

The hma 2026

Hotel Marketing Awards

Awards Showcase



FOR-SIGHT



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The Newman: Fitzrovia First – The Newman Website

Entry Showcase

To launch The Newman - a new 81-room luxury boutique hotel in London's Fitzrovia - Kinsfolk & Company flipped the traditional hospitality marketing script. Instead of leading with property features, they built a story-driven digital platform that positioned Fitzrovia itself as a cultural destination.

Launching well before the hotel opened, the website celebrated local residents, independent businesses and the neighbourhood's rich heritage. This community-first approach generated incredible pre-opening excitement, drawing an increase in monthly visitors and loyal subscribers.

Today, the website drives almost a quarter of all bookings at the highest ADR, seamlessly blending commercial success with authentic community integration.

Judge's Comments

- The website has enjoyed commercial success, leading to high levels of direct bookings, e-mail subscribers, and hitting or surpassing other kpi's, and the judges felt that the hotel's community-first approach, together with this commercial success, demonstrated best practice for a new hotel opening in the highly competitive London marketplace.
- The website not only has all the bells and whistles that you expect of a great hotel website, with excellent content and smooth technology driving it, but adds an invaluable level of brand personality to the product and user experience.
- Acting as both a commercially-driven hotel website and a fantastic curated neighbourhood guide, the website offers a superb local spotlight on the food, drink, cultural and wellness scene of its locality.

The Newman

FITZROVIA, LONDON



The Newman hotel is your new old friend. It welcomes you in no uncertain terms. It looks after you as though you were its own. It lives and breathes what it is to be full of love for London.

OUR STORY



- STAY
- BRASSERIE
- BAR
- WELLNESS
- OFFERS

MAKE A BOOKING



Inspired by Fitzrovia

Every corner of The Newman carries the vibrant essence of Fitzrovia, inspired by the area's creative legacy. The hotel's design pays homage to iconic figures like Nancy Cunard, the bohemian queen whose bold bangles and playful polka dots subtly weave through the space. The bathroom sinks are inspired by Shropshire House, while the tiling takes cues from the nearby Gem Langham Court Hotel.

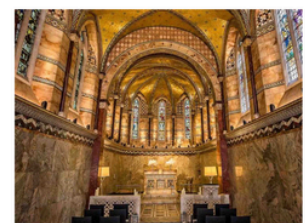
A seamless blend of old and new, The Newman is thoughtfully connected to its neighbourhood, reflecting the rich history and dynamic community around it.



MAKE A BOOKING

FITZROVIA FAVOURITES

Explore the best of Fitzrovia and its surroundings, all just a short stroll away.



4 MINUTE WALK
Fitzrovia Chapel
2 Pearson Square, London W1T 3HF

What began as a hospital in the 1740s, the historic Middlesex Infirmary evolved to become one of London's favourite hidden treasures. Fitzrovia Chapel is a stunning Grade II-listed building with a beautifully ornate Byzantine interior.



4 MINUTE WALK
The Cartoon Museum
63 Wells St, London, W1A 3AE

The Cartoon Museum is dedicated to preserving the best of British cartoons, caricatures, comics and animation. The museum houses a collection of over 6,000 original cartoons and comics, and a library of over 8,000 comics and books, documenting the history of British comics from the 18th century to the present day.



9 MINUTE WALK
Fitzroy Square Gardens
21 Fitzroy Square, London W1T 6EP

A peaceful garden square in the heart of Fitzrovia, Fitzroy Square Gardens offers a quiet retreat for meditation, reading, or simply enjoying the outdoors.



The Grove, Hawksmoor in the Woods

Entry Showcase

Aiming to create a standout summer dining experience, expand audience reach and drive overnight bookings, The Grove orchestrated a masterclass in strategic brand partnership to bring "Hawksmoor in the Woods" to life.

After securing the partnership, cross-departmental teams worked in lockstep to build the unique outdoor offering. The marketing push was a deeply integrated, joint effort spanning PR, collaborative social media, highly targeted email campaigns to Hawksmoor's strong database, and a strategic data-capture competition that generated a huge amount of combined entries. This highly aligned approach exceeded all KPIs: the pop-up dates entirely sold out, securing a high number of premium overnight package bookings.

