

CASE STUDY

Social Media

CLIENT: **Barceló**
HOTEL GROUP

SECTOR: HOSPITALITY

COMPANY PROFILE

Barceló Hotel Group is the hotel division of the Barceló Group. It currently has more than 250 4 and 5-star urban and vacation hotels, and more than 55,000 rooms, distributed in 22 countries.

Its brand architecture is made up of 4 brands: Royal Hideaway Luxury Hotels & Resorts, Barceló Hotels & Resorts, Occidental Hotels & Resorts and Allegro Hotels. It is the 3rd largest chain in Spain and the 35th at an international level.

BACKGROUND STORY

Barceló Hotel Group was new to the UAE and they were seeking an agency to help them with their online and offline marketing tasks. NEXA was selected as Barceló Hotels Group's exclusive marketing partner for the GCC region, handling both online and offline marketing, including event planning and execution, branding and design, social media strategy and content creation with a strong focus on creating an online presence that promotes new business generation.

NEXA was selected as the agency of choice and began the journey by taking on the social media platforms for 1 Royal Hideaway Hotel, 1 Barceló Hotels and Resorts hotel and 3 Occidental Hotels and Resorts hotels in the UAE, all of which were divided between Dubai and Sharjah. Since its inception the brand has solidified its place in the GCC region and continues to generate new business through our social media endeavors.

SCOPE OF WORK

- 21 posts per month on each
- Facebook and Instagram 1 photo and video shoot per month per property
- Creative content including GIFs, animations, video and graphic design
- Content boosting for awareness and engagement
- Full monthly reporting

