

AMERICAN AND THE BRIT

HOTEL COLLABORATION GUIDE

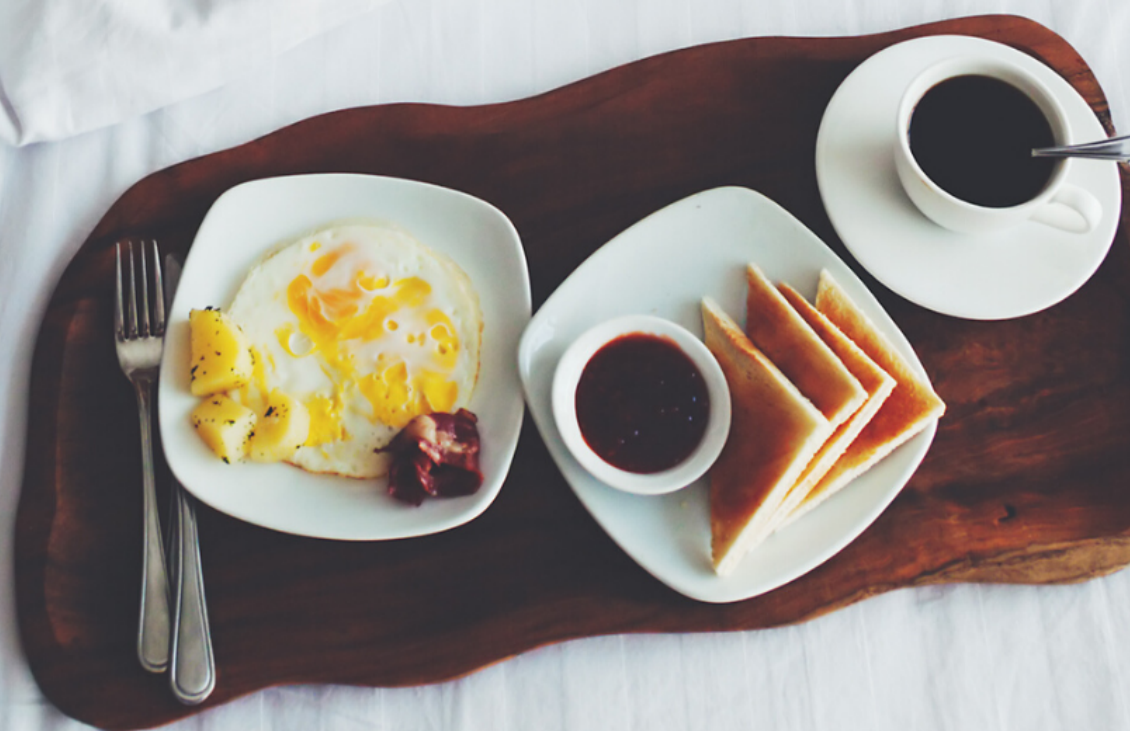


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INTRODUCTION

BY AMERICAN AND THE BRIT

Hello Travelers!

We wanted to first begin this course with a huge thank you and congratulations! We are thrilled that you are taking the steps to follow your dreams, see the world, and hopefully find ways to work with hotels along the way.

When we first began our travels we were in the dark when it came to hotel collaborations. We had heard about them through social media, but really had no insight, or details in regards to the industry itself.

After our first few months on the road, we wanted to try our hand at collaborating with hotels in an effort to save some money along the way. That being said, we really had no idea where to begin, or how to go about it. We would have LOVED to have had an informative course to help us from the start.

That is why we decided to create a rather comprehensive, yet helpful course for you and any future hotel collaboration opportunities that may come your way down the line.

In this course we will go over all the necessary details, information, and work, you will need to have in order to complete a successful hotel collaboration.

We will also provide you with insights into this ever-changing industry.

We hope you find this course useful and should you have any questions please do not hesitate to reach out to us.

We are always happy to help, or clarify anything that may come up. Without further adieu, let's hop into this course!