The partnership significantly boosted brand awareness and strengthened The Grove's positioning, gaining new email subscribers and Instagram followers. Empowered by detailed analytics and an overwhelmingly positive post-campaign debrief, both brands have established a proven blueprint for future high-impact collaborations.

Judge's Comments

- This is textbook partnership marketing, but which embraced a totally unique partnership and experience, which the judges felt was particularly special as an F&B promotion.
- They 100% considered their target demographic and then used an innovative approach to secure the partnership. They used this F&B promotion as an opportunity to also upsell bedrooms and significantly exceeded their target revenue.
- The promotion was in no small part successful because of collaboration across the entire hotel team.
- This particular hotel seeks out partnerships on an ongoing basis, and goes above and beyond with their ability to think outside of the box, with the potential partners that they identify and approach. They achieved amazing brand exposure from the partnership and both brands achieved significant tangible benefits. The execution was fully integrated across all Marketing channels. The judges are hoping that they will do it again, so they can book a table!



Social Media Campaign of the Year - Sponsored by GuestRevu



Barons Eden – The Perfect Blackout

Entry Showcase

In a hospitality sector dominated by transactional, price-led Black Friday discounts, Hoar Cross Hall and Eden Hall disrupted the market with "The Perfect Blackout." Realising their audience craved relief from modern overwhelm rather than just "more for less," the in-house marketing team repositioned the high-pressure retail event as an emotional reset.

