



secret escapes



facebook

What do we do?

Limited time 'flash' sales for 4 and 5 star hotels and holidays

Savings of up to 70%

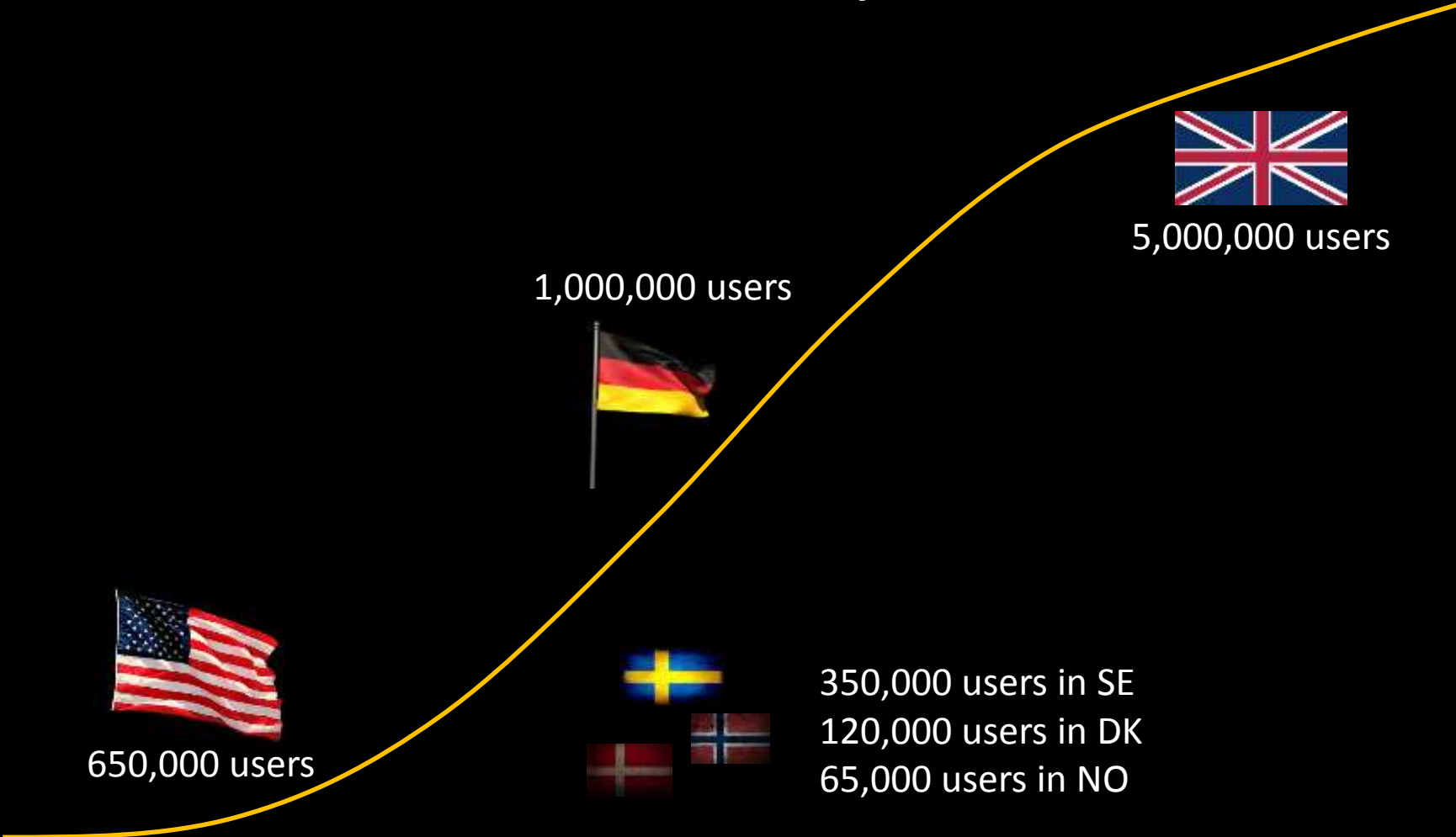
Guaranteed cheapest price online during the sale

