



INSTITUTO
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**Elevating the Hotel Industry Post-Natural Disaster through
Creative Content in Digital Marketing Strategies
A Case Study of Es Saadi Marrakech Resort Destination**

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Master in Marketing

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ISCTE Business School

September, 2024

Department of Marketing, Strategy and Operations;

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Resumo

No Marrocos, o turismo é um setor vital para o crescimento económico. A 9 de setembro de 2023, um terramoto de magnitude 7,0 atingiu Al Haouz, provocando uma acentuada queda no turismo. Os hotéis enfrentaram o desafio de restaurar a confiança dos turistas para atraí-los de volta. Neste contexto pós-desastre, o marketing digital pode ser a chave para resolver este problema. Este estudo de caso pedagógico examina a decisão de gestão através do papel do marketing digital para ajudar o Es Saadi Marrakech Resort a recuperar após o desastre natural. O projeto tem como objetivo analisar a decisão de gestão do resort ao utilizar estratégias de marketing digital para lidar de forma eficaz com o contexto pós-desastre natural. Os dados primários foram recolhidos através de entrevistas com o gestor de projeto do resort sobre as decisões de gestão tomadas após o terramoto e de um questionário a 291 turistas franceses, o principal público-alvo do Es Saadi. Também foram utilizados dados secundários de documentos internos do Es Saadi. A análise centra-se na campanha de marketing digital do resort “Winter Subliss”, implementada no final de 2023, que utilizou publicações em redes sociais e conteúdo envolvente para comunicar ofertas únicas e restaurar a confiança dos clientes, atraindo turistas de volta. Os resultados sugerem que estratégias de marketing digital personalizadas, direcionadas a turistas franceses, foram fundamentais para restaurar a confiança e aumentar as reservas. Espera-se que o presente estudo de caso seja uma ferramenta útil para profissionais de marketing, especialmente no âmbito da hotelaria, fornecendo abordagens práticas para a recuperação de crises através da comunicação digital e oferecendo insights sobre a eficácia do marketing digital como ferramenta de recuperação pós-desastre, fornecendo lições valiosas sobre decisões de gestão de crises.

Palavras-chave: Indústria Hoteleira, Pós-desastre Natural, Decisão de Gestão, Estratégia de Marketing Digital, Eficácia da Comunicação Digital

Sistema de classificação JEL:

- M31 - Marketing
- M37 – Publicidade

Abstract

In Morocco, tourism is a vital sector for economic growth. On September 9th, 2023, a 7.0 magnitude earthquake hit Al Haouz, causing a sharp decline in tourism. Hotels faced the challenge of restoring tourist confidence to attract them back. In this post-disaster context, digital marketing may be the key to solve this issue. This pedagogical case study examines the management decision through the role of digital marketing in helping the Es Saadi Marrakech Resort recover following the natural disaster. The project aims to analyze the hotel resort's management decision in leveraging digital marketing strategies to effectively cope with the post-natural disaster context. Primary data was collected from interviews with the resort's project manager regarding the management decision taken after the earthquake and a survey of 291 French travelers, Es Saadi's primary target. Secondary data was also used from internal Es Saadi's document. The analysis focuses on the resort's digital marketing campaign "Winter Subliss" implemented end of 2023, using posting on social media, engaging content to communicate unique offerings and restoring customer confidence to attract tourists back. The findings suggest that tailored digital strategies targeting French tourists were key to restoring trust and increasing bookings. The present case is expected to be a useful tool for Marketing workers, especially in the hospitality scope, providing practical approaches to crisis recovery through digital communication and offers insights into the effectiveness of digital marketing as a tool for post-disaster recovery providing valuable lessons on crisis management decision.

Key words: Hospitality Industry, Post-natural Disaster, Management Decision, Digital Marketing Strategy, Effectiveness of Digital Communication

JEL classification system:

- M31 – Marketing
- M37 – Advertising

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Introduction

Natural disasters have the potential to severely interrupt operations, destroy infrastructure, and result in large financial losses in the hotel sector. Natural disaster as hurricanes, floods, or earthquakes can impact hotels with short- and long-term difficulties. The immediate effects can include utility outages and physical damage to buildings and structures. As Rosselló et al. (2020) explain “Most disasters have profound impacts on individuals, organizations and communities, and consequently on tourism activities.” (page 1). For example, in Southeast Asia, hotels often suffer significant damage from hurricanes and tsunamis, requiring months or even years of recovery efforts. The 2004 Indian Ocean tsunami, for instance, severely affected the hotel industry in Thailand, with properties like the Orchid Hotel in Phuket needing extensive reconstruction to restore operations (Biggs et al., 2012).

In Morocco, tourism is a critical sector that contributes substantially to the economy. The hotel industry, in particular, plays a significant role in the development of many cities. According to research from Mordor Intelligence (2021), tourism represents a significant part of Morocco's economic activity, contributing 7% to the GDP and employing over half a million people. Morocco's tourism sector experienced a remarkable comeback as the country reports a record-breaking 92% increase in tourist arrivals at its borders during the first half of 2023 (Morocco World News, 2023). According to the Tourism Observatory, approximately 6.5 million tourists visited the country in the first half of 2023, surpassing the figures from the same period the previous year by over 3 million tourists (Morocco World News, 2023).

Moreover, in terms of travel safety, Morocco is as safe as most European countries, such as the United States, and Canada, and thereby has a low-risk level, highlighted by the 2023 Travel Risk Global Monitoring Map (Annex A). By maintaining this level over the last three years, it is the only country to have a low-risk level in North Africa: Algeria and Tunisia are at a medium risk level, while Egypt has a high-risk level.

However, since these past few years, the hospitality industry in Morocco has faced different kind of natural disaster. First, the COVID-19 pandemic in 2020 had a profound impact on the global hospitality industry, with travel restrictions and lockdowns severely disrupting hotel operations. According to a article by McKinsey (2020), " in early May, occupancy was less than 15 percent for luxury hotels and around 40 percent for economy. Looking ahead, we expect economy hotels to have the fastest return to pre-pandemic levels, and luxury and upper upscale hotels to have the slowest. " The pandemic created unprecedented challenges, including reduced demand, fierce competition, and high levels of uncertainty, requiring hotels to adapt

quickly to survive in a dramatically changed market landscape.

Moreover, Morocco has been hit by an earthquake with a magnitude of 7.0 on the Richter scale, striking Al Haouz on September 9th, 2023. This profound tragedy for the country resulted in nearly 3000 lives were lost, 4661 individuals were injured, with 1139 identified as severe (Haddad et al., 2024). The impact extended beyond human casualties to include material damage, with 59,674 buildings collapsed, of which 32% were destroyed completely, and 68% partially damaged (Haddad et al., 2024). This earthquake, which struck near Marrakech, led to an immediate drastic decline in tourism. Hotels faced not only the physical task of rebuilding but also the challenge of restoring tourist confidence and encouraging visitors to return (Jebli et al., 2023). As noted by Rosselló et al. (2020), "The repercussions of a disaster are likely to affect tourism directly at a destination country, but indirect consequences for travel to and from the affected region are also conceivable" (page 1).

