

IN-STORE

Leading Hotels boosts foot traffic in Irish properties during year-long event

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By JOE MCCARTHY

The Leading Hotels of the World is spurring global travelers to visit the brand's six properties in Ireland during a year-long celebration where guests can explore the local culture.

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The Gathering is a year-long celebration of Irish culture that aims to rejuvenate the country's tourism industry. Through this broad initiative, the Leading Hotels of the World is able to appeal to a diverse range of consumers by offering a number of attractions nationwide.

"By aligning with The Gathering, Leading Hotels of the World is demonstrating a commitment to its community within Ireland," said Taylor Rains, account coordinator at [Rawle Murdy Associates](#), Charleston, SC.

"From a more practical standpoint, Leading Hotels of the World has some fantastic statement properties in Ireland, and association with The Gathering is a perfect avenue to showcase them," he said.

Taylor Rains is not affiliated with Leading Hotels of the World, but agreed to comment as an industry expert.

Leading Hotels was unable to comment by press deadline.

Capering castles

Leading Hotels encourages travelers from all backgrounds to enhance their appreciation for Irish Culture. Each of the six showcased hotels offers a different package for guests looking to revel in Ireland.

The Ashford Castle may appeal to guests interested in history since it resembles a medieval fortress and visitors can take advantage of the Mayo Mafia package.

The Adare Manor takes its shape from 18th century architecture and allows guests to golf on a championship course.



The Adare Manor in Co. Limerick, Ireland

The Kilkarney Park Hotel gives guests a chance to explore Ireland's lush landscapes.



The Kilkarney Park Hotel in Kilkarney, Ireland

The Merrion immerses visitors in a relaxed side of Dublin.



The Merrion in Dublin, Ireland

The Westbury Hotel and The Maker are the remaining two properties and they offer two more distinct shades of Dublin.

The Gathering's year-long affairs provides a broad window for luxury consumers planning vacations. Additionally, the event accounts for the delay that elapses between one party visiting and their potential recommendations to friends.

Concentrating on an entire country rather than an individual property also compensates for the myriad interests of travelers.

Open windows

The Leading Hotels of the World has promoted groups of properties in a single country before.

For example, the group showcased its properties in a collaborative film project that is part of its 85th anniversary cinema-themed campaign.

The hotel group worked with BiancaFilm and Rai Cinema to present feature film “Viaggio Sola,” or “I Travel Alone” in English, the story of a female luxury hotel inspector. The brand incorporated into the film with seven of its properties as settings and the main character working for the group ([see story](#)).

The brand has also catered to specific predilections in the past.

For example, Leading Hotels catered to adventurous, affluent travelers through a partnership with The Shackleton & Selous Society to offer vacations and safaris in exotic destinations.

The hotel group’s Leaders Club members have insider access to nature preserves and protected regions that is not offered to the public. To celebrate the partnership, the hotel group will host the first Leaders Club Invitational Southern African Safari Nov. 22-29 ([see story](#)).

The next step to amplifying traffic may be to spread the word through social media.

"The Gathering has a largely digital and social element, and that is an area in which Leading Hotels of the World is looking to stand out from the rest," Mr. Rains said.

"Depending on how the partnership is structured, Leading Hotels of the World has the opportunity to show some real digital prowess," he said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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