



hmma 2023

hotel marketing awards

Award Winners Showcase



Best Partnership Marketing - Sponsored by WedPro by Wedding Dates

Winner: Hart Shoreditch Hotel, London - The Art of Nature, in partnership with Atelier Roc

Judges Comments

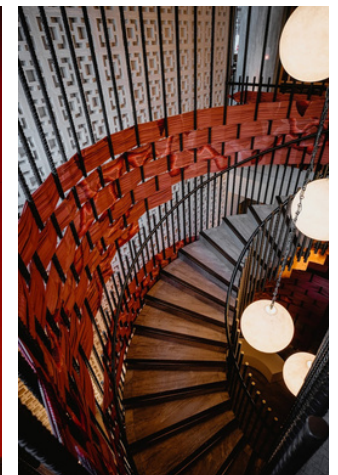
- This entry ticks all the judging criteria and is everything you could expect from Partnership Marketing. It is more than just a partnership promotion, it envelops the DNA of the hotel. However, judges did comment that they would like to have seen more tangible results.
- Brilliant story-telling, from an exceptional entry that is more than just a campaign.
- With the current trend of embracing holistic experiences, this hotel goes one step further, embracing holistic commerce as well.
- The campaign is a huge win for the customer too, delivering a new level of sensory delight.

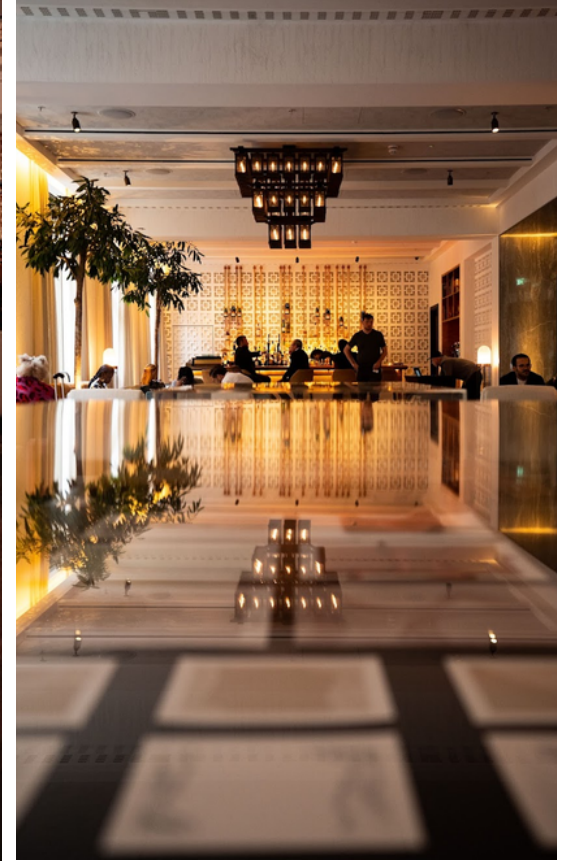
Sponsor Comments

- As an award sponsor, we were honoured to support the Hotel Marketing Association Awards, particularly the Best Partnership Marketing category. At WedPro by WeddingDates, we hold partnerships in high regard and have a keen interest in the dynamic world of marketing. The winning entry, 'Hart Shoreditch Hotel - The Art of Nature,' in partnership with Atelier Roc, exemplified innovation, creativity, and a deep understanding of their audience. We believe that fostering such partnerships is essential for the growth and success of the hospitality sector. Congratulations to the deserving winners for setting an exceptional standard in our continually evolving industry!

Entry Showcase

Atelier Roc showcased a series of artworks and installations titled The Art of Nature to show at the hotel. The art exhibition showcased the first limited batch of Jacquard throws as well as take viewers on an artistic journey of the design and fabrication process. The Art of Nature exhibition was aimed to bring a new perspective to fabric design looking at biomorphic and geometric forms found in nature. As a result, the campaign achieved the highest ADR and RevPar over the week and press coverage was generated across a range of UK media publications. The hotel received fantastic exposure across social media and mainstream media outlets, raising its profile in the UK.





Best Food & Beverage Marketing - Sponsored by Keystep Solutions

Winner: The Landmark London - Great Central Pub by Matt Fletcher

Judges Comments

- The winner was a good all-round campaign with an excellent execution and impressive results. This was a toughly contested category but the judges particularly liked that the winning entry involved the in-house team, emphasised local produce, cared about social responsibility and had a very well thought out detailed strategy.
- In summary: In a very short time frame of 4 months, and using a multi-channel strategy approach ranging from digital and social to PR and partnerships, they successfully managed to reposition their restaurant, creating a more diverse offering and very significantly increasing their revenue.