Natural disasters, in the form of an earthquake, have always presented a significant risk to economies, by affecting not only the physical infrastructure but also the labor force and the overall capital of affected businesses (Haddad et al., 2024). As stated by Rosselló et al. (2020), "disasters have the potential to deter visitors from travelling to affected destinations." (page 2).

The Es Saadi Marrakech Resort, like many other hotels in Morocco, had to address these challenges head-on to ensure a swift recovery and continued business sustainability. The physical and psychological impacts of such disasters necessitate time for recovery and the implementation of strategies that go beyond basic building reconstruction.

In the context of post-natural disaster, digital marketing is essential to the hotel industry's recovery. Utilizing digital platforms allows hotels to communicate with customers quickly and broadly, rebuilding trust while providing updates on the recovery process. Digital marketing strategies can be the key tool in conveying timely information, engaging with guests, and promoting special offers to attract visitors back to the destination where the natural disaster hit. Taking the example of Haiti, Korstanje & Seraphin (2019) have provided evidence that information and communication technologies and more specifically Virtual Online Learning Material (VOLM) can contribute to educate visitors at the pre-visit stage and more importantly change their negative perception of the destination.

Additionally, real-time data and feedback obtained through digital marketing channels enable hotels to modify their strategies in response to evolving customer behaviour. This flexibility is essential in the post-disaster context, as conditions can change quickly. In fact, Chiawo et al. (2023) add in their study about tourism recovery post pandemic in Kenya that "the role of innovation and technology in tourism practice, e.g., social media marketing and the

use of digital platforms in marketing, has risen.” (page 8).

In conclusion, as the hotel industry in Morocco navigates the post-natural disaster landscape, the integration of creative content in digital marketing strategies proves to be a significant enabler of recovery and growth. By managing the use of digital marketing tools, such as social media and email marketing to drive awareness and create real time engagement, hotels can effectively rebuild their brand, reassure travellers, and build trust with past and prospective guests to have a chance to attract tourists back to the affected areas and play their cards right, against all the competitors.

In the process of formulating research objectives, it became essential to translate these into management decision-oriented goals. This approach ensures that the research findings are not just academically but also practically relevant, providing actionable insights for decision-makers. By framing the research questions and objectives in terms of management decisions, we align the study's outcomes directly with the strategic needs of Es Saadi Marrakech Resort. This ensures that the research contributes to real-world problem-solving, particularly in guiding the resort's recovery and marketing strategies post natural disaster, and in this case post-earthquake, and enhances its ability to navigate challenges in a highly competitive and uncertain market environment. This decision-oriented framework helps bridge the gap between theory and practice, offering clear guidance for implementing effective digital marketing strategies that can drive business recovery and growth. The research is based on this main research objective:

RO1: To analyse the hotel resort's management decision in leveraging digital marketing strategies to effectively cope in the event of natural disaster.

From this main research objective, those sub-research objectives are highlighted:

- (i) to examine previous empirical research studies regarding the powerful role of digital marketing strategies in post-natural disaster recovery in hospitality sector;
- (ii) to identify effective digital marketing tools to boost awareness and encourage tourist return to the resort;
- (iii) To develop and implement a digital marketing strategy that effectively communicates the safety, recovery, and unique offerings of Es Saadi Marrakech Resort to regain consumer confidence and drive bookings post-earthquake.

This study is divided into six main chapters including several sections: Introduction, Case study, Methodology, Pedagogic note, Conclusion and References. This study begins with an introduction about post-natural disaster situation faced by the hotel industry, focused in Morocco, and the relevance of digital marketing strategies in this context, followed by the main objectives the study is going to answer all along. Then, in the “Case study” chapter, it presents and analyses the case study problem of Es Saadi Marrakech Resort and the specific challenges it faced due to the recent earthquake in September 2023. The core of the case study will present data organized by themes relevant to the problem at hand, leading to a restatement of the case study problem and formulation of specific questions. After this, the “Methodology” outlines the research design and methods used, followed by a “Pedagogic note” detailing different data such as the target audience, objectives, and literature review. Finally, the study concludes with an analysis of the findings and recommendations.

1. Case Study

To understand better what marketing solutions a hotel has post-natural disaster to still attract clients, the study focuses on the Es Saadi Marrakech Resort business and its actions implemented after the earthquake that hit Marrakech and its neighbourhood on Saturday 9th 2023. First, let's describe Es Saadi Marrakech Resort and its business units then analyse the case study problem and to conclude group the data according to themes related to my topic. Then, the specific questions related to this case study would be highlighted before being addressed at the end of the study.

1.1.Presentation of the case study problem

1.1.1. Origins and background

The Bauchet-Bouhlal family has been managing this resort, where French luxury blends delicately with Moroccan refinement and hospitality, for three generations. The 5-star Hotel, the Palace, 8 Ksars, 10 Villas with private pools, 7 Restaurants, 3 Bars, 2 Spas, and a Dior Institute are all available at the current Es Saadi Marrakech Resort. Regarding the nightlife, the resort offers the "Casino de Marrakech," the Epicurien, and the Theatro (Annex B).

The name Es Saadi, which translates to "Le Bienheureux" or "The blissful," is a homage to the dynasty that ruled during the period when Marrakech served as Morocco's capital. The famous "Casino de Marrakech" was the original Es Saadi, built in 1966 by its inventor and owner Jean Bauchet, who also designed Paris's renowned Moulin Rouge. Later, The Hotel***** and the Moroccan-style Palace were added. Located in the 'Hivernage' neighborhood, which has long been recognized as the wealthy Europeans' winter retreat, this 8-acre lush oasis with palm trees has welcomed a number of well-known figures, including Princess Margaret of England, Pierre Balmain, Leonardo DiCaprio, and The Rolling Stones. It was managed by Elisabeth Bauchet-Bouhlal, the daughter of Jean Bauchet, who personally attends to each guest's needs, making the establishment a of class and discretion (Annex B).

A true living environment, the Es Saadi Marrakech Resort is built around one of Morocco's most important collections of modern and contemporary art. A stunning collection of sculptures and paintings by well-known artists from the kingdom, Arab nations, and Africa, many of which are strewn throughout the gardens, common rooms, and lobby of the palace (Annex B). The collection was assembled by Elisabeth Bauchet-Bouhlal, a visionary who has long been a patron and collector of Moroccan contemporary art. This charitable approach has extended to the creation of a number of cultural initiatives in Marrakech, such as the 1-54

Contemporary Art Fair, the Friends of Music of Marrakech Association, the International Film Festival, the Marrakech Art Fair, and many more. Es Saadi Palace has a distinct character thanks to its «art in freedom» philosophy, which sets it apart from foreign hotels that could have hundreds of artworks on exhibit (Annex B).