Exact date booking – not a coupon proposition

All hotels and holidays are ABTA and ATOL protected as appropriate

The screenshot shows the Secret Escapes website interface. At the top, the logo 'secret escapes' is displayed with the tagline 'Hand-picked hotels. Members-only rates.' Navigation links include 'CURRENT SALES', 'INVITE FRIENDS', 'YOUR ACCOUNT', 'ABOUT US', and 'CONTACT'. A 'Welcome back' message with a 'Sign out' link is in the top right corner. A central banner features promotional text: '> HAND-PICKED LUXURY HOTELS AND HOLIDAYS', '> EXCLUSIVE DEALS JUST FOR OUR MEMBERS', '> WE NEGOTIATE THE BEST RATES YOU'LL FIND ONLINE', and '> QUESTIONS? EMAIL US OR CALL US ON 0845 070 2029'. Below this, the featured offer is for the 'KEMPINSKI GRAND HOTEL' in 'ST. MORITZ, SWITZERLAND', with a countdown timer 'ENDS IN 5DAYS 11HRS 34MINS'. A 'SHARE | EARN £75' button and social media icons for Facebook and Twitter are present. A 'The best bit...' callout box highlights 'Limousine transfers from St. Moritz station included'. The main offer details show a price of 'FROM £386 PER ROOM PER NIGHT' with a '50% OFF BEST AVAILABLE RATE' badge. Under the heading '1. Pick Your Offer', a 'Superior room offer (B&B)' is selected, listing benefits: accommodation in a Superior room, breakfast included, a bottle of sparkling wine, fruit and chocolate in the room, limousine transfers from St. Moritz station, a 15% off voucher for a 50-minute full body massage, free entrance to the Kempinski Spa and Casino St. Moritz, and that travel is NOT included. A photograph of the hotel in a snowy winter setting is shown on the left.