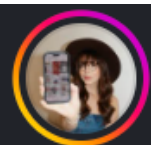
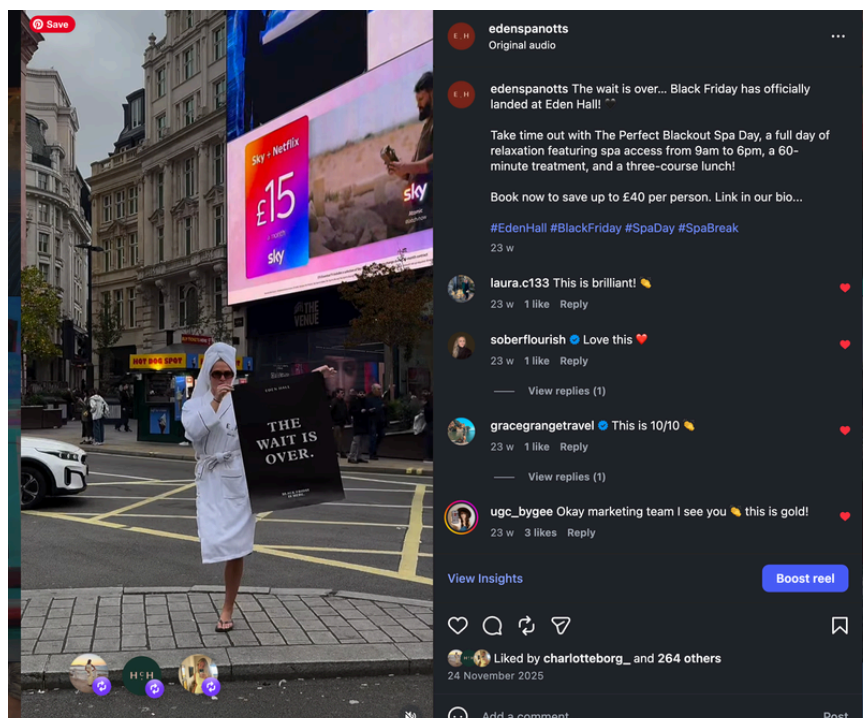
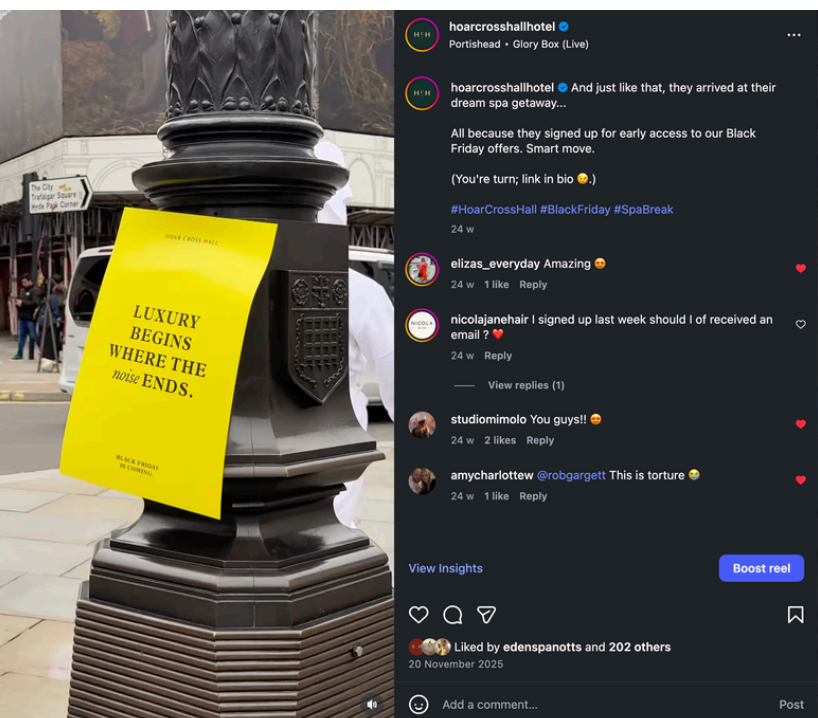
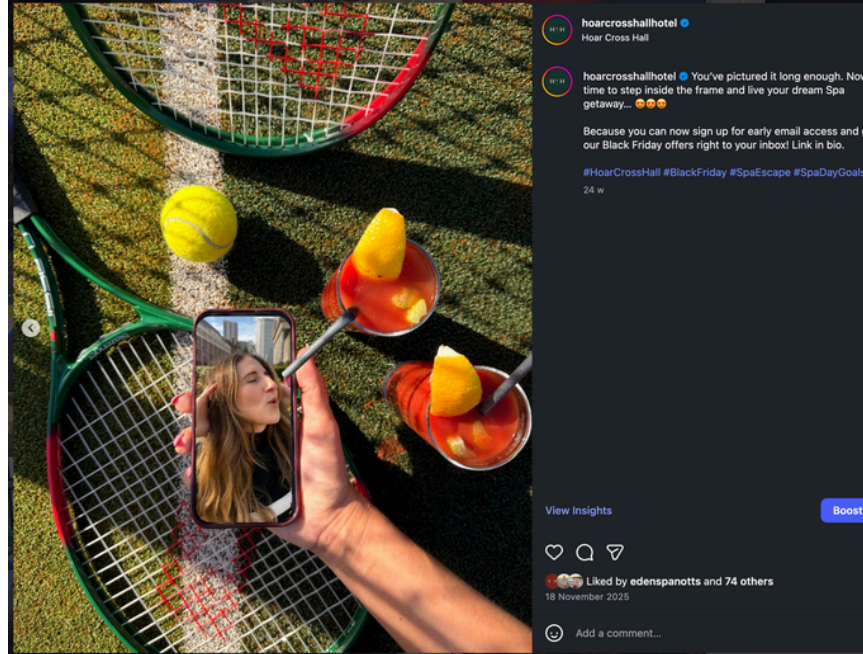
Instead of slashing prices and diluting brand equity, they partnered with Grown Alchemist to launch an exclusive, limited-edition spa experience. Built entirely in-house, the creative utilised cinematic glitch transitions and shadow-led videography to contrast fast-paced city chaos with the stillness of the spas.

Supported by a highly targeted, full-funnel digital strategy featuring dynamic retargeting and cross-brand collaboration, the culturally relevant campaign cut through the seasonal noise.

The results were impressive with Instagram and Tik Tok engagement surpassing expectations, successfully elevating both brands during the most competitive retail period of the year.