Entry Showcase



New Launch Offer

Enjoy a complimentary drink on us

VALID UNTIL:

Come join us and experience delicious takes on British classics



PUB CLASSICS

MATT'S SIGNATURE SANDWICHES	
RARE SEARED STEAK SANDWICH ON TIGER BREAD Hot Ancho Reyes, Onion Jam, Tomato & Watermelon Salad	13
'POSH' FISH FINGER BUTTY Lemon Sole, Goujons, Lettuce, Avocado, Pickles & Dill	12
FLOURISHMAN'S LUNCH Scotch Egg, Cheddar, Onion, Pickles, Salad & Warm Bread (v)	14
THE GINGERBREAD FANJOLIS STEAK & ALE PIE Beef, Potatoes	15
PANZANELLA SALAD Sourdough, Tomatoes, Basil, Olives & Anchovies (v)	12
With Grilled Chicken Breast	15
With Burrata	15
BEER BATTERED BRITISH MARKET FISH Hand Cut Chips, Jalapeno Tartare Sauce	16
PAN ROASTED CHICKEN BREAST Creamed Saucy Cabbage, Carrots, Bacon & Mushroom Sauce	15
BANGERS N' MASH PORK LUTERBURGERS, Sauages, Mash & Onion Gravy	15
CHAR-GRILLED ANDUS BEEF BURGERS Smoked Bacon, BBQ Ketchup & Hand Cut Chips	16
SPICY SWEET CHERRY TOMATO SPAGHETTI Basil, Olives & Parmesan (v)	15
SWEET POTATO MASALA CURRY Chicken, Aubergine, Spinach & Toasted Nettle Rice (vg)	14

SIDES

HAND CUT CHIPS, ROSEMARY SALT	3
BUTTERED TENDERSTEN BROCCOLI	4
CHARD, HOCKET & SPINACH SALAD, HOUSE DRESSING	4

DESSERTS

STON PRESS	6
CHOCOLATE HUT SUNDAY	6
LEMON BRÛLÉE TART	6
BRITISH CHEESE BOARD GRIFFITHS & GURRI	8



GREAT CENTRAL PUB BY MATT FLETCHER

Welcome to Great Central Pub by Matt Fletcher, a new British gastro pub in the heart of Marylebone.

Serving old pub classics with a modern twist to a warming audience, Chef Patron Matt Fletcher takes seasonal ingredients on a culinary journey, turning fresh produce from our local suppliers into luxury signature British dishes.

BOOK NOW

Big Hospitality (MUU: 244,000)

Great Central Pub by Matt Fletcher to open at The Landmark London

Hotel
By BigHospitality



RELATED TAGS: Matt Fletcher, Landmark London, Hotel, Gastro pub, Restaurant

Chef Matt Fletcher is to head up a new gastropub concept at The Landmark London hotel.



He has been appointed chef de cuisine at the Great Central Pub by Matt Fletcher, which will open on 28 November on the site that was previously Great Central Bar and Restaurant.

Great Central Pub will be a new more relaxed concept for the five-star hotel with a food offer that will focus on "comforting pub classics with a modern twist". Menu items will include snacks such as scotch egg with piccalilli and sticky honey mustard pork belly bites, with larger dishes on offer to include rare seared steak sandwich on tiger bread with hot horseradish, onion jam and watercress; and a "posh" fish finger burrito, made with lemon sole goujons, lettuce, aioli, pickles and dill; bangers 'n' mash; beer battered fish and chips; and steak and ale pie. The drinks menu will list locally sourced London beers and ales such as Beavertown, Mad Squirrel and Chiltern Brewery alongside a "considered" global wine list.

Fletcher previously worked at the hotel for over three years between 2009 and 2011 in roles including senior sous chef and executive sous chef. He returned in January this year as back of house manager having moved from Sydney, Australia, where he was executive chef at The Fresh Collective.

"I am thrilled to be back at The Landmark London," says Fletcher. "Some five-star hotels and high-end places can often make people feel unwelcome and out of place. I want my pub to feel welcoming and not stuffy; an affordable place where you can relax with family, friends, a partner or even alone. Whether it's a little something from the snack menu, an à la carte signature or a daily special, each is made with love and seasonal, quality ingredients. Not fussy, not complicated, just full of flavour."

Luxury London (Circulation: 276,000)



Meet the chef: Matt Fletcher of the Great Central Pub at The Landmark London

28 NOV 2022 | 10:00 AM GMT
MEET THE MAN BEHIND THE LUXURY HOTEL'S NEW RESTAURANT CONCEPT

When you think of the in-house restaurant of a luxury hotel, you probably don't picture a pub. A Michelin-star restaurant? Yes. A dining room headed by a critically-acclaimed chef? Of course. But a British gastropub? Perhaps not.