With two spas that are both traditional and at the forefront of innovation and excellence, the experience also seeks to be holistic. Expert Signature treatments, exact partner brands such as the Dior Institute, yoga retreats, and the exclusive Oriental Thermae® journey—a sequence of hot and cold, dry or wet heat baths that alternate—all combine to create a calming and cleansing experience for the body, all in an opulent environment perfect for escape (Annex B).

Year after year, the Es Saadi Marrakech Resort reinvents itself while holding onto its distinct and genuine identity. Over the past few months, new living places and experiences have arisen in a variety of areas, from dining to well-being (Annex B).

1.1.2. Business Units

5-star Hotel

In 1966, the legendary hotel opened. The garden and the pool are both exposed to the large lobby. The virtually legendary pool encourages leisure with a sunbath thanks to its "island" planted with the famous palm tree that served as the inspiration for the emblem. Additionally, the pool furniture has been altered, returning to its former hues with a boldly asserted vintage attitude from the 1960s. The audacious decision to build a pool around a palm tree created a significant impression at the time, and the tree is now used as the 5-star hotel's logo. The Oriental Spa, the open-air restaurant "Autour de la piscine," and the bungalows—small homes with separate entrances and flower gardens—all face the five-star hotel and the pool. The five-star hotel, which has 135 rooms and 15 suites (varying in size from 35 to 85 m² with a loggia), strives to be genuine and cozy, with distinctive antique furnishings made of carved wood (Annex B).

In 2022, the five-star hotel's new terrace had a refurbishment and restoration. This place is "a feast for the eyes," combining the hues, forms, and influences of the ochre city with a contemporary, vintage feel that borders on pop. Notably identifiable are Marrakech's stunning ochre and the recognizable green of its palm palms. The Mediterranean cuisine at «Autour de la Piscine» includes several vegetarian and gluten-free alternatives in addition to

straightforward, seasonally appropriate meals including fresh veggies, meats, and fish (Annex B).

Located in a cozy and personal area by the hotel's pool, the Oriental Spa was founded in 2002 and provides traditional Moroccan hammam, sauna, massages, and beauty services. Local ingredients like rose water, orange flower, Fez rhassoul, argan oil, etc. are utilized to make the goods. The Oriental Spa provides a carefully curated assortment of goods from carefully picked organic and local partner businesses to enhance the benefits of the treatments (Annex B).

The Palace

Regarding the palace, which opened in 2007, its expansive peristyle is «guarded» by two enormous bronze horses and decorated with fountains. The striking dome, measuring 17 meters in height and 12 meters in circumference, greets visitors to the foyer. It is a masterwork of «gebs», the renowned Moroccan molded plaster. A magnificent view of the lobby is available from the mezzanine balcony. This is the Palace's exhibition area, where you can view a wide range of Moroccan artists' creations. Standing opposite us is a big white marble octagonal pool. Get over the alleyway decorated with arches, one can see the park and the 2400 m² lagoon pool in the distance. It is made up of a 300 m³ pool that is heated in the winter and an aquatic course that winds through the park's trees. You are invited to stretch out and fold the umbrella to discover yourself in a genuine bubble of leisure in solitude, alone or with a friend, by the lounge chairs, giant umbrellas, and circular couches with large cushions that resemble seashells, which are arranged all around the pools. Admire the magnificent facade on this side, which is broken up by oriental arches that lead to the suites' patios. The Majorelle blue string patterns accentuate the pink ochre tint, which "sounds well" in the scenery. A hundred-year-old eucalyptus tree towers over the three-story structure. Large white canvas umbrellas shade the Island Bar, a sun-protected atoll surrounded by Roman columns, in the middle of the pool. There's a bridge that makes this pub accessible from both the land and the pool. Because the garden, with its vibrant blooms and bougainvillea shrubs, is visible from everywhere, nature is all around the Palace and even within (Annex B).

The 3,000 square meter Spa at the Es Saadi Palace is a holistic and spiritual space that was lovingly designed by Caroline Bauchet-Bouhlal, the Deputy General Manager of the Es

Saadi Marrakech Resort. It upholds the same ideals of quality, outstanding service, and one-of-a-kind sensory experiences (Annex B). Constructed around a century-old eucalyptus tree that has been conserved by the Bauchet-Bouhlal family, the Spa's three floors each reflect a different aspect of this magnificent tree. The freely accessible pool, at root level, with its potently calming jets and its marble peristyle drenched in sunshine and the Marrakech sun, functions as a decompression chamber. The first floor's 15 treatment rooms and relaxation area with water beds surround the tree's leaves, while the well-lit gym matches the strength of the trunk. The patio where morning yoga is practiced on the top level salutes the top of the eucalyptus tree. The magnificent old Moroccan door that marks the palace reception serves as the entryway, instantly establishing the contrast between high modernism and unadulterated history. The Palace Spa is a genuine haven of resilience and prevention, with a wide range of Signature activities and treatments catered to the unique requirements and preferences of each person. Its goal is to release tensions and regenerate our bodies, which are often severely damaged by stress. Periodically, new inventions and trends are introduced to the menu (Annex B).

The Dior Institute has opted to combine contemporary and history by opening its first location in North Africa in Marrakech, within the distinctive Palace Es Saadi (Annex B). Natural colors, shades of gold and champagne, stucco walls, and flooring made of Carrara marble all blend together perfectly with Marrakech's laid-back way of life. The Dior Institute and the Palace Es Saadi combine their expertise to give you a rejuvenating interlude beyond time in a remarkable, escape-friendly location, where Beauty and Well-Being harmoniously come together for a holistic beauty experience. Dior's expertise depends on the advantages of priceless active ingredients made from flowers with unique qualities that are grown in Dior Gardens all over the world to generate exceptional therapies. This ensures that floral actives are traceable and effective, and that human and plant biodiversity are respected (Annex B). At its best, "the art of touch" combines performance, sensoriality, and efficacy as the main components of each therapy. The Quintessence 10 Signature Treatment is a remarkable facial and body ritual that is only available at the Dior Institut in the Palace Es Saadi in Morocco. It is designed around ten skillful moves (Annex B).

The Spa at the Palace has been operating since 2010 and has gained recognition by being named the World Luxury Spa Awards' "Best Spa Therapist–World" in October 2021 (Annex B). This is the spa's sixth award since it opened, signifying acknowledgment on a global scale for the knowledge and proficiency of its therapists, the caliber of its offerings, the standard of its facilities, and its holistic philosophy—a deep return to oneself and an invitation to tranquility. A wonderful location that is only focused on the completeness of the body and mind

(Annex B).

Eight compact, 160-square-meter private duplexes, the Ksars are built in the classic Berber manner and constructed around the swimming pool at Palace (Annex B). Featuring a living room, bedroom, bathroom, and balcony on the ground floor, this apartment also has a bedroom, bathroom, and solarium patio situated above. Every Ksar has a cozy, intimate ambiance that lets visitors feel like they're on vacation without sacrificing a homey sense. Perfect for a trip with friends or family (Annex B).