Judge's Comments

- This campaign showed a clear return on spend. Its theme was a very clever and creative play on Black Friday.
- The judges complimented the juxtaposition of chaos and calm, during the chaotic, competitive Black Friday period online. The hotel used calm as a breakpoint in the chaos. Using calm as a differentiator was considered brave, disruptive and unique.
- They were very impressed that this campaign was developed and executed in-house. It demonstrated authenticity and presented a very lovely creative, incorporating a captivating story. It truly embraced the world of social across many layers and multiple platforms.
- The campaign attacked all customer touchpoints, showed a breadth of social approach and consistency with the website.



ugc_bygee Okay marketing team I see you 🙌 this is gold!

23 w 3 likes Reply



Corinthia Hotels: Every visit, it's own story

Entry Showcase

In a luxury hospitality space where true digital personalisation at scale is rarely achieved without compromising brand standards, Corinthia Hotels partnered with MSQ DX to revolutionise their content strategy.

Together they deployed an innovative seven-agent AI ecosystem designed to mirror the collaborative rigour of a luxury creative agency.

This autonomous workflow - comprising Strategy, Briefing, Copywriter, Quality Control, Copy Editor, Analysis and Orchestration agents - intelligently mapped five distinct guest personas across a 14-stage lifecycle. By combining a 6,384-point signal mapping matrix with adversarial quality control processes, the system flawlessly adapted source content to embed Corinthia's cultivated, quirky and curious brand differentiators.

The results were exceptional: The campaign overachieved and the bespoke AI ecosystem transformed the digital guest journey into a highly intuitive, tailored experience with absolutely zero brand violations.

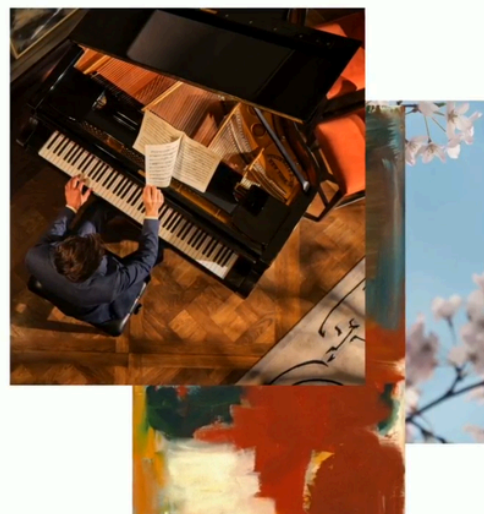
Judge's Comments

- Corinthia solved a fundamental problem i.e. the production of great content at scale, across continents, cleverly coupled with the ability to swap the content, based on the different personas they identified and even using unique tones of voice.
- They built their own agents: 7 different ones in fact!
- Very innovative and ahead of the curve!
- They went so far beyond just using a language model to write copy.
- They activated AI to solve a problem, pushing boundaries and truly being ahead of the curve. They embraced AI to a very high level.
- The judges commended that although there was a lack of commercial results, at this early stage, the judges felt that now everything has been built, it will inevitably evolve and improve and have a large, positive commercial impact.
- They are so far ahead of the curve in an industry that is usually slow to adopt new technologies.



CORINTHIA

HOTELS



Luxury *in London*

Just steps from the Thames, Corinthia London pulses with the city's vibrant spirit. Behind our grand façade, discover a world where refined comfort meets inventive energy. From elegant rooms and distinctive penthouses to sparkling cocktail bars like Velvet, celebrated dining at Kerridge's, and one of London's largest hotel spas, every detail is artfully crafted to inspire and delight. Experience a truly spirited stay, where magical moments await. It's the perfect setting to celebrate London's