On a mission to redefine gastropub standards, The Landmark opened the Great Central Pub by Matt Fletcher late last year to offer a "relaxed venue to complete the dining experience". It's a world away from the hotel's other culinary offerings, which include modern European dining in the Winter Garden Restaurant and the sophisticated High Pines afternoon tea. But it works.

Headed by celebrated international chef Matt Fletcher, who was first in the Landmark's kitchen from 2009-2011 as senior sous chef, this new concept is a first for the five-star Great Central hotel in Maylebone — and one that is

Hello! Online (MUU: 1,464,705)

Enjoy pub classics with a modern twist at Great Central Pub at The Landmark London

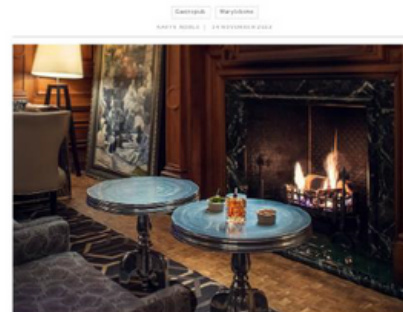


Five-star Grande Dame hotel, The Landmark London in Maylebone, has launched a new gastropub within the hotel. The relaxed establishment offers modern twists on pub classics, from Scotch Eggs to Fish and Chips - this really is comfort food at its best. We'd recommend the Steak and Ale Pie and pan roasted chicken breast, complete with the most incredible sauce. Just be sure to save room for the Leonor Brûlée (art)! With a calm and easy-going atmosphere, the Great Central Pub is the perfect place to unwind.

To find out more, visit [here](#)

Hot Dinners (MUU: 33,764)

There's a new gastropub at The Landmark London hotel



Maylebone is getting a new gastropub within one of its historic hotels, with the news that The Landmark London is opening the Great Central Pub by Matt Fletcher.

While you'll find comforting pub classics here and locally sourced beers and bar snacks, there's one mistake you'll normally see in a gastropub in somewhat more posh surroundings than you'd normally see.

The space was previously known as Great Central Bar & Restaurant, and a more corporate feel has been reached for softer furnishings and modern art, with the hope of creating a laid-back suburban's more conducive to female chat on the sofa or evening friends at high tables to watch live sport on screen to live music. It'll also retain much of the 5-star hotel's original oak panelling design.

The pub's opening is a triumphant return for chef Matt Fletcher who previously worked at The Landmark as Executive Sous Chef in 2013 before relocating to Sydney for stints as Head Chef at B&B, Bondi and Executive Head Chef at Indigo Double Bay, among other outlets in his eight-year stint.

Foodies at the Great Central Pub there are those usual buzzwords: "local" and "seasonal", with an emphasis on hearty British pub food to soothe the spirits as we sink into winter, including the likes of:

- Steak and ale pie
- Rare seared steak sandwich on tiger bread with hot horseradish, onion jam and watercress
- Scotch egg with piccalilli
- Sticky honey mustard pork belly bites
- "Posh" fish finger burrito with lemon sole goujons, lettuce, aioli, pickles and dill

On the drinks side, expect London beers and ales (Beavertown, Mad Squirrel, Chiltern Brewery) with guest lists from new breweries. There'll be a global wine list, as well as cocktails, mocktails and coffee. The basement level gastropub handily has its own private entrance on Great Central Street that's separate from the rest of the hotel.

The Guardian Online (MUU: 109,533)

"When preparing sturdier green vegetables, such as green beans or asparagus, they are ordinarily very dry. I soak them in cold water for at least one hour before cooking in boiling, heavily salted water. Once al dente, I drop them into iced water. The whole process really brings out the colour and ensures a lush, green, crisp vegetable - ideal for adding to salads." **Matt Fletcher, chef de cuisine at Great Central Pub by Matt Fletcher at the Landmark London Hotel**

The Independent Online (MUU: 8,430,000)

Great Central Pub, Maylebone



(Landmark London)

The Landmark London launched its new gastropub venture, Great Central Pub by Matt Fletcher, at the end of November and it's well-prepped as a venue to watch the World Cup games. A more relaxed eatery within the five-star hotel, Great Central Pub offers comforting old pub classics with a contemporary twist, accompanied by local beers and wines.

Serving up hearty British pub food, Matt Fletcher uses seasonal ingredients in dishes such as scotch eggs with piccalilli and sticky honey mustard pork belly bites as well as more substantial meals including a classic steak and ale pie and steak sandwich on tiger bread.

landmarklondon.co.uk


Best Meeting & Events Marketing - Sponsored by BVA-BDRC

Winner: Titchwell Manor Hotel - Exclusive Use Weddings

Judges Comments

- The winning entry had well laid-out, clever objectives, backed up by a clear strategy and an execution that was clearly liked by their target audience. They made impressive use of a relatively limited budget, through having a good understanding of their market and their USP's. The campaign was well put together and produced impressive results.