There are 10 homes altogether among the villas (Annex B). Every villa is tucked away in a verdant environment, out of sight. Every house has its own world, unique architectural style, allusions to art and culture, and even surreal aspects. Having magnificent ceiling heights, ranging from 110 to 260 square meters, and frequently including a dome. Unmatched luxury in exquisite materials, artwork, and workmanship may be found everywhere. Renowned celebrities such as Pedro Almodóvar, Catherine Deneuve, Monica Bellucci, and Leonardo DiCaprio have all expressed their admiration for the allure of these homes (Annex B). Every villa has an own butler who handles everything. The arrangement is straightforward: an entry, a sizable living area, a bedroom, a dressing area, and a roomy bathroom including a jacuzzi and shower. Refined touches abound, such as linens that are embroidered with varying designs that correspond to each villa's unique style (Annex B).

The Night-Life

During the 2000s, Jean-Alexandre Bauchet-Bouhlal found inspiration in this joyous way of life that had been passed down through the generations. In addition, he created and updated the first casino in Morocco and Africa, le Casino de Marrakech, which opened its doors in 1952 and quickly rose to the top of the poker enthusiast circuit, hosting year-round big events including the World Poker Tour (WPT), the World Series of Poker Circuit (WSOP), Winamax Sismix, and the Marrakech Poker Open (Annex B). However, in 2003, he made the bold decision to turn the entertainment facility his grandpa had built into a nightclub, Theatro, with the help of an imaginative and demanding director. Theatro promises a touch of crazy every night that captivates clubbers from all over the world, with its architecture preserved from its past as a music hall, magnificent shows where no less than thirty artists take the stage every night, unparalleled pyrotechnic displays, and DJ sets that are both frenetic and fascinating. It has been

ranked in the Top 50 internationally for multiple years, earning it the distinction of finest nightclub in Africa (Annex B). Not content to stop there, Jean-Alexandre created L'Épicurien, a lively restaurant inside the casino. L'Épicurien is a contemporary restaurant with an intimate ambiance, enormous mirrors evocative of 1950s bars, flower décor, and crystal chandeliers (Annex B). The location encourages a sensory experience, whether it is indoors or outside on the serene terrace with views of the garden's lit palm palms. L'Épicurien, a temple of celebration in Marrakech, is renowned for its exuberant performances in addition to its gourmet menu that features inventive international cuisine. On stage, a highly skilled live band with a solid reputation creates the mood by reinventing Motown songs or the biggest modern hits, putting on amazing performances. It's a lovely way to carry on the legacy of Jean Bauchet's music hall, where the finest performers formerly appeared (Annex B).

1.1.3. Case study problem

The Es Saadi Marrakech Resort, a prestigious hotel destination known for its blend of French luxury and Moroccan elegance, faced significant challenges following the earthquake that hit Morocco on September 9th, 2023. This natural disaster not only caused physical damage to the infrastructure but also led to a sharp decline in tourism, which is a critical sector for Morocco's economy. The resort, along with the broader hospitality industry in Marrakech, needed to navigate the dual crises of rebuilding physical structures and restoring consumer confidence.

Also, the escalation of the Israel-Palestine conflict that began on October 7, 2023, caused had a profound and significant impact on the hospitality and tourism sectors in Arab countries. The renewed violence, marked by intense clashes and significant casualties on both sides, not only drew global attention but also heightened security concerns among international travellers. This geopolitical instability led to a sharp decline in tourism across the region, as travellers from key markets, particularly Europe and North America, reconsidered their travel plans to Arab countries perceived to be within the conflict's sphere of influence. As a result, hotels and resorts in these countries, already grappling with post-pandemic recovery challenges, faced cancellations and decreased bookings. For instance, Safi Nawafleh of Petra Palace Hotel confirmed that the major hotels saw a 25 to 50 percent drop in reservations since the outbreak of war and said, "some small hotels have no guests"(Al-Monitor, 2023).

In summary, the combination of natural disaster with the earthquake on the September

9th 2023 and the Israeli-Palestinian geopolitical conflict disrupted the tourism industry in Morocco, causing significant economic challenges due to reduced visitor numbers and cancelled bookings.

1.2.Data organized

This section presents the data gathered for this pedagogical case study, structured by key themes. The data includes both primary and secondary sources, organized around central issues such as the impact of the natural disaster, the digital marketing strategies employed by Es Saadi, and the feedback from customers.

Impact Assessment

Although the earthquake had a devastating impact on many regions in Morocco, particularly Al Haouz, it is important to highlight that the earthquake's epicenter was far from Marrakech. As Aublanc (2023) states in *Le Monde*: "Located around a hundred kilometres from the epicentre, Marrakech was only very partially affected by the earthquake." Es Saadi Marrakech Resort did experience only minor physical impacts as broken tiles in some of the bathrooms of the hotel, with no major structural or infrastructural damage.

However, the disaster still had a notable psychological and reputational impact tourism in Morocco. Many tourists, particularly international visitors, perceived Marrakech as part of the heavily impacted zone and, as a result, cancelled or postponed their trips. In this same article, Samuel Roure, the president of the association of guest houses in Marrakech, Essaouira and Ouarzazate, which brings together 2,000 establishments, estimates the cancellation rate at 'between 40 and 50%' in September and forecasts '25%' for October and November: 'The damage is limited, the impact is mainly economic. Customers prefer to wait before deciding to come.' (Aublanc, 2023). The fear surrounding the disaster, compounded by media coverage and general uncertainty, led to a sharp decline in bookings.

Therefore, the resort's main challenge was not rebuilding its infrastructure but rather rebuilding customer confidence and encouraging visitors to return.

Digital Marketing Strategies Post-Disaster

To drive recovery efforts following the disaster, Es Saadi Marrakech Resort's Marketing department decided to implement digital marketing strategy as a management decision. Primary data from the interview with the resort's Project manager regarding this management decision

provides detailed insights into the implementation of the Winter Sunbliss campaign, core of this strategy, which aimed to attract French tourist -the resort's primary target group- back to the hotel (Annex F).

Secondary data from this campaign results report reveals all the information related to this digital communication with its objectives, the use of different digital tools, the results but also the lessons learned post-campaign (Annex C).

Customer Perception and Engagement

This section assesses customer reactions to the digital marketing campaign and overall recovery efforts, drawing from both quantitative and qualitative data. Primary data from a survey resulting from 291 travellers offer insights into how French tourists responded to Es Saadi Marrakech Resort's campaign and the factors that influenced their decisions to visit the resort (Annex D). Secondary data from the Winter Sunbliss campaign results report is also analysed (Annex C).