***MAJOR DISCLAIMER:** All requirements and guidelines provided in this course are strictly recommendations based on our personal experiences and knowledge of this industry. We are in no way, shape, or form, speaking on behalf of everyone in this industry and are only providing insights based on our personal learnings and discussions with other creators.

AMERICAN AND THE BRIT HOTEL COLLABORATION COURSE

HOW TO START





HOW TO START

The most difficult part about all collaborations, be it with a brand, or a hotel, is knowing when you are ready to start. Truth be told, there is no real blue print for when you can 'qualify' for collaborations. There is no official set number of followers you must have, or engagement rate you should reach in order to start. However, there is a rough guideline of requirements you should follow to help yourself score your first hotel collaboration.

REQUIREMENTS

Followers:

We didn't begin working with hotels until we had over 10,000 followers. As an estimate, we recommend that you wait until you have somewhere between 5,000 - 10,000 followers to reach out.

That is because these hotels are being emailed by hundreds of people a day 'claiming' to be 'influencers' and it is beginning to become a nuisance. If you want to have the best chance of scoring your first collaboration we strongly suggest you wait until you fall into that guideline.

Reach & Engagement:

Of course, not everything is about followers. Hotels also take into consideration your reach and engagement. Make sure you have a strong engagement rate ratio. This means having a strong balance of comments and likes in relation to your posts and number of followers.



THE EQUATION

There are a number of websites you can find that can calculate your engagement rate for you. However, if you want to do it yourself, follow these steps below. Although a bit tedious, it is an accurate way to determine your engagement rate.

1. Add up all the total likes and comments from your posts of the last 30 days
2. Take that number and divide it by the number of posts you have made in the 30 days
3. This will give you your average engagement per post!
4. Next, divide that number by the number of followers you have
5. Then multiply that number by 100 to convert it into a percentage- generally between 0-10

DO IT YOURSELF

(Take a moment to calculate your own engagement rate)

UNDERSTANDING THE NUMBERS

Once you have determined your engagement rate, it's important that you understand where it falls on the scale

- Less than 1% is considered low engagement
- 1% - 3.5% is average/good engagement
- 3.55 - 6% is high engagement
- Above 6% is very high engagement

Take time to write down where you currently stand on this scale and try to brainstorm ways you can help increase your engagement!

Notes:

TIPS TO BOOST ENGAGEMENT RATE

Below are our tips on how to help boost your engagement rate:

- Network on the Platform: make sure to comment and be apart of the community you follow on Instagram.
- Show Your Personality: continue to post stories and find ways to really connect with your followers
- Use Quality Hashtags: you don't need to many hashtags, but make sure the ones you are using are relevant and popular enough to get more eyes on your post
- Be Consistent: post consistent and quality content to your feed



ADD VALUE

Apart from Instagram, it is important to understand that there are a number of other platforms you can be involved with that can add value to a brand, or hotel.

For us, we use our website and blog. This could be a great option for you, or you could look into alternative platforms such as YouTube. Whatever it may be, it is important to be multi-faceted.

You will appear to be much more valuable to the hotel if you are able to help promote them on more than one platform.

Before you start contacting any hotels, it is important that you understand your value and what you can bring to the table. What is it that makes you stand out and worth them providing you with a free stay?

Try This

(Write about which platforms you have and what services you can provide to the hotel)

Key Section Takeaways

AMERICAN AND THE BRIT HOTEL COLLABORATION COURSE

MEDIA KIT





MEDIA KIT

So now that you have determined that you are ready to start reaching out to hotels, the first thing you need to create is a media kit. It is important to keep in mind that media kit for hotels will look different than one for brands. Below, we will guide you on how to create the ultimate media kit for hotels.

A hotel media kit is typically 1 page in length, concise, yet effective in the message you are trying to get across.

It should include images, a brief bio about yourself, your follower count, reach, engagement, audience demographic, and services you provide.