Entry Showcase



EXCLUSIVE WEDDING VENUE

At Titchwell Manor, everyone is welcome. Respect and equality are important to us and each wedding is beautiful and unique. Thanks to our location, we can offer countryside and coastal settings for every couple, whether you're looking to create something small and intimate or wish to amaze guests with something exclusive and extravagant.

Our hotel and garden are fully licensed for religious, same-sex or humanist weddings, as well as civil partnerships, wedding vow renewals, or your own rituals. We specialise in planning and hosting unique celebrations and it is our absolute privilege in doing so. We are one of the few places that offer an exclusive use wedding venue with accommodation so why not treat yourself and your guests to our [4-star luxury accommodation](#) on your special day?

Titchwell Manor Hotel is surrounded by farmland and soft marshes, dunes and wide-open beaches, our venue provides a breathtaking landscape for stunning memories to be captured.



Best Website - Sponsored by Clockwork Marketing

Winner: The Elms Hotel & Spa, Worcestershire

Judges Comments

- Following its extensive refurbishment this hotel tasked their agency with creating a new website that would act as a fitting extension of the new brand. Designed to target the local and staycation markets – and especially those with an interest in wellness and luxury travel – the resulting website not only was strong aesthetically, with its strong themes of nature and especially botanicals, but was also conversion-led, assisting with the hotel's goal of driving direct traffic to the booking engine.
- Launched in June last year, the new website has delivered impressive results in its first 9 months, including a significant increase in online room sales and a massive growth in direct, rather than OTA bookings.
- The judges said that they loved the eccentricity of the website design, the ability to maximise e-commerce through booking of rooms, spa, dining and even retail all on the one booking platform, and many different guest experiences whilst on the site, including on-screen “from” pricing for the different room types and the transparency of the hotel's calendar approach to pricing per day.

Sponsor Comments

- Along with staff and property, we know that a website is one of the most important assets for a hotel, it is most often the first touch point a customer has with a brand and that's why impact matters. By sponsoring the Best Website Award, we're celebrating the success of standout hotel websites that captures the imagination of online guests and leads the to make a direct purchase.
- The winner of this year's award showcased key messaging to highlight their brand identity whilst engaging the customer along the user journey which has resulted in increased website traffic, and no doubt more direct bookings. Well done to everyone at Elms Hotel and Spa on your achievement!

Book through our website and we'll guarantee the best price, exclusive discounts, and complimentary breakfast.

THE ELMS

Stay Dining Spa & wellness About What's On Offers Vouchers

BOOK

WELCOME TO THE ELMS HOTEL & SPA IN WORCESTERSHIRE A BOUTIQUE MANOR ESCAPE LIKE NO OTHER

Q What would you like to book?

Check-in
Add date

Check-out
Add date

Guests
2 guests

Q Search

ALL DINING ROOMS SPA



Book through our website and we'll guarantee the best price, exclusive discounts, and complimentary breakfast.

THE ELMS

Stay Dining Spa & wellness About What's On Offers Vouchers

BOOK

Dining

Badgers

Afternoon tea

Private dining



Book through our website and we'll guarantee the best price, exclusive discounts, and complimentary breakfast.