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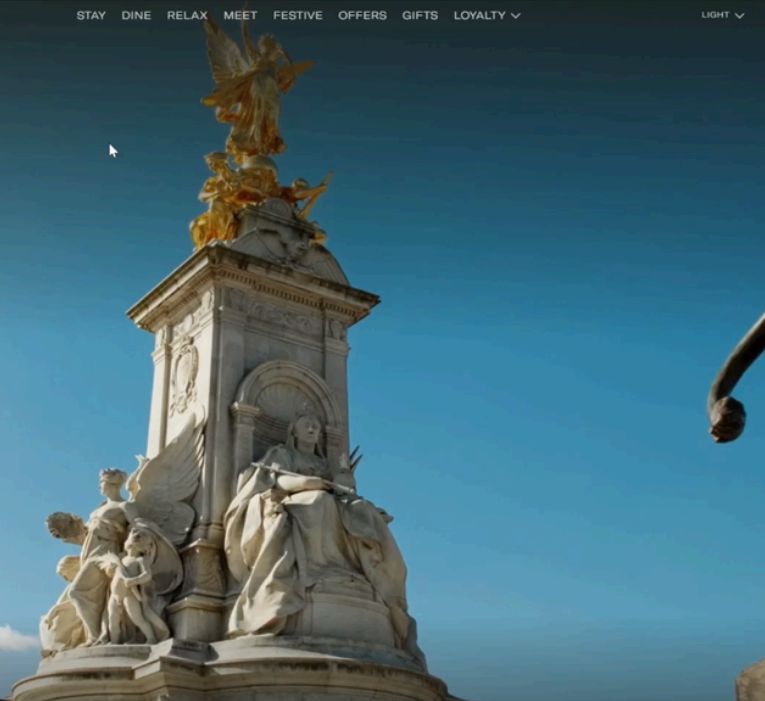
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LIGHT



Horwood House Hotel: The Butterfly Resort

Entry Showcase

To increase national brand awareness and highlight its commitment to ESG principles following a £6.5m renovation, Horwood House partnered with PR agency Pic to launch an imaginative conservation campaign.

Aligning with the annual Big Butterfly Count, the team built a remarkably detailed 'Butterfly Resort' across the hotel's 38-acre Buckinghamshire estate. To ensure authenticity, they invited over 50 local schoolchildren to design the miniature houses while securing expert guidance from a Butterfly Conservation trustee and receiving a wider message of support from Sir David Attenborough.

The activation seamlessly expanded into the guest experience through themed children's activity packs, restaurant colouring pages and corporate event tie-ins.

By leveraging high-quality visual assets and tailoring PR angles for both national sustainability press and regional community outlets, Horwood House captured significant media attention and elegantly reinforced its environmental ethos.

Judge's Comments

- Having built 20 new structures on the estate, the original concept of a "Butterfly Hotel" quickly became "The Butterfly Resort", and, for a very small budget, the team achieved national publicity, including television coverage, whilst cementing their environmental credentials within national and local market segments, including the corporate market.
- The judges felt that the campaign was beautifully executed, and would have longevity in all key market segments, including strong community engagement.
- The winner's creativity and the campaign's success shone through. With strong PR, partnership marketing, internal buy-in, community engagement, sustainability and tangible results, it more than fulfilled the brief and was a fantastic and innovative marketing campaign which addressed a number of important market segments.
- A small budget but big ideas enabled the hotel team to add value to the hotel's brand well into the future!



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Hotel opens butterfly resort to support species



HORWOOD HOUSE



Best Hotel Marketing Team - Sponsored by Agilysys



London Hilton on Park Lane

Entry Showcase

Despite being newly formed, this vibrant marketing team has transformed their hotel's commercial output with remarkable speed and creativity. Acting as a cultural engine for the broader business, they consistently outperform far larger established teams through strategic thinking and flawless execution.

The team's success is rooted in a deeply supportive, ego-free culture where every voice is valued equally from intern to director. The team's unique approach blends high-energy office dynamics - complete with music, laughter and a monthly intention-setting ritual - with a safe space for brave creative experimentation.

By fostering an environment where challenges are shared and collaboration is organic, this passionate group proves that genuine joy, kindness and mutual belief are the ultimate drivers of exceptional commercial results.

Judge's Comments

- This was a very polished entry in support of a team which has a very clear and strategic focus & strong leadership.
- The judges love the Manifestation Board used by the team to ensure that they stay aligned, energetic and motivated.
- There were some excellent outcomes from marketing activities, such as their partnership with Disney, and strong social media results throughout.
- This team has strong, top quality leadership with clear strategic direction.
- Agility & high energy runs through everything they do, in a way that you would typically see in a small operation. They also demonstrated bravery & energy in grasping opportunities.
- It is a template for how to run a Marketing department.
- This team is everything you would expect from the ultimate Marketing team.