Regarding the survey, out of 291 respondents, 96% (278 people) answered "Yes," and 4% (11 people) answered "No." (Table D.1). The most common age group is 18-24 years old, representing 40% of the total (110 respondents). The second-largest group is 25-34 years old at 31% (86 respondents). The rest are distributed among older groups, with fewer respondents in the 65+ category (Table D.2). The campaign predominantly attracted younger audiences, especially millennials and Gen Z, which aligns with the use of digital marketing platforms like Instagram. Out of 275 respondents, 44% (120 people) identified as male, and 56% (154 people) identified as female. The gender distribution is relatively balanced, with slightly more female respondents (Table D.3). This might reflect the demographics of travellers interested in the Es Saadi Marrakech Resort campaign. Most respondents (61%, 167 people) are employed full-time, followed by 20% (56 respondents) who are students. Other categories (e.g., part-time employed, retired) were less represented (Table D.4). Instagram was the most popular platform, used by 87% (234 respondents), followed by Facebook (51%, 139 respondents), and YouTube (66%, 179 respondents) (Table D.5). The prominence of Instagram highlights its importance in visually driven campaigns like "Winter Sunbliss." Facebook and YouTube also provide substantial visibility but with a more varied demographic. This is verified with the answer to the question 6 (Table D.6): Instagram was considered the most effective for visual communication by 74% of respondents, while other platforms like Facebook and YouTube were deemed less effective. This suggests that Es Saadi Marrakech Resort should prioritize

Instagram for visually rich campaigns. Regarding their past travels, 63% (171 respondents) said they had travelled to Arab countries, while 37% (99 respondents) had not (Table D.7). Similar percentage had already visited Marrakech (Table D.8). Regarding the three most important factors that influence their decision to book an hotel for their holidays, price (80%), quality (73%), and location (63%) were chosen (Table D.9). Price and quality remain the top priorities for travellers, which suggests that Es Saadi's marketing campaigns should emphasize value propositions and high-quality experiences. The campaign's visual elements were generally well-received, particularly in terms of aesthetics and luxury, though there's room for improvement in creativity and memorability (Table D.10). Among the different content created for the campaign, "Partir Fissa", "Changer d'air" and "Bain de soleil" were the favourites (Table D.11). Oriental architecture stood out the most to viewers, suggesting that emphasizing this element in future marketing efforts would be beneficial. Indeed, after watching the video campaign, "Oriental architecture" has been chosen by 93 respondents. (42%) (Table D.12). Additionally, the most common descriptors were "Attention-getting" (54%), "Feel-good" (73%), "Creative" (27%) (Table D.13). The video succeeded in grabbing viewers' attention and eliciting positive motions. Regarding the word cloud, the focus is clearly on luxury, relaxation, and the concept of a stress-free vacation. The audience perceives the video as conveying a message about taking time off in a high-end, wellness-focused environment. The heavy presence of words like "bien-être" and "vacances" suggests that the video succeeds in communicating a vacation experience that combines leisure with a focus on well-being (Figure D.1). The audience seems to value the technical quality of the video, particularly the visuals and how the shots are composed. The focus on "architecture" and "piscine" suggests that the hotel's structural design and amenities like the pool are key attractions. Moreover, words like "qualité" and "images" indicate that viewers were impressed with the overall aesthetic and visual presentation (Figure D.2). The main critiques of the video appear to center around the music choice and the portrayal of nighttime scenes, which could have been perceived as less relevant or engaging for the audience. Additionally, some viewers may have found the video too long or found the ending dissatisfying. The presence of the word "rien" suggests that not all viewers found major faults, but those who did focus on specific technical or stylistic elements like music and transitions (Figure D.3). The feedback suggests that while the video was visually appealing, viewers felt that more could have been added to enrich the experience, particularly more shots of the landscape and better presentation of the services and rooms. The ongoing critique of the music reinforces the idea that a different soundtrack could improve the overall reception. The frequent appearance of "plus" implies that viewers wanted more depth or

coverage of the hotel's amenities and the surrounding environment (Figure D.4). The majority of respondents (73%) expressed a positive sentiment toward traveling to Marrakech after watching the ad. This suggests that the ad successfully conveyed an appealing image of Marrakech and its offerings, influencing viewers to consider the destination. However, 27% of respondents still indicated that they would not consider traveling to Marrakech, which could indicate hesitations or concerns, possibly related to the earthquake or other factors not fully addressed in the ad (Table D.14). Similar to the general sentiment toward Marrakech, 73% of respondents indicated that they would consider traveling to the Es Saadi Marrakech Resort after watching the ad (Table D.15). This demonstrates that the ad was effective in positioning the resort as a desirable location within Marrakech. The consistency between this result and Table D.14 suggests that viewers found the resort just as appealing as the broader destination of Marrakech. Despite the knowledge of the recent earthquake, a significant majority (79%) of respondents still expressed a willingness to consider traveling to Marrakech. This highlights the resilience of the destination in the eyes of potential visitors and suggests that concerns related to the earthquake might be alleviated by effective marketing or a perception of safety (Table D.16). The willingness to visit Es Saadi Marrakech Resort (71%) slightly decreased compared to the broader willingness to visit Marrakech (79%). This may suggest that while the destination of Marrakech as a whole remains appealing, some respondents may have specific concerns about the safety or condition of the resort itself following the earthquake (Table D.17).

1.3. Restatement of the case study problem

The core problem for Es Saadi Marrakech Resort is twofold: first, the need to effectively rebuild and restore the clients trust post-earthquake, and second, to develop and implement innovative digital marketing strategies that can rebuild consumer confidence, particularly among French tourists. The resort must navigate these challenges to ensure a swift recovery and sustain its business in a highly competitive and uncertain market environment to find a way to attract customers back to their resort.

- RQ1: How should Es Saadi Marrakech Resort leverage digital marketing to effectively overcome the challenges posed by the earthquake?

Purpose: To identify actionable digital marketing strategies that can mitigate the adverse effects of the earthquake on business performance.

- RQ1.1: Which digital marketing tools and strategies should be prioritized to maximize awareness and attract tourists back to Es Saadi Marrakech Resort?

Purpose: To determine the most effective digital marketing tactics that can drive customer engagement and increase bookings, thereby restoring the resort's market position.

- RQ1.2: What key insights from Es Saadi Marrakech Resort's digital marketing efforts can inform the development of future recovery strategies for the hospitality sector following natural disasters?

Purpose: To extract valuable lessons from current marketing initiatives that can be applied to future crisis management and marketing strategies, ensuring better preparedness and resilience.