TAKE A CLOSER

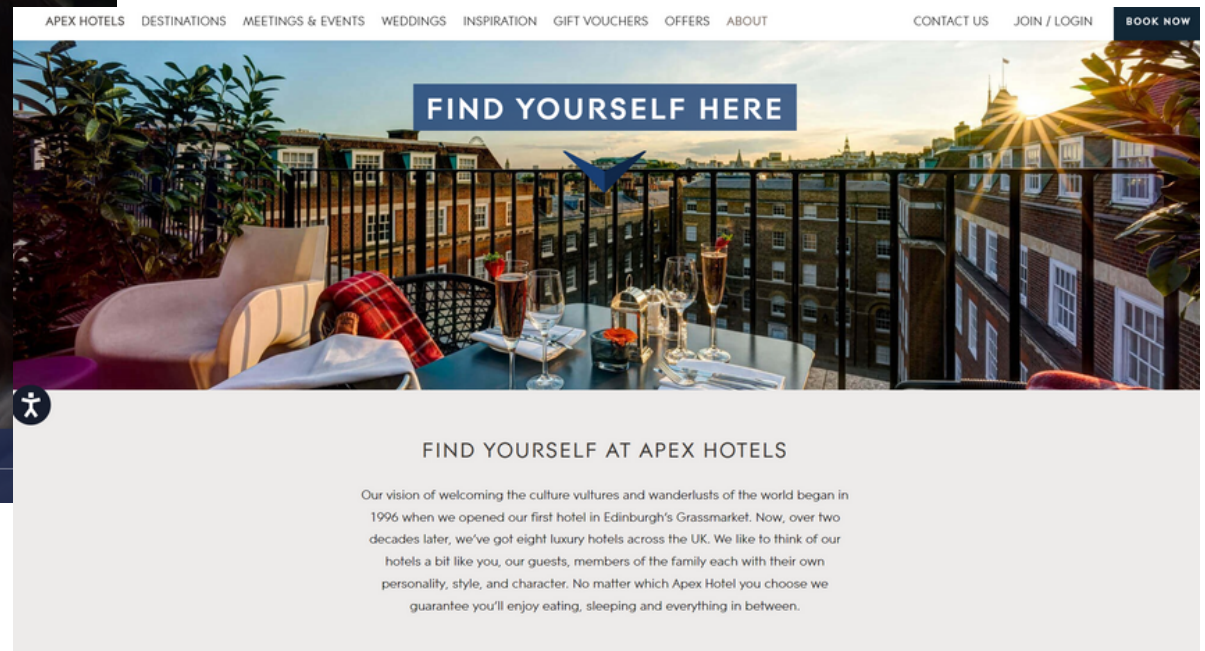
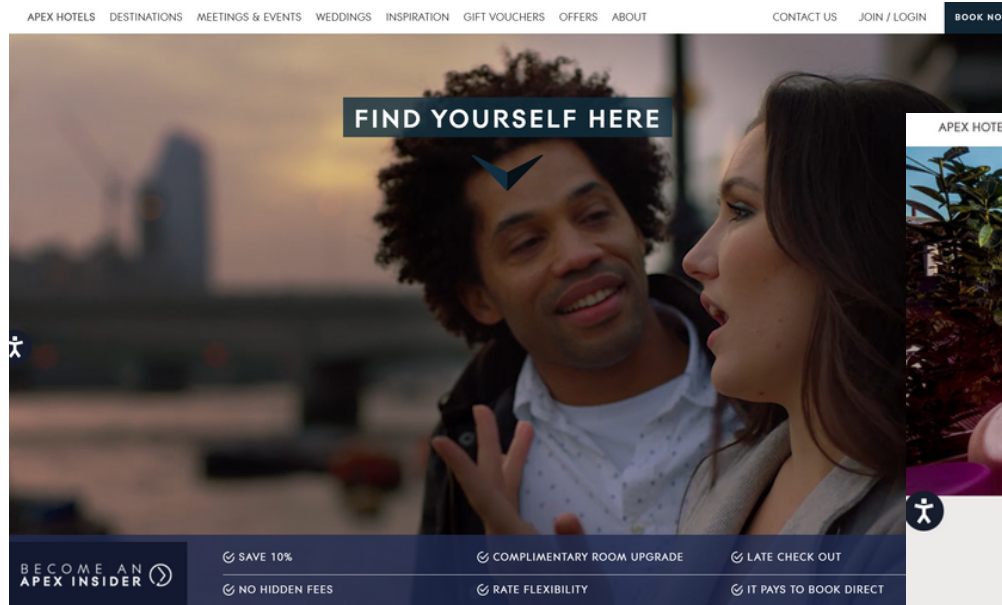
Best Leisure Marketing - Sponsored by Net Affinity

Winner: Apex Hotels - Find Yourself Here

Judges Comments

- The winning entry had ambitious objectives, a comprehensive strategy and outcomes, with a well-executed, multi-channel approach. The campaign showed strong evidence of business growth, with clear results against specified metrics, including significant growth in direct web bookings. The judges applauded the campaign name, the way the story was told and the fact that the campaign was developed and implemented by a relatively small and young in-house Marketing team.

Entry Showcase





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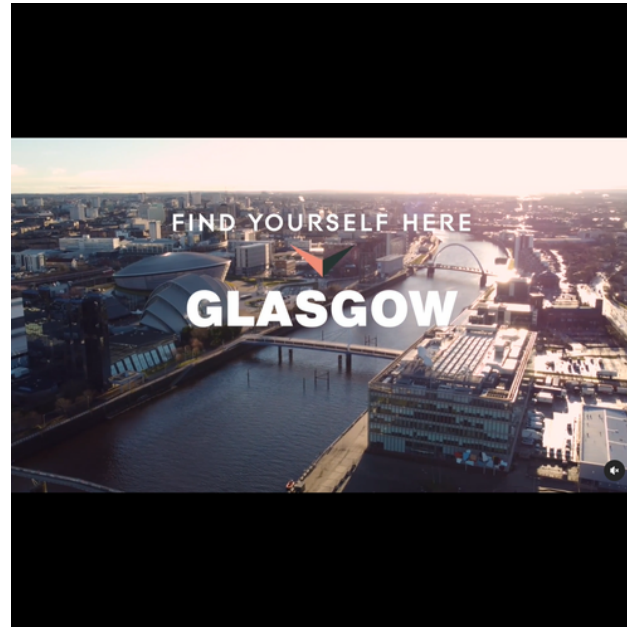
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Find yourself right in the heart of the action at Apex City of Glasgow Hotel which is representative of what surrounds it - style, character, and uniqueness. Discover our chic suites and stylish rooms and grab a quick bite in the Bath Street Bar and Kitchen, our hotel eatery, before you dash off for a day of adventure.