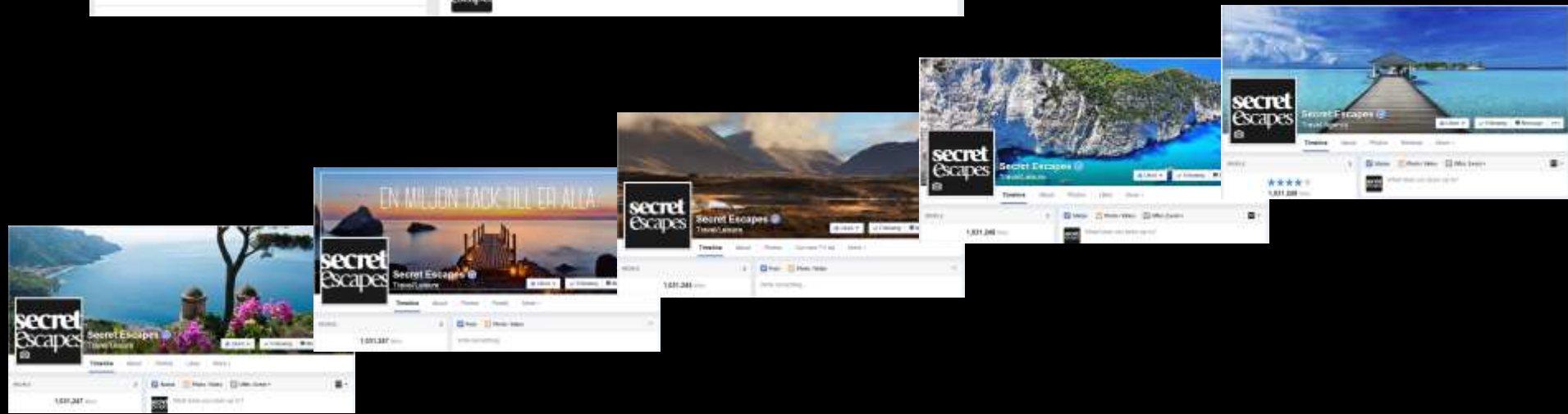
Our Journey so far



Secret Escapes on Facebook



Six Territory
Pages
One Global Brand

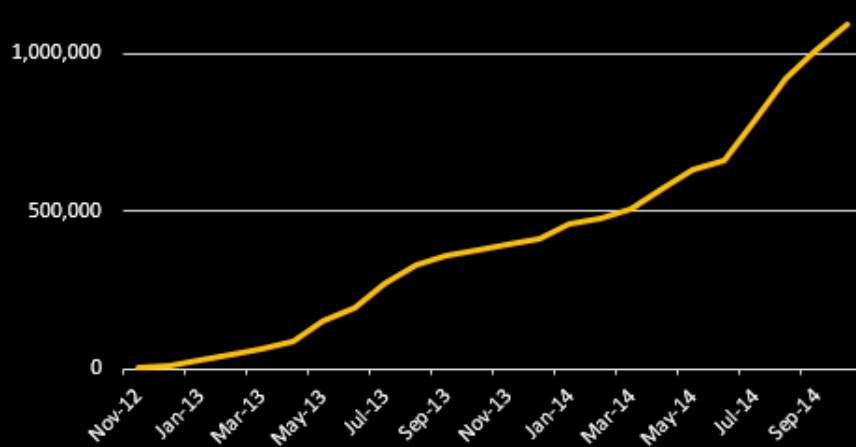


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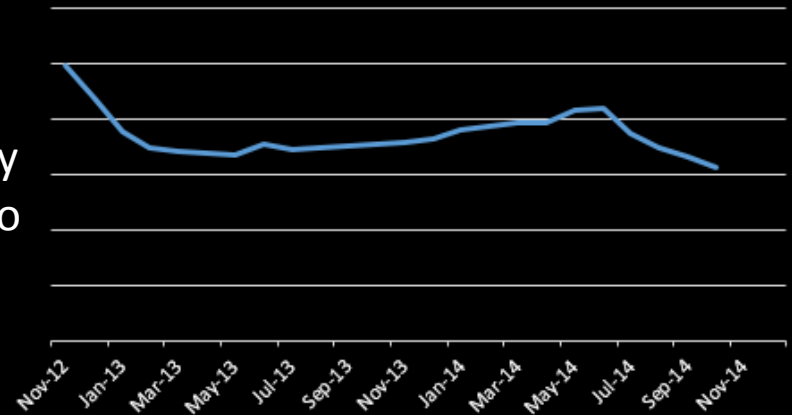
Facebook Member Acquisition

New Member Acquisition



Over a million new members acquired from Facebook Ads

Cost Per Acquisition



Cost per Acquisition steady and controlled for over two years

Ad Formats

Desktop News Feed



App Installs



Mobile News Feed

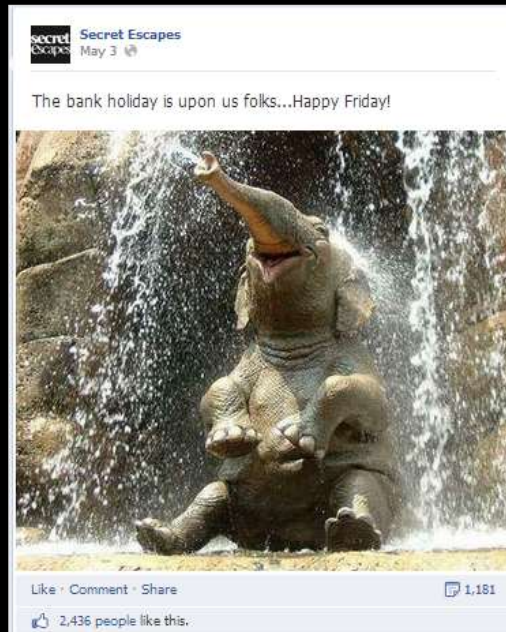


Right Hand Side



How do we use Facebook?

Social Humour



EVERYONE LIKES TO GIGGLE. Our members know we're here to sell Holidays but if we can't show our human side and relate to them on everyday life issues then how boring are we – NO ONE likes to be boring do they?

Showcasing our Product



secret escapes Secret Escapes
Liked · May 8 · 🌐

Spend seven nights on Turkey's dreamy Lycian Coast at The Nautical Sailing Beach Hotel, where you can take to the seas in a gleaming catamaran and learn how to sail, with a professional instructor in tow. Our offer includes accommodation in either a Sea View, Superior or a Deluxe room with breakfast and a week's training for a professional sailing certificate. Flights and transfers are also included. Prices start from £815 per person. <http://ow.ly/kOJDJ>

Like · Comment · Share

👍 837 people like this.

