

# **CREATING COMPELLING AND CONSISTENT CONTENT**

Suzie Thompson, VP Marketing Red Carnation Hotels @suziewotton

# "Your brand is what people say about you when you're not in the room." - Jeff Bezos

## EARN A GREAT REPUTATION



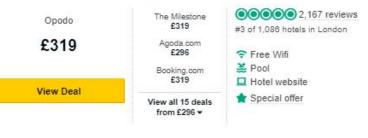


Egerton	House	Hotel	





#### The Milestone Hotel and Residences





**1**203 **1**103

#### Small but miraculous!!!!

Everything was perfect! Our arrival was warm with a glass of champaign. The Room was very comfortable with enough space for our suitcases and absolutely marvellous! Every detail is special, even the slippers were separated with 'His' & 'Hers' bags! The amenities were wonderfoul and... More

💼 Thank Rania Z



amxsunshine

Dallas, TX

**162 1**39

#### Simply exquisite

This is an exceptional hotel. It has really earned its top ranking on multiple sites. It is Boutique with only 28 rooms, situated within walking distance of Buckingham palace, Westminster Cathedral and Victoria station. The small extra you pay here compared to other hotels in... More

i 13 Thank amxsunshine



Tor b

Strandebarm.

Norway

#### Reviewed 2 days ago via mobile Luxury hotel!!

Me and my wife stayed at this hotel for one night,just to try an exclusive hotel during our stay in London Everything,from the staff,the decor, the detail and the atmosphere generally,was perfect. The breakfast was delicious .The private lounge was beutiful The room including... More

191 119



Elaine M

**16 1**0

#### Simply the best

If you enjoy the chi-chi chic, bling-bling, ostentatious type of 5 star hotel, well, Hotel 41 is not for you. However, if you enjoy unassuming elegance, uncompromising quality, and superior personalised service, then you'll absolutely love this boutique hotel. Located on the 5th floor of... More

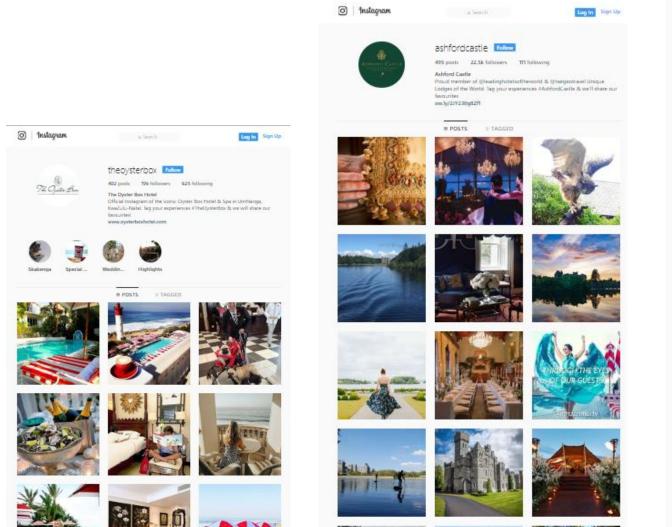
💼 3 Thank Elaine M

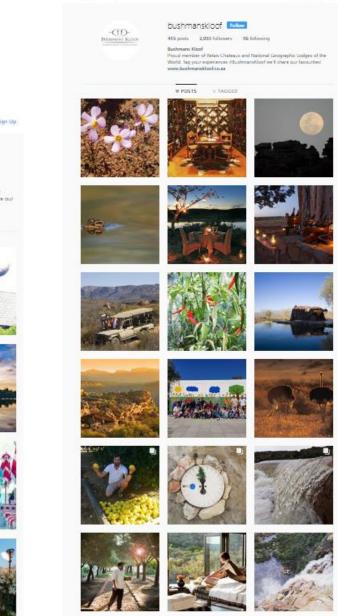
🚖 Hotel's Favourite

#### SPEAK THE SAME LANGUAGE



## ALLOW GUESTS TO TELL YOUR STORY





1nstagnam





Log In Sign Up

#### SHARE THE GUEST EXPERIENCE

DOMS & SUITES FOOD & DRINK OFFERS ABOUT ACTIVITIES THE SPA WEDDINGS & EVENTS BLOG CO

Book a Room v Select Date 1 Nights - + Promo Code SEARCH

#### Awards & Accolades

Voted No. 5 in The Top 10 Resort Hotels in the U.K. and Ireland

By Travel + Leisure 'World's Best' Awards 2018

Voted No. 2 Best Resort Hotels in the UK and Ireland By Travel + Leisure 'World's Best' Awards 2017