You'll find quirky cafes and eateries on all corners, from the East End, West End, city centre and beyond! Plus, with some award-winning restaurants and bars within reach, it's only fair you treat your taste buds too. Or, if city shopping is on the top of your to-do list, spend your time getting lost in the grandeur of the greatest department stores and shop-lined streets in town! 📍

Whether you love to shop, explore, wine, dine, watch or experience, find a friend in us and let us be part of your journey in Glasgow.

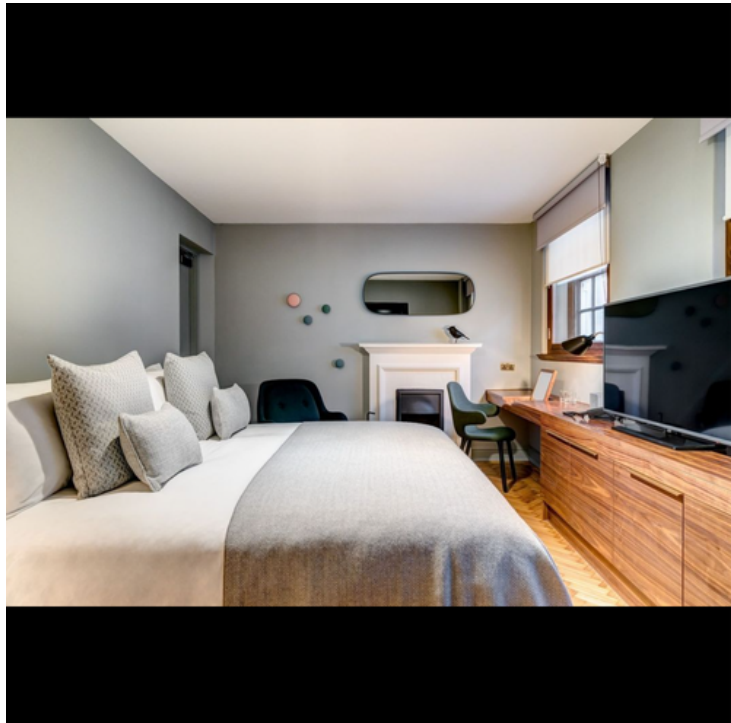
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8 w

corynncaci Your staff in Edinburgh were absolutely amazing to us during our honeymoon this week! We had a pretty rough time with another hotel and found you all shortly after. We were showered with treats and provided with an amazing room. Thank you so much! We will never forget your team and the world class stay that we have enjoyed. ❤️

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Best Social Media Campaign - Sponsored by PicPR

Winner: Carden Park Hotel & Spa - TikTok Romantic Breaks

Judges Comments

- There were some very impressive entries in this category prompting lengthy discussions between the judges. But, they expressed concerns about the disconnect both between objectives and results and between objectives and the judging criteria in many entries. Entrants, even including the winning entry would do well to revisit SMART objectives, they said!
- However, the winning entry had developed clear aims, a well-developed strategy and built upon their on-going success in this little-used channel, in the hotel industry. The campaign demonstrated the huge potential impact of social media, when cleverly structured and targeted at very specific markets. They also maintained focus on driving that traffic to their own website and ultimately to bookings.

Sponsor Comments

- Social media is a fundamental piece of the marketing mix and one with perhaps the most potential to reach huge audiences. We're delighted to sponsor the category in the HMA awards as we're such firm believers in the value it brings to brands and marketers alike. The winner in the category for 2023, Carden Park Hotel & Spa, set a tremendous example as to how hotels and other hospitality venues can embrace comparatively new platforms such as TikTok to maximise their marketing efforts and become trendsetters in their field. Carden Park's TikTok engagement is phenomenal and the venue has firmly established itself as one of the UK's most prominent venues on the app, proving an inspiration to others as to what's achievable.

Entry Showcase

Through our research and past success, we found that TikTok users resonate more with authentic content instead of using highly produced videos taken by professional videographers. All of the video content used for the campaign has been taken with a smartphone with occasional photos also included in select videos.