1.4.Case Study Annexes

Annex A. Travel Risk Map Global Monitoring



Source: <https://www.global-monitoring.com/wp-content/uploads/2022/12/2022-12-06-A3M-Risk-Map-2023.pdf>

Annex B. Es Saadi Marrakech Resort Press Kit



ES SAADI
MARRAKECH RESORT

PRESS KIT

ES SAADI MARRAKECH RESORT

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ES SAADI MARRAKECH RESORT

01

A JOURNEY THROUGH TIME

Es Saadi : A family history between Paris and Marrakech
Ethics and philosophy
Travel in the regions of art
Travel to the edge of luxury

THE MAGIC OF A PLACE

THE HOTEL *****
Presentation
Bars and Restaurants
The Oriental Spa

THE PALACE
Presentation
New services
The Suites
Bars and Restaurants
The Palace Spa

THE KSARS

THE VILLAS

NIGHTS AT ES SAADI MARRAKECH RESORT

ENTERTAINMENT
Casino Marrakech Es Saadi
Epicurien: the festive restaurant
Fan Zone
Theatro

ARCHITECTURE AND CRAFTSMANSHIP
Journey into the mythical Orient: the architecture
Stay in the company of traditional Moroccan artisans



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— 02

A JOURNEY THROUGH TIME

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— 03

A FAMILY HISTORY BETWEEN PARIS AND MARRAKECH

"Everything must change so that nothing changes"

Elisabeth Bauchet-Bouhlal has long embraced the maxim of Giuseppe di Lampedusa.

Her son, Jean-Alexandre, and his wife, Caroline, have joined her in the business, embodying this maxim and continuing the family tradition of innovation. Together, they have created a unique experience at Es Saadi, making it a place where guests love to return (30% of clients are regulars).

As the desire for rejuvenation has never been stronger, Es Saadi Marrakech Resort has evolved while preserving its values, timeless elegance, and deep connection to the history, culture, life, and terroir of Marrakech. This lush oasis spanning eight hectares, a true Garden of Eden nestled in the heart of the golden triangle of the ochre city in the Hivernage district, stands as a unique destination. For three generations, the Bauchet-Bouhlal family has passionately managed this resort, where French luxury meets Moroccan refinement and hospitality with delicacy.

The name Es Saadi, meaning "Le Bienheureux" or "The blissful", is a throwback to the dynasty that was in power at the time when Marrakech was the capital of Morocco. Created in 1966 by owner and founder Jean Bauchet, who developed Paris' famed Moulin Rouge, Es Saadi began life as the iconic "Casino de Marrakech", followed by The

Hotel***** and the addition of the Moroccan-style Palace. Located in the 'Hivernage' district, long known the place wealthy Europeans used to escape to in the cold winter months, the historical destination has played host to many famous faces, from Princess Margaret of England and Pierre Balmain to Leonardo DiCaprio and The Rolling Stones.

Instantly becoming an oasis for the elite, the Hotel***** was overseen by Jean Bauchet's daughter, Elisabeth Bauchet-Bouhlal, who welcomes guests into «her home» and personally ensures the well-being of each, fostering an atmosphere of conviviality and elegant discretion. One-third of the clientele consists of loyal guests who have become friends.

The Bauchet-Bouhlal family have surrounded themselves with staff as loyal as its customers. With countless stories about guests who have returned after several years to be recognised instantly and called by their names, the combination of the two cultures, French and Moroccan, have brought about an incomparable warmth and service, apparent in every detail of the resort.

Therefore, without losing its essence, Es Saadi felt compelled to respond to this desire for exceptionality. It has done so masterfully, in line with the wonder bestowed upon it by nature from its origins: an «extraordinary garden».

From left to right:
Mrs. Caroline Bauchet-Bouhlal, Mr. Jean-Alexandre Bauchet-Bouhlal,
Mrs. Henriette Bauchet, Mr. Jamil Bouhlal, and Mrs. Elisabeth Bauchet-Bouhlal.

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A real contrast from the hustle and bustle of the souks and the Jemaa el F'na, the overwhelming tranquillity of the lavish gardens offers a life-changing experience. With 8 acres of palm trees, banana and olive trees, roses, bougainvilleas and the famous little roses of Marrakech flourish, emitting their delightful fragrance, the Es Saadi gardens are an oasis of Moroccan splendour in the heart of Marrakech's Golden Triangle.

The Palace and the ten villas with their pools were built without destroying a single large tree.

The giant palm trees, orange trees, olive trees, and bougainvilleas have retained all their splendor, with nature subtly tamed by a legion of gardeners.

Today, Es Saadi Marrakech Resort offers the 5-star Hotel, the Palace, 8 Ksars, 10 Villas with private pools, 7 Restaurants, 3 Bars, 2 Spas, and a Dior Institute, not to mention nightlife essentials: the "Casino de Marrakech", the Epicurien, and the Theatre.

However, Es Saadi Marrakech Resort is also a genuine living space, an enriched experience centered around one of the most significant collections of modern and contemporary art in Morocco. A beautiful collection of paintings and sculptures by renowned artists from the kingdom, Arab countries, and Africa, with many works scattered throughout the lobby, suites, Palace's common areas, and gardens. Elisabeth Bauchet-Bouhlal inherited her father's passion for contemporary art. A pioneer, she has always been a benefactor and collector of Moroccan art.

With nature omnipresent, the experience continues with a seasonal cuisine focused on the organic farm's vegetable garden, «Le Potager du Bled», and its in-house herb garden. Flavors and benefits of fruits and vegetables, from

the farm to your plate, whether at the table or by the pool, taking care of your health with a selection of balanced and gourmet dishes crafted by our Chefs.

The experience also aims to be holistic, with two spas that are both traditional and at the forefront of innovation and excellence. The Oriental Spa at the 5-star Hotel offers a journey of One Thousand and One Nights, while the Palace Spa is a completely holistic space with sumptuous architecture where marble, light, and nature blend. Expert Signature treatments, precise partner brands like the Dior Institute, yoga retreats, and the unique concept of the Oriental Thermae® journey, a series of dry or wet heat baths that alternate hot and cold to relax and detoxify the body... All set in a sumptuous setting conducive to escapism.

As spectacle and music are in Es Saadi's DNA since its opening, the experience is also festive. A moment of relaxation at apéritif time around the Hotel's pool, lounging on a vintage-style sunbed, cocktail in hand, and some delectable bites to savor. Inside the Casino de Marrakech, the Epicurien restaurant offers a signature cocktail, refined cuisine, and a live-band concert by Kech Experience, gradually elevating the atmosphere during dinner. And an indispensable nightlife rendezvous, Theatre, voted the best club in Africa, featuring a lineup of international DJs and original shows by talented performers.

At Es Saadi, art is represented in all its forms. A way of life, simply put... A cocoon of reassuring and comforting serenity and well-being in which to revel day and night. After all, doesn't

Es Saadi means «The blissful»?



From left to right:
Mrs. Elisabeth Bauchet-Bouhlal, Mrs. Caroline Bauchet-Bouhlal
and Mr. Jean-Alexandre Bauchet-Bouhlal.



ETHICS AND PHILOSOPHY

Conscious of the importance of sustainability, the Bauchet-Bouhlal family has developed a responsible attitude whilst developing the resort. For over 20 years, fruits and vegetables served in the restaurants are mostly from the resort's own garden and the family's organic orchard "Potager du Bled", located in the nearby Ourika Valley. All culinary, pastry, and chocolate preparations are also made in-house.