(See page 10 for our actual media kit)

DO IT YOURSELF

(Write out what you would put in your personal Media Kit)

Write Your Bio:

Follower Count: _____

Reach: _____

Engagement Rate: _____

Audience Demographic:

Age Range: _____

Gender: _____

Top 3 Countries: _____

Services You Provide:

Key Section Takeaways

Creating your media kit can take a few hours and even a couple of days to complete. Make sure you take the time to create it exactly the way you would like.

Essentially, you are putting together a resume, or CV for the hotel to look at. You want to create something aesthetically pleasing that they can quickly glance at and determine if they would like to work with you, or not. You do not want to overwhelm them with too much information.

Try This

(Take the time to create your own Media Kit prior to moving onto the next section)



American and the Brit

About Us



A British boy, George and an American girl, Hanna. We met while backpacking in Thailand and together we spent a year traveling around the world. Throughout our travels, we have partnered with some of the world's leading travel brands, tourism boards, hotels, and companies to help make their vision come to life. As travel content creators and photographers, our mission is to drive awareness to the unforeseen beauty around the world.

We specialize in travel, honeymoon, and destination photography and aim to create beautiful and meaningful content for our community!

Instagram: [@americanandthebrit](https://www.instagram.com/americanandthebrit) Website: <https://americanandthebrit.com>



52,843

Instagram Followers

TOP AUDIENCE DEMOGRAPHIC

UNITED STATES : 15%
UNITED KINGDOM: 9%
GERMANY: 6%
AUSTRALIA: 4%

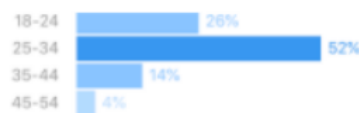
Average Weekly
Impressions

Accounts Reached
Weekly

Average Likes Per Post

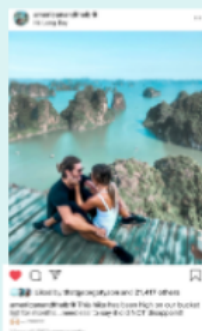
3,020

AUDIENCE AGE



GENDER

FEMALE 65%
MALE 35%



Work With Us

CONTENT CREATION
TOURISM BOARD AND HOLIDAY SHOWCASE
SOCIAL MEDIA MARKETING
CREATIVE DIRECTION
BLOG POSTS
BRAND PARTNERSHIP
LIFESTYLE MODELING/PERSONALITY
PROFESSIONAL PHOTOGRAPHY

*Please email us to discuss further the details regarding any collaboration.

*Offerings not limited to above options.

*Dated as of Q1 2020.

*Confidential for Client use only.

Contact Us:

georgeandhanna@gmail.com

AMERICAN AND THE BRIT HOTEL COLLABORATION COURSE

THE EXCHANGE





THE EXCHANGE

Now that you have created your Media Kit, it is important to be confident in the services you plan to provide the hotels.

Once again, the more platforms you have to help them promote their property, the better.

Below are some of the most common assets creators generally provide a hotel.

- Quality Curated Images of the Property
- Permanent Instagram Posts (with geo tag and mention)
- Curated Instagram Stories Series (with geo tags and mention)
- Blog Posts
- Video Content
- YouTube Videos

TIP: Never tell the hotel what you are willing to offer them straight away!

Typically speaking, most hotels will have a Marketing Manager who will already know what they would expect from you in exchange for the stay. If not, the ball is in your court and you can determine what you are willing to provide.

What the Marketing Manager chooses to ask for can vary frequently, thus there is no set 'normal ask.' Sometimes they will want multiple images, sometimes they only need one. To save yourself the potential extra work, determine what their ask is first and then reason with yourself if you think the exchange is fair and feasible.

An Example: Sometimes we get asked to provide a hotel with video content, which is not our area of expertise. As an alternative, we generally will mention our blog and see if maybe a blog post would suffice instead. This is an example of ways to work around their ask if it is something you are not comfortable with.