Voted Ireland's Best Hotel Spa By World Spa Awards 2017, 2016

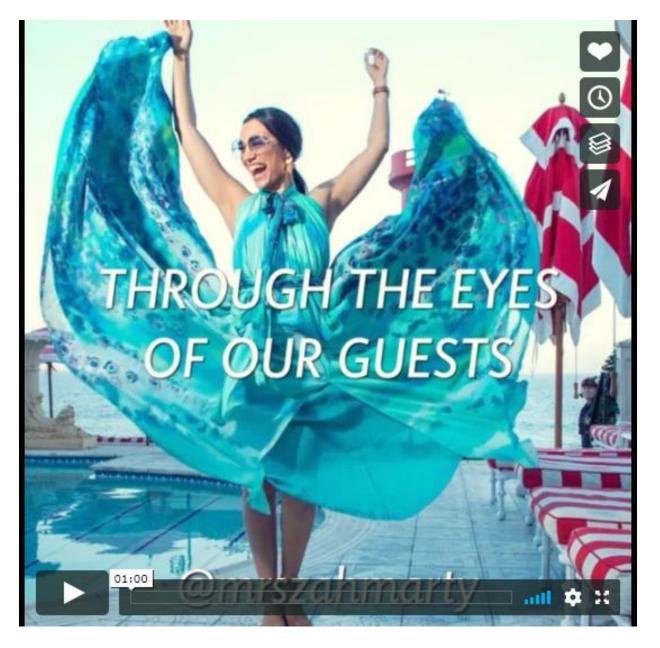
Voted No. 1 Best Resort Hotel in the UK and Ireland + MORE



Share your #AshfordCastle adventure



## BE CREATIVE WITH CONTENT



#### https://vimeo.com/285474296

## SAY SOMETHING INTERESTING



A history of the Islands of Lough Corrib

Rumoured to have as many islands as there are days in the year, learn about the fascinating history of Lough Corrib.

30th August 2018



Discover Dooncastle Oysters

A proud supplier of Ashford Castle,discover the story of these very special Galway oysters.

24th July 2018



The Secrets of the Ashford Castle Wine Cellar

Enjoy an unforgettable experience in Ashford Castle's extraordinary Wine Cellars.

02nd July 2018



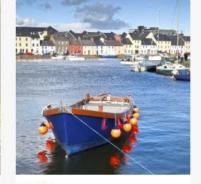
Paula Stakelum's Elderflower Lemonade Recipe





Inside the Hideaway Cottage



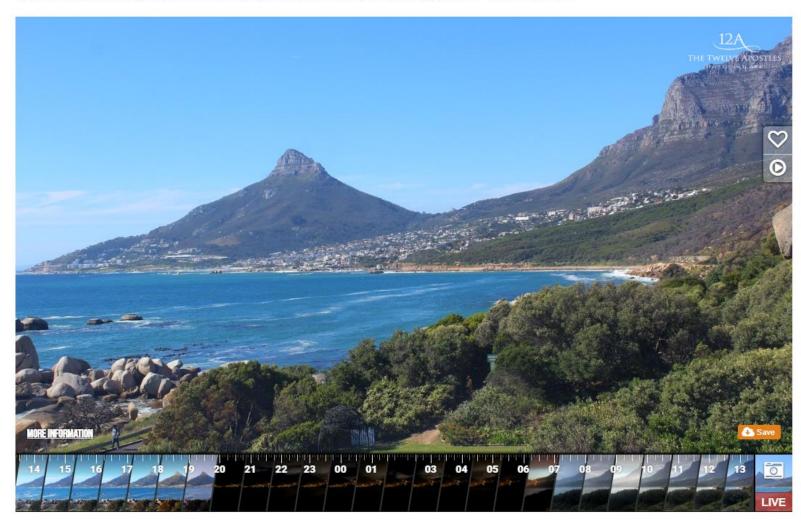


What to do in Galway this Summer

From the Cong Village Food Festival

# LOOK THROUGH THE EYES OF YOUR GUESTS





https://vimeo.com/291090964

## SHARE YOUR STORY



https://vimeo.com/278123047

"The key to creating compelling and consistent content, is in creating compelling and consistent guest experiences" - Suzie Thompson