



“Turning passive audiences into participating individuals”

CONFERENCE case study

Distinguished Hotels

Rebranding conference and roadshow

Grand Heritage (a collection of 140 hotels) was being rebranded as Distinguished Hotels, to better access the American market and refresh a tired brand in the UK.

Part of this refresh included a 140+ members’ conference (including speaker support, AV, graphics and collateral) plus a roadshow launch to the press and travel trade in London, Edinburgh and New York.

The rebrand and new proposition was embraced by hoteliers and travel trade alike and business via Distinguished and the GDS (Global Distribution System) greatly expanded.