Another general practice, or rule of thumb we follow is that we typically only agree to provide 1 permanent Instagram post per night provided. For example, if a hotel says they are interested in a collaboration and they will offer us only 1 free night, but they want us to post 3 images on our Instagram account, we will get back to them and tell them that unfortunately, we only provide 1 image per night provided.

All of this back and forth is really just a game of negotiation and business. At the end of the day you have to remember your worth and value. Take into account how badly you want the collaboration you are being presented with and how much work you are willing to provide in exchange.

Try This

(Write out what services you are confident in providing)

Try This

(Write out any potential services the hotel may ask for that you don't feel like you can provide)

Example

Below is an example of an exchange that may take place for a 2 night stay, full board (meaning meals are all free).

- 2 permanent Instagram Posts
- 5-10 curated Instagram Stories Series
- 1 Blog post
- 3-5 images of the property to use for marketing purposes



Try This

(A hotel will give you only 1 free night stay, what will you provide in exchange?)

Key Section Takeaways

AMERICAN AND THE BRIT HOTEL COLLABORATION COURSE

RATES



RATES

Do you get paid to work with hotels?

This is a question we get frequently and the answer almost always, for everyone, is NO. *(Unless you're a big celebrity, or they are trying to promote their property for a grand opening, in which case they select the talent on their own).*

Unlike with brands, hotels do not have the budget to actually pay influencers to stay at their property. The most they will typically offer is a comped stay, or a stay FOC (*free of charge*).

Now, the bigger you get, the more chance there will be for negotiations and asks. For example, rather than getting only 1 night stay for free, you can ask for more. On top of that, you can request that you receive complimentary meals. As with any business deal, there are negotiations to be had. It is up to you to determine what you think your service is worth.



That being said, below is a rough guideline of what we have learned is appropriate to ask for at various levels.

5,000-10,000 followers: 1 night stay free of charge, no meals

10,000-20,000 followers: 1 night stay free of charge, breakfast included

20,000- 50,000 followers: 2 night stay free of charge, all meals included, occasionally complementary activities

50,000-100,000 followers: Multiple nights stay, all meals included, complimentary activities, and potential tourism board collaborations paid and unpaid

100,000 + followers: Same as above, plus you are looking at the potential to work with tourism boards and have entire trips paid for and be paid Tourism Boards are an entirely different beast all in their own and since we don't have much experience with them, we have decided not to delve into too much detail about them.

Try This

(Write down where you fall on the scale and what you would consider asking for in exchange for your services)

Key Section Takeaways

AMERICAN AND THE BRIT HOTEL COLLABORATION COURSE

HOW TO GET IN TOUCH



HOW TO GET IN TOUCH

In this section, we will go through the various ways to get in touch with a hotel. These days, there are four main methods to contact a hotel for a collaboration. This is by email, Instagram, a call, or in person.

Email

Later in this course, we will show you how to draft up the perfect email, however email is the most common and popular way to get in touch with the hotel staff.

Finding the right contact is essential when relying on email. This means that you should do your absolute best to search the web for the hotel's marketing manager, or media manager; rather than just email the general inbox from their website. This will give your message a better chance of being seen by the right person and as a result, responded to.

Instagram Tip: One place we often go to in search of the media contact is Instagram. If they have an Instagram account, we will always shoot them a friendly DM explaining that we are interested in a collaboration and that an email should be in their inbox. On their profile page there is a contact button. Select that and use the email provided.

Admittedly, sometimes finding this email can be hard work and if push comes to shove you may just have to send your inquiry to the general inbox. If that is the case, make sure you do what you can to find them on alternative platforms such as Instagram.



Try This

(Take a hotel you would like to work with and find their appropriate email address)

Call

If you are having a hard time getting a hold of the hotel via email, you can always try to give the property a call. This is obviously dependent on your phone plan and service overseas, but it is a great alternative to get in touch immediately

When dialing up, you will be sent to the concierge. Ask if they can forward your call onwards to their Marketing Manager and if not, see if they can provide you with their email.