In order to proceed with this campaign, we set up a selection of standout shots that would hold the user's attention. The shots set up consisted of romantic scenes with petals, roses and balloons in our bedrooms and valentine's balloons in the spa. We already had a variety of videos of our beautiful spa, outdoor activities (such as the zip line and aerial ropes course), golf and dining. We also continually take more photos and videos throughout the year so we're never short of content.

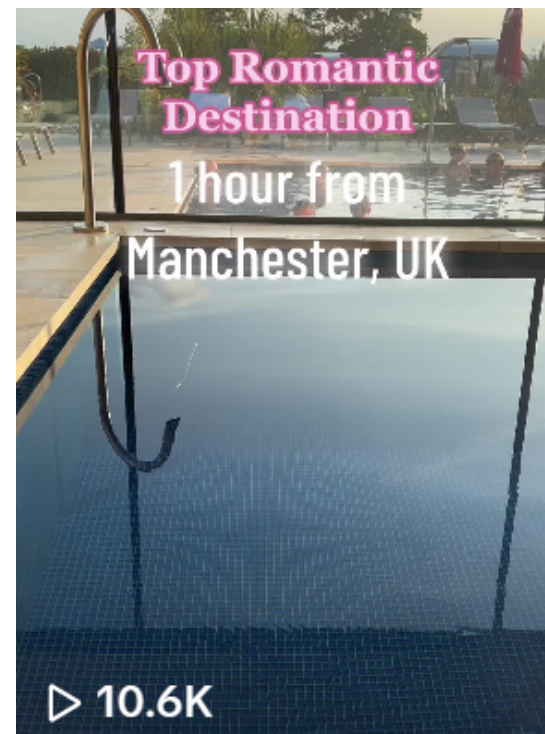
Our spa is what we are most known for and clips of the spa always stand out, stopping users from scrolling. Past videos where we've had amazing success have started with a stand-out spa clip and this would remain the case for the campaign.

We would begin with TikToks focusing on the UK as a whole before targeting specific locations, beginning with Manchester. Manchester has worked very well for us in the past with videos going viral so we knew it was highly likely it would work well again for us.

Location specific TikToks were carefully planned out with the city name included in the opening of the video, the caption and hashtags. All three of these are key to TikTok identifying our target audience and pushing the content to users in that area.

Each video was carefully planned out from researching the best music to use that would likely cause the video to go viral and the correct time to post, to the correct hashtags and keywords in the video and caption to use. As TikTok is unlike any other social media platform, we made researching and understanding how TikTok works a priority.

In our research, we found that if a past video suddenly grows weeks or months later, we would need to react and recreate that video in order to gain another viral video. This knowledge helped us to gauge when to resume the campaign again throughout the year.



Agency Young Marketer of the Year - Sponsored by HBD Partners

Winner: Amy Gillin, PicPR

Judges Comments

- The winner showed an understanding of SMART objectives, provided a well clear strategy and results. They showed they had been integral to the campaigns provided and had an understanding of the industry. Clearly appreciated by their clients, the judges particularly noted the candidate had a long term approach to the client relationship not just tactical solutions.

Sponsor Comments

- HBD Partners are committed to recognising and nurturing emerging talent within the hospitality sector. By supporting the Young Agency Marketer of the Year Award at the HMA's we aim to encourage innovation, creativity, and excellence in hospitality marketing, fostering a dynamic industry where young professionals can thrive and contribute to the continued success of our exciting sector.
- We felt that Amy exemplified what this emerging talent looks like. She demonstrates accomplished stakeholder management skills with high levels of communication, which enables her to build a clear picture of the businesses she is working with and what they are trying to achieve, as well as gaining her client's trust. There was clear evidence of just how engaged Amy is in the hospitality industry and the desire to promote its success. We are excited to watch her career flourish in the future.

Entry Showcase

So here it is, **Balmer's Little Black Book of Offers**. Okay. It's not quite a book, more of a PDF, really. But we just couldn't pass on such poetic alliteration, so we're going with it.