May Facey, Senior Manager, Marketing EMEA, Marriott International

Entry Showcase

Joining Marriott from a creative agency background just two years ago, May immediately brought a rare blend of creative instinct, strategic clarity and a genuine passion for elevating hospitality marketing.

Her ability to translate deep cultural insights into powerful storytelling resulted in Marriott's first-ever curated EMEA Bonvoy campaign, "Where Can We Take You?", which successfully doubled its core awareness target. She mirrored this success with Moxy's "Any Ones Welcome" campaign by leaning into the real behaviours of solo travellers to drive a significant rise in booking intent and a surge in culture-led earned conversation.

Beyond expertly leading data-driven initiatives like "For trips that travel home with you", May has elevated Marriott's agency ecosystem, championed innovation and completed two mini MBAs. Leading with curiosity and a collaborative style, she is already actively shaping the future of global hospitality marketing.

Judge's Comments

- The Judges love May's bravery in using channels not traditionally used in hotel marketing, developing creative propositions and innovative approaches. She has very much made the role hers and in so-doing is helping to shape the future of the hotel and have a significant impact on the Moxy brand. She provided excellent supporting evidence and demonstrated commitment to her on-going development.
- May is thriving in a corporate Marketing environment, making good use of data to develop innovative strategies, and genuinely embracing the brand she represents, despite only being in the role for 2 years. Her strategic clarity and energy to challenge things have resulted in campaigns which have become brand benchmarks. She inspires those around her and champions a collaborative approach.
- The judges praised her for studying Marketing alongside working and said that she is on the verge of becoming a high flyer, in addition to being a rising star.



Mirror

Decision fatigue is the new jet lag: How Brits are travelling alone to avoid endless group chat planning

Adventurers listed the freedom to make their own decisions as the top motivation for travelling solo (35%), followed by the peace and relaxation a solo trip offers (33%), ease of planning (21%) and not having to consider the opinions of companions (18%).

Causes of arguments included scheduling, budgets, finding and booking hotels and researching destinations and activities, according to the research by [Moxy Hotels](#).

Sandra Schulze-Potgieter, vice president, premium, select & midscale brands, Europe, Middle East & Africa at Marriott International, said: "At Moxy Hotels, we understand that decision-making can be exhausting - especially when planning with a group.

"That's why we're championing the joy of solo travel: giving guests the freedom to do what they want, when they want, without compromise. With our playful design, social spaces, and hassle-free experience, Moxy makes me-time feel anything but lonely.

STUTTGARTER
NACHRICHTEN

Why more and more Germans are travelling alone

For many, a holiday with family or friends seems like the perfect break. Others, on the other hand, appreciate the freedom of traveling alone - not least because joint trip planning can quickly become stressful. A new [study](#) shows which stress factors occur most often and why solo travel is so appealing to many.



Six out of ten Germans find planning and booking a holiday exhausting. Many experience pronounced decision-making fatigue: 48 percent find the large number of necessary coordination to be a particular burden. In addition, 49 percent of those surveyed feel drained even before the start of the trip - an indication of how much the organization itself can overshadow the actual relaxation. For many, this means that stress dominates instead of anticipation - and quite a few prefer to do without a break altogether or travel alone in the end. A new study by 3Gem Research & Insights for Marriott's brand Moxy Hotels shows which factors are particularly burdensome and why solo travel is a

Oxford Mail

How Brits are travelling alone to avoid endless group chat planning

Two thirds of British travellers find planning and booking holidays overwhelming, with "decision fatigue" one of the biggest sources of stress - and 56% exhausted by the trip before it even begins.

Causes of arguments included scheduling, budgets, finding and booking hotels and researching destinations and activities, according to the research by [Moxy Hotels](#).



The global hotel brand has developed spaces specifically designed to encourage solo travel, including social public areas, lounges and libraries