They say simply showing up is the best way to get something you are going after. Although this is a method we ourselves have never tried, there is probably no harm in giving it a go if you are out of options.

If this is something you are considering, we definitely recommend you show up prepared. That means that you are dressed nicely, ready to take on any questions the hotel team may have for you upon arrival. Always bring a business card and your media kit with you so that they have a way to get in touch with you after your departure.

Try This

(Write down the order of methods you would try to use to contact a hotel)



AMERICAN AND THE BRIT HOTEL COLLABORATION COURSE

DRAFTING THE EMAIL





DRAFTING THE EMAIL

Drafting up the perfect email is probably the most important part of this entire process. Since this is likely to be your main method of communication, you only have one chance to grab their attention and hopefully garner a response.

When it comes to the email, the best advice we can give is to keep it short, yet informative. You have to remember that these Marketing Managers are getting dozens of emails a day and they only have a few minutes to glance at what you are providing them. You want to do your best to create a fantastic snapshot of who you are and what you can provide.

Format

- Hello - eg. *Hello American and the Brit Team*
- 1-2 sentence Introduction
- 1-2 sentences on What You Do
- 1-2 sentences on Why You Are Reaching Out/Travel Plans
- 1 sentence for linking your Socials
- Closing Statement

INTRODUCTION

In your introduction, you should introduce yourself and where you are from. From there, you can add a brief statement on what it is you are doing with your time.

Example: We are George and Hanna of American and the Brit, travel content creators from California and London! Together, we are traveling around the world for 2 years building our portfolio of work.

Try This

(Write your own Introduction below)

WHAT YOU DO

It is important that you let the hotel know what it is you do. What is the skill set that you can provide? This is your chance to brag a bit and talk about what your passion is.

Example: We are travel bloggers and photographers who specialize in destination travel photography. We have the ability to create high quality media content for you and your team to use.

Try This

(Write out What You Do down below)

WHY YOU'RE REACHING OUT & TRAVEL PLANS

In this section, you want to explain why you are reaching out, as well as include the dates you plan to travel. It is important to be as specific with your dates as possible so that the hotel can accurately check on the availability of rooms. You can provide them with a range of dates if possible, so that they can decide which night(s) work best with their schedule.

Example: We are reaching out because we have planned a trip to Bangkok from September 5th-9th and would love to collaborate with you! We believe our work would be a perfect match for your property.

Try This

(Write out Why You Are Reaching Out & Travel Plans down below)

ATTACH MEDIA KIT & LINK SOCIALS

After you provide them with the desired dates of travel and your purpose for reaching out, you want to include your media kit and social media links. In this section be sure to link all of your social media channels. This can range from your Instagram, website, YouTube channel, podcasts, etc.



Example: Feel free to have a look at our socials to see if you think we would be a good fit for you! You can also find our media kit attached.

Instagram: @thisisjustanexample
Website: www.example.com

Try This

(Write out how you would include your Socials and Media Kit)

CLOSING

As with any email, it is important that you close on a positive note. Be sure to thank them for their time and to always leave the door open.

Example: Thank you for your consideration. We look forward to hearing back from you soon.

Try This

(Write out your closing statement)

PUT IT ALL TOGETHER

Now try writing out your entire email! Remember to use our examples as only a guideline. You should find a way to make it unique to yourself and your brand. Keep is short, yet informative so that you have the best chance of getting a response.

Try This

(Write out your entire email)

Key Section Takeaways

AMERICAN AND THE BRIT HOTEL COLLABORATION COURSE

DO'S & DON'TS





DO

Always Be Polite: Always be polite and respectful during all communication with the hotel. Be grateful for the opportunity, respectful to staff during your stay, and kind at all times.

Be Professional: Think of this as a job. Show up to the hotel clean and well groomed ready for your day. Always remember that you are there to work, not as a guest.

Try to Tip: We also strongly suggest that even if your stay is comped, you tip! Try to tip the bellman, waiters, and maids. We always do this and think it is a good practice, especially if everything is already free. These are people working hard and they deserve some compensation.