📄 53 shares

Annette Travis beautiful, where is this?
Like · Reply · May 8 at 10:27am

secret escapes Secret Escapes replied · 3 Replies

Lesley Marshall-Martin I'm there!! X
Like · Reply · May 13 at 3:11pm

Christine Dunne Been their done that worn the t /shirt next time Lesley Marshall can join me over the waves 😊
Like · Reply · May 11 at 11:52pm via mobile

Lesley Marshall-Martin Sounds perfect for a sailor like you Christ! X
Like · Reply · May 11 at 11:21pm

Eileen Whitehouse Wow! tha, s looks amazing, something to look forward to sailing into the sunset, Colin as captain, great! :x

Write a comment...

What we offer our members is Luxury, highly credible and amazing value.

Offering engaging content

Secret Escapes
Posted by Holly Turner SE (P) · September 26

Win a luxury golf break at Old Head of Kinsale, with BMW (11 photos)
With the iconic Ryder Cup underway, we're celebrating in style. We've teamed up with BMW, official sponsors of the tournament to offer you and three friends the chance to win the ultimate golfing escape. You'll be heading to the Old Head of... See More



Secret Escapes
Posted by Holly Turner SE (P) · September 12

Win a farmhouse break for eight, plus brand new Barbour jackets (10 photos)
It's time to pack your wellies and get set for classic countryside luxury. Thanks to our friends at Barbour we're offering you the chance to round up seven of your friends and celebrate autumn in style, with a three or four-night break at... See More



Secret Escapes
Posted by Holly Turner SE (P) · September 2

Win a luxury treehouse stay at Harptree Court, with MINI (20 photos)
We've teamed up with MINI to offer you the chance to get your autumn off to an amazing start. You and a friend could be off to Somerset to spend four nights at Harptree Court, a luxury country house with five-star facilities. You'll spend... See More



Like Comment Share
Emma McWhinney and 113 others like this.



Like Comment Share



Like Comment Share 736 77 116 Shares

Offering relevant content to our followers from:

BMW
Barbour
Mini

Getting people talking about Destinations



We work with Tourist Boards to help educate our members on the different sides of a destination.

Getting under the skin of New York



secret Escapes updated their cover photo. 23 hours ago

This week we're all about the Big Apple. On the site right now, you can choose from a range of super-snazzy New York offers, including the stylish Standard, High Line in the Meatpacking District.

This is your chance to explore the hippest city on the planet; ascend the Empire State Building, shop on Fifth Avenue, sip a Manhattan and shimmy on over to Broadway to catch a show.



Unlike · Comment · Share

👍 You and 74 others like this.

secret Escapes Yestertday at 4:45pm

Help! This week we're in a New York state of mind. If you were jetting off to the Big Apple, which hotel would you choose? Tell us the New York hotels that you'd like to see on Secret Escapes and we'll work on it!

Unlike · Comment 39 82

secret Escapes shared a link. Yestertday at 11:05am

Continuing our New York blog series, here's a review of Le Bain - a super-cool rooftop bar at the Standard, High Line in New York's Meatpacking District.

You can bag yourself a stay at this very hotel with our offer, which includes accommodation in a Standard room (prices

Tracey Latteman Hudson please - love it there esp the roof garden :-)
Yestertday at 6:18pm · Like

Joanne Harris Distrikt Hotel was fantastic - best customer service I have ever had in a hotel. Did I mention I'm a travel agent as well?! Lol seriously it is brilliant, and no wonder it ranks so highly on a certain review site :)
Yestertday at 6:20pm · Like

Donna Tanner Intercontinental amazing service, easy to walk anywhere!!!!
Yestertday at 6:24pm · Like

Jayne McColgan I'm going in may for the first time so this is great as I'm just about to book. Any reccomendations on a rooftop

How we stack up

Industries: Travel

Travel is another high performing industry on Social Brands 100, representing 15% of the ranking but only 10% of the original long list. Four travel brands feature in the top ten overall, including American Airlines, Lufthansa, Thomson Holidays and Thomas Cook UK.

Results indicate this is an industry prioritising good service in social spaces, achieving high scores on customer support metrics across platforms but losing ground on engagement. High performing travel brands appear to be behaving in an appropriate, transparent manner with communities, though perhaps not always creating loyal advocates.

American Airlines, ranked No. 2 overall, is the top performing Travel brand. The airline is also included in the top performing brands overall on Twitter and Facebook and scores above average for its industry on YouTube, demonstrating admirable consistency.

The Surveyed Travel brands reported a variety of approaches for placing social teams in the business. As found elsewhere, the majority are located in marketing and communications departments but more Travel respondents reported social media sitting within digital teams than in other industries and the main function of the team was strategy, followed by customer support.