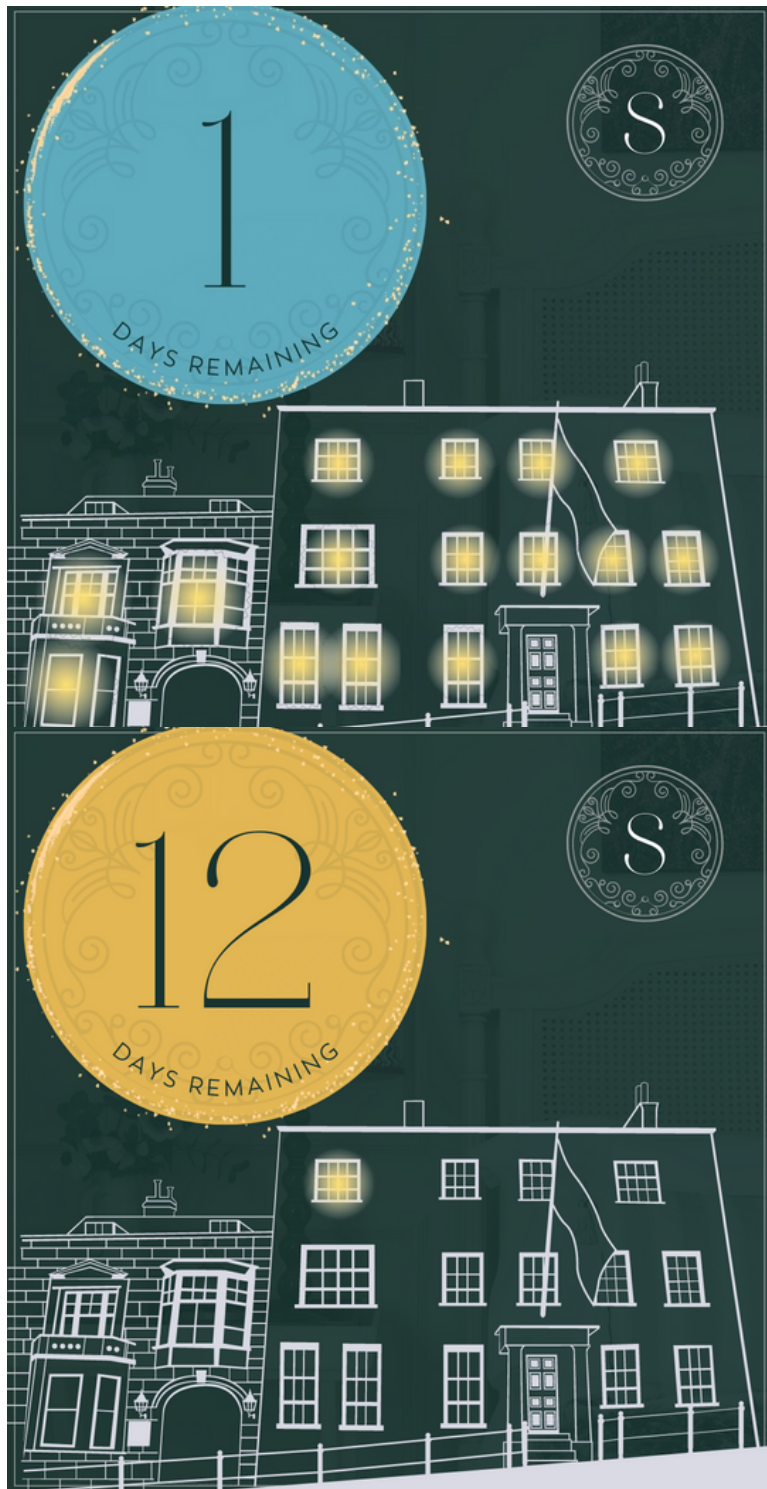
1. Download your exclusive 'book' by clicking the button below.
2. Show us the offer you would like to redeem on your phone (or bring back a bit of nostalgia and do it the old school way... print it out!)
3. Enjoy the Balmer Lawn Hotel we all know and love with your new and exclusive offers.

And that's it.

All offers and deals must be used by March 31st, 2023. For full terms and conditions, [click this link](#) or visit our website for more information.

Download Here

3,449 (78.8%)



Young Marketer of the Year - Sponsored by For-Sight

Winner: Kate Brammer, Marriott International

Judges Comments

- This candidate showed clear results, the use of marketing channels, data driven marketing and evidence of innovative thinking. Judges also felt that their passion for the industry came over in their entry and was dedicated to their role. They were impressed with their personal development, evidencing that they were using this new learning not only to improve their own results but to teach others across their team and wider stakeholders. Judges' comments included that this candidate was 'impressive on every level' and asked the question if they had time to sleep?

Entry Showcase

Evidence of Candidate's Commitment to Marketing
<p>My commitment to marketing is demonstrated not only through my achievements within my role as Hotel Account Manager, in the UKI & Nordics team, but through my dedication to continuous professional development outside of my day-to-day job scope. I successfully graduated from my post-grad Chartered Institute of Marketing qualification and was awarded designatory letters after my name, to signify my achievement within the marketing industry.</p> <p>By becoming an Associate of the Chartered Institute of Marketing, this has enabled me to participate in a further 2 years of continuous professional development to qualify to undertake the Chartered Marketer examination to gain Chartered Marketer status.</p> <p>This is the highest level of commitment to the industry that is maintained by consistent self-directed study, practical learning and development to stay at the forefront of the digital industry and ensure that I am contributing my professional and educational knowledge and skillset to my hotels to drive their digital goals.</p>

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