Negotiate: If you feel as though the hotel is asking for too much, or the exchange doesn't seem fair, don't be afraid to negotiate. Negotiation does not mean that the collaboration is over. Stick to your value and always try to see if they can meet you in the middle. Sometimes that means one side will have to make sacrifices, but don't undervalue yourself!

Build Relationships: Throughout this process, it is likely that you will meet a few people from the hotel! Ask for their business cards and network with them. Sometimes they may have connections elsewhere for you to reach out to.



DON'T

Be Pushy: If you haven't heard back and you have reached out via multiple platforms, ie. email, Instagram, or call, leave it alone. Unfortunately, not all hotels have the time to get back to you. Some will email you noting that they do not have space, or are not interested at this time. This is a nice gesture, however they are not obligated to do so. Do not over step and annoy them with multiple emails!

Ask For More Than You Can Provide: At all times, you should be thinking about if the collaboration is fair. Think of it from the hotel's point of view, and ask yourself if what you are willing to provide seems appropriate for what you are being given. It looks extremely bad to ask for more than you are worth.

Be Late With Deliverables: Generally, you should always provide your delivered assets to the hotel no later than one week post check out! This is a common courtesy. If you are taking months to send them the assets, the hotel team will be upset. You are more likely to get referrals and maintain a good relationship with the hotel if you deliver your promised assets in a timely manner.

Provide Sub-Par Content: At the end of the day, what you deliver to a hotel for free accommodation will be a reflection on the rest of the industry. If you do a bad job, you will make other content creators look bad. We know this first hand. We have had contact with hotels who no longer invite influencers to stay, due to bad past experiences. Please do not be that person for someone else.

If you are not yet feeling confident in the content you can produce, take some extra time to practice! These skills don't just come over night and it is so important to feel confident in the services you plan to provide.

Key Section Takeaways

REFERENCES



REFERENCES

Throughout this entire process, you will come in contact with Marketing Directors, Managers, and hotel staff. It is so important to take the time to get to know them.

One thing we like to do before any collaboration is set up a time to meet with them and have them give us a tour of the entire hotel.

This gives them time to show you all that the hotel has to offer, and it is also a great opportunity to scout out locations to shoot. Use this time to get to know them on a personal level and network.

Lastly, we will always ask them for a business card. This is good to have on hand should you need to get in touch with them at a later date.

When To Ask For References

When it comes to getting a reference, the most important thing is knowing when it is appropriate to ask for one. You should never ask until AFTER you have sent over your deliverables.

Generally, your point of contact will email you back after you have sent over your assets thanking you for your time. It is after this email, that you can ask them to send over a short 1-2 sentence reference about your work and professionalism.

Do I Ask For a Reference Every Time?

No. Only ask for references on jobs that you feel you did exceptionally well. For the most part, we got around 10 and now we no longer ask for them.

This is because we feel like we have enough should a hotel request them.



Do Hotels Actually Ask For Them?

For the most part, no. However we do think they are always great to have on hand and in your back pocket. It never hurts to have first hand proof that you deliver high quality work in a timely manner.

What Do I Do With The References Once I Have Them?

Once you have a few references we suggest you keep them typed onto one file.

We actually created a small PDF page with ours to have on hand. Some people also like to put a few directly on their Media Kit. Ultimately, it's up to you where you put them, but they are always good to have.

Key Section Takeaways



AN OPEN LETTER TO TRAVEL BLOGGERS

Ultimately, we hope that this comprehensive guide can give you the insight and tools to book your very first hotel collaboration!

We know that this industry can be confusing and learn as you go, but we hope that this information is useful for you moving forward.

Always remember that your work is a reflection on the rest of us. Please do your best to always be professional in what you do and take the time to do it well.

The only way that this industry can keep growing is by having amazing talent like yourself contribute.

Keep harnessing your skills and creating incredible content to inspire others around you!

We wish you all the best and safe travels ahead!Xoxo Hanna and George

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