A water recycling station has been implemented for garden irrigation. Biodegradable detergents are used. Solar panels heat the 2 outdoor pools, the Spa pool, and provide hot water for the Palace and the Hotel. For printed materials, Es Saadi Marrakech Resort uses environmentally friendly papers and inks. In general, Es Saadi Marrakech Resort is committed to adopting environmentally responsible practices.

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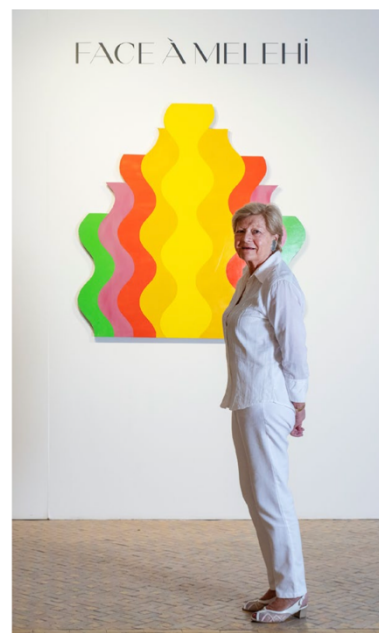
TRAVEL IN THE REGIONS OF ART

The Bauchet-Bouhlal family has always been art enthusiasts and collectors. Elisabeth Bauchet-Bouhlal, an aesthete, collector, and discreet benefactor, has over time become a major player and a privileged witness to the artistic and cultural life of Morocco. From her incredible collection displayed in the Es Saadi Palace to her philanthropic efforts, including unwavering support for cultural initiatives in the ochre city (literature, music, photography, painting, cinema, etc.), Elisabeth Bauchet-Bouhlal demonstrates her steadfast commitment and love for art on a daily basis. Like a benevolent godmother, she takes care of her artists and encourages them to give their best. This philanthropic approach extends to the development of numerous cultural initiatives in Marrakech, including the Marrakech Art Fair, Marrakech Biennale, International Film Festival, Friends of Music of Marrakech Association, Book Festival, 1-54 Contemporary Art Fair, among many others. In recognition of her commitment, she was decorated in 2014 with the rank of Officer of the Order of the Alaouite Wissam (equivalent to the French Legion of Honor) by His Majesty King Mohammed VI. Her collection of modern and contemporary Moroccan art includes works ranging from the canvases of Farid Belkahia to those of Hassan El Glaoui, encompassing photographs and ins-

tallations by renowned artists. To make these masterpieces accessible, they are displayed in the corridors, rooms, and gardens of the Palace. Each artwork is accompanied by explanatory texts and a QR code, and private visits, by appointment, can be organized with the heritage and cultural activities manager of the Palace.

On the first-floor exhibition space open to the public, a permanent exhibition invites visitors to explore the history of Moroccan painting from the fifties to the present day. Temporary exhibitions are also offered. For Elisabeth, nothing is more important than bringing art to life in the eyes of others.

From the lobby to the restaurants, from the corridors to the gardens, an exhibition of remarkable works reveals the talents of Mohamed Melehi, Farid Belkahia, Kamal Lahbabi, and many others. Each suite in the Palace pays tribute to a painter with several carefully chosen paintings in harmony with the overall décor, adding a unique character and real nobility to the setting. This «art in freedom» approach gives the Es Saadi Palace a unique personality, far from international hotels where hundreds of artworks may be on display. A new exhibition space of 200 m² is set to open its doors in 2024.



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TRAVEL TO THE EDGE OF LUXURY

Today, authentic luxury is more closely tied to the value of things than their price, and the much-discussed «hyperluxury» contains a significant immaterial aspect. Waking up to the song of birds, having breakfast on a terrace overlooking a park with century-old trees and a pool as vast as a lake, and gazing at the snow-capped Atlas Mountains on the horizon before entering a spacious marble bathroom delicately strewn with rose petals... A good start to a day dedicated to hedonism. Later, a lengthy spa massage either at the spa or in the comfort of your suite or villa. Beyond comfort, beyond well-being: a sensation of softness and fluidity. Everything has been designed for the pleasure of the senses: the space, play of light and shadow, harmonies of colors, the touch of noble materials crafted with passion, the flavors of sincere cuisine, the smile of attentive staff, both present and discreet.

The Es Saadi Marrakech Resort reinvents itself year after year, while preserving its unique and authentic character. From well-being to dining, new living spaces and experiences have emerged over the past few months.



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08

THE MAGIC OF A PLACE

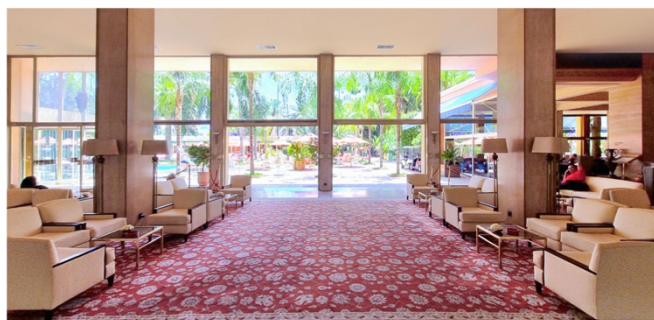
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THE HOTEL***** HISTORY

Welcome to the timeless Es Saadi, the historic hotel opened in 1966. The vast lobby is widely open to the garden and the pool. One is struck by the generosity of the spaces. The almost legendary pool, with its «island» planted with the iconic palm tree that inspired the logo, invites relaxation with a sunbath. The pool furniture has also been changed, making way for the original colors for a proudly assumed sixties vintage spirit. Building a pool around a palm tree was a bold move that made a big splash at the time, and this tree has become the emblem of the 5-star hotel.

Facing the 5-star hotel and the pool are the open-air restaurant named «Autour de la piscine», the Oriental Spa, and the bungalows (small houses with private entrances and flower gardens).

With 135 rooms and 15 suites (ranging from 35 to 85 m2 with a loggia), the 5-star hotel aims to be authentic and comfortable, featuring unique period furniture made of carved wood, Moroccan silk fabrics, handmade carpets, and more. An etiquette touch is the «special pool» elevator that avoids crossing the lobby in a robe or swimsuit. Just like with art and craftsmanship, Es Saadi prioritizes local resources. Products are chosen with rigor, and a significant portion of vegetables and fruits comes directly from the Potager du Bled, a family-owned agricultural property in the Ourika Valley, where the Bauchet-Bouhlal family maintains an organic vegetable garden and orchard.



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AUTOUR DE LA PISCINE

Welcome to the new terrace of the 5-star hotel, entirely redesigned and restored in 2022. Here, you'll find the inspirations, shapes, and colors of the ochre city but with a modern **vintage** touch, almost pop, «a feast for the eyes.» The iconic green of palm trees and the beautiful ochre, characteristic of Marrakech, are notably recognized.

The restaurant «Autour de la Piscine» offers a Mediterranean menu with simple, fresh dishes adapted to the seasons; fresh vegetables, meats, and seafood, along with some vegetarian and gluten-free options. It's hard not to find something to delight your taste buds, as the plates are **carefully crafted and generous**. Craving a simple snack by the pool? While staying in your swimsuit, you can enjoy salads, bagels, skewers, and fruity desserts with your feet in the water.

For refreshments, the freshly prepared **iced infusions** with aromatic **plants from the garden**, offering various benefits, are unanimous for their fragrance, healthiness, and thirst-quenching properties: mint, sage, geranium, verbenas, rosemary. Served in small terracotta pots, they enhance their exquisite flavor and maintain their freshness throughout the tasting.

BREAKFAST IN THE "JARDIN D'HIVER"

With a large shaded terrace overlooking the garden, there's a space in the shade where you can fully enjoy the park. Orchard fruits, freshly squeezed oranges and grapefruits, a variety of teas, «**homemade**» jams, freshly baked bread and pastries... For an international and local buffet breakfast, featuring Moroccan specialties prepared right in front of you.



Es Saadi Hotel, in the 80's



Es Saadi Hotel, in 2023

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THE HOTEL'S RESTAURANTS AND BARS

LE SAADI

Established from its inception, with its outdoor terrace, the hotel's restaurant, Le Saadi, is one of the «**fine dining**» establishments in Marrakech, offering refined French cuisine that skillfully upholds traditions such as flambé dishes and preparations made in front of guests. On the menu or in the «**Prestige Menu**»: briouates of foie gras with caramelized apples in honey and cider vinegar, grilled Chateaubriand with béarnaise sauce, red mullet fillet in broth, and more. Some traditional Moroccan specialties are featured on the menu, while others can be ordered for celebratory dinners. All dishes and pastries are entirely «**homemade**,» crafted from organic products from the family farm, «**Potager du Bled**».

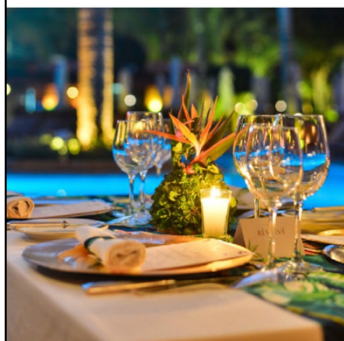
THE PIANO BAR

The Piano Bar is a true institution and an integral part of the life of the 5-star hotel. Its refined style appeals to vintage ambiance enthusiasts. Music resonates in the lobby from nightfall, the pianist takes the stage, inviting the audience to share a moment of tranquility while sipping «**Signature**» cocktails. For aperitifs, classic and creative cocktails are available, such as the Saadi Spritzer (Champagne, Aperol, basil, orange, lemon juice, and elderflower syrup) and the Greenger (Gin, ginger liqueur, cucumber, lemon juice, and lemonade). A selection of tapas is also offered.

AUTOUR DE LA PISCINE

An iconic venue at the Es Saadi hotel since 1966, Autour de la Piscine provides a new setting, combining Vintage Chic decor with Mediterranean cuisine, featuring seasonal and fresh products.

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ORIENTAL SPA



Brochure
Oriental Spa

Established in 2002, next to the pool of the 5-star hotel, in an intimate and comfortable setting, the Oriental Spa offers a traditional Moroccan hammam, sauna, massages, and beauty treatments. The products used are crafted from local resources such as rose water, orange blossom, Fez rhassoul, Argan oil, etc. To extend the benefits of the treatments, the Oriental Spa offers a selection of products from organic and local partner brands, carefully chosen.

Oriental Treatments

Embark on a journey into the traditions and beauty secrets of Morocco through hydrating massages, meditative massages, Eastern hand and foot beauty treatments, moisturizing Moorish baths with essential oils, and the use of the finest local products. The result is always a sense of total well-being and rejuvenation. Particularly unique to Morocco is the most well-known treatment: the hammam followed by the traditional Moroccan black soap scrub (a paste made from olive oil) with a kiss glove, or just the scrub, with orange blossom.

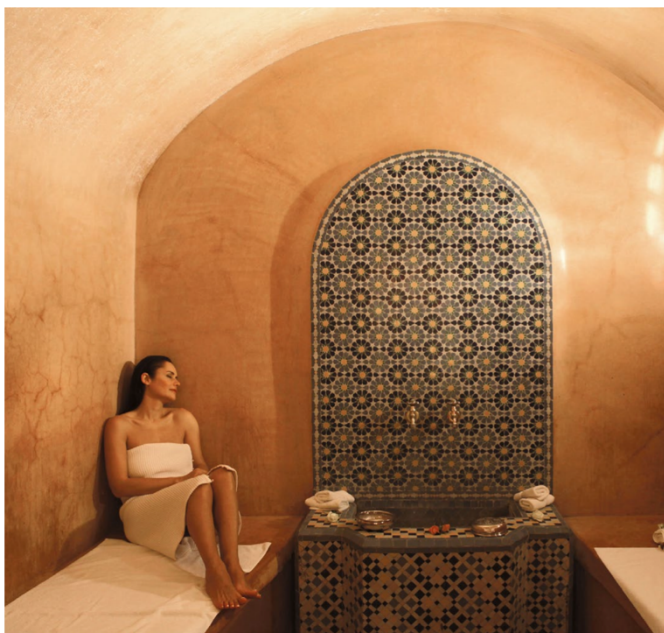
Starting from 400 MAD.

Western Treatments

Finnish sauna with five elements, relaxing or deep massages, facial treatments, and more complement the menu of traditional treatments.

New Addition: Amma Massage

Originating from Asia, it targets specific points along energy channels. Very relaxing, this massage, offered outdoors, has the peculiarity of being performed while seated.



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THE PALACE

Palace or palace? It doesn't matter!

This residence was **created with passion**, for the pleasure of its guests. The vast peristyle is adorned with fountains and «guarded» by two monumental bronze horses. Upon entering the lobby, the eye is captivated by the towering proportions of the dome: 17 meters in height and 12 meters in diameter, a masterpiece of «gebs», the famous Moroccan sculpted plaster. A mezzanine balcony offers a breathtaking view of the lobby. Here, you'll discover the exhibition space of the Palace with a rich selection of works by Moroccan artists. In front of us, in counterpoint, is a large octagonal pool of white marble. Through the arch-domed alley, a panoramic view extends to the park and the 2400 m2 lagoon pool.

You will have the pleasure of
discovering:

- 90 Suites
- 10 Private Villas
- 8 Ksars
- 3 Restaurants
- 2 Bars
- 1 Spa
- 1 Dior Institute
- 3 Boutiques

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THE PALACE SUITES

In each wing of the Palace, whether on the «Menara» side or