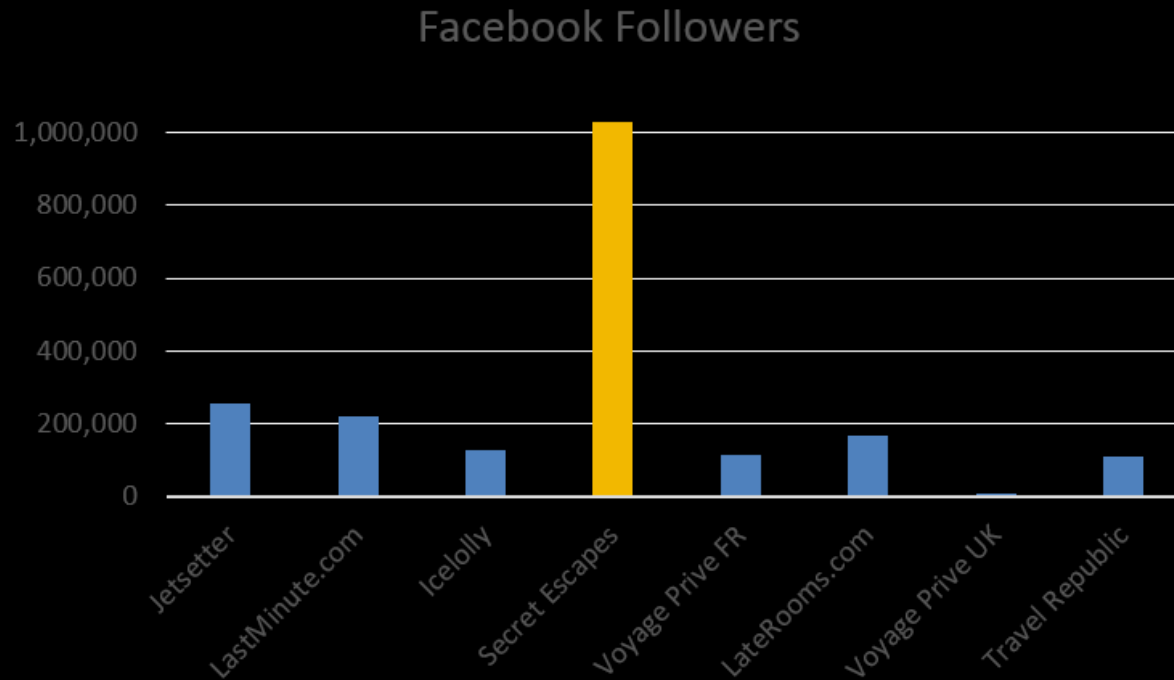
Surprisingly, Customer Service is not the metric Travel brands say they use to measure performance in social, with many planning to introduce those KPIs in 2013. Engagement and Community Size are currently the most popular measures for Travel brands.

No.	Brand	Total Score	No.	Brand	Total Score
1	American Airlines *	78.15	26	Lothian Buses	57.17
2	Lufthansa *	75.52	27	Cunard Line	57.02
3	Thomson Holidays *	74.86	28	LateRooms.com	56.45
4	Thomas Cook UK *	74.57	29	Hurtigruten	55.84
5	WestJet *	70.49	30	United	54.25
6	EasyJet *	68.75	31	JUCY World	53.77
7	First Choice Holidays *	68.53	32	Royal Caribbean UK	52.86
8	Virgin Trains *	67.59	33	P&O Cruises	52.54
9	London Midland *	67.34	34	P&O Ferries	52.50
10	Princess Cruises *	66.09	35	Virgin Holidays	51.11
11	Amtrak *	65.90	36	Cardiff Bus	49.86
12	Heathrow Airport *	65.84	37	Torbay Bus Routes	49.72
13	Delta *	65.84	38	Oxford Bus Company	49.56
14	Kuoni Travel *	61.89	39	Southern Rail	49.52
15	trant harton	61.59	40	Mr & Mrs Smith	49.34
16	Secret Escapes	60.48	41	Celebrity Cruises	49.19
17	Southwest Airlines	59.97	42	Travelzoo	48.38
18	Gatwick Airport	59.14	43	Condor Ferries	47.80
19	Virgin Atlantic	58.86	44	Expedia.co.uk	47.80
20	Chiltern Railway	58.79	45	National Rail Enquiries	47.13
21	STA Travel	58.77	46	Red Funnel	47.02
22	KLM	58.65	47	South West Trains	46.71
23	lastminute.com	58.29	48	VisitBritain	46.62
24	Go North East	58.20	49	TransPennine Trains	45.11
25	British Airways	57.46	50	Avis UK	44.02

* Ranked on Social Brands 100

Ahead of the game

A Facebook following of more than a million...



voyageprive.com

JETSETTER



TravelRepublic
.co.uk

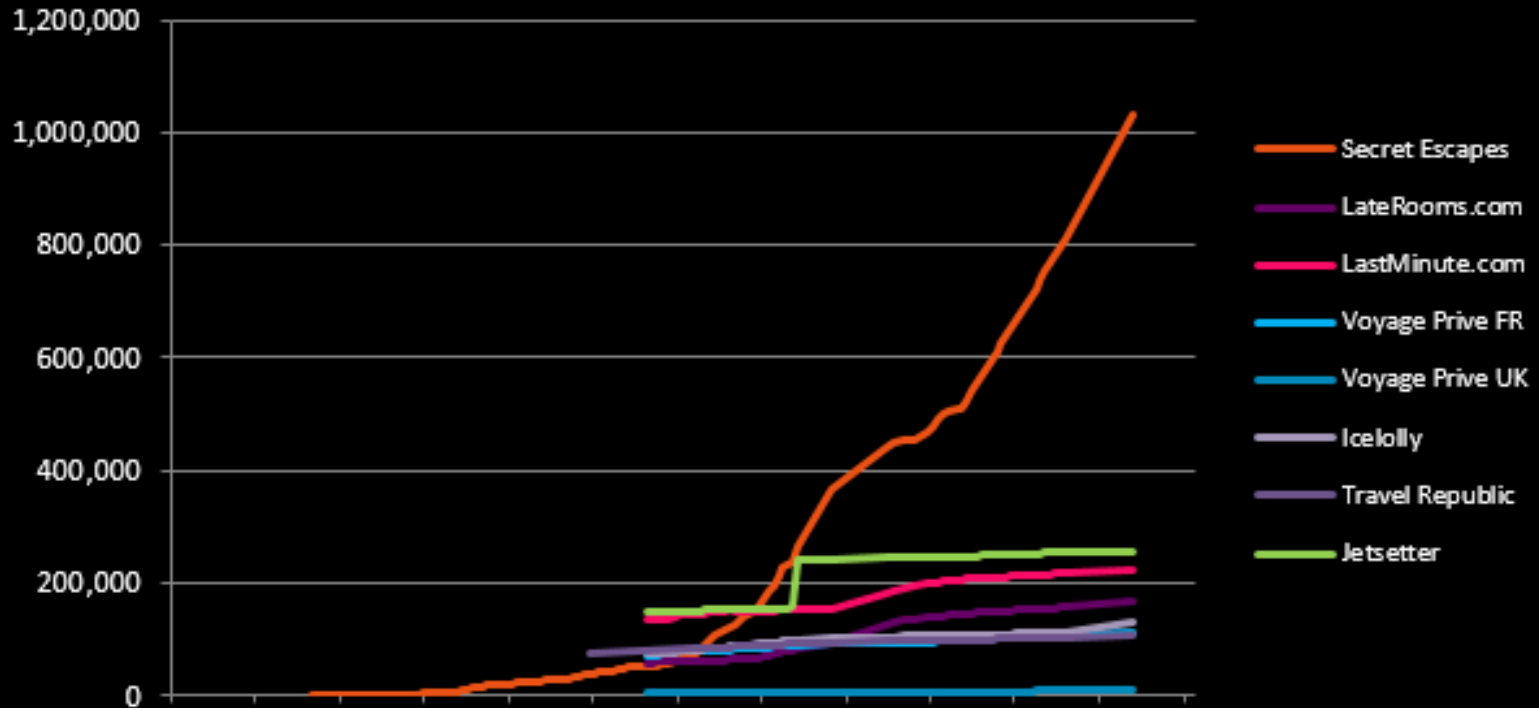
lastminute.com

secret escapes

facebook.

Facebook Growth in Travel Vertical

From zero to over a million followers in three years, without paying for Likes



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JETSETTER



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