and measure meaningful impact. Cision has over 4,000 employees with offices in 22 countries throughout the Americas, EMEA, and APAC. For more information about its award-winning products and services, including the Cision Communications Cloud®, visit www.cision.com and follow Cision on [@Cision](https://twitter.com/Cision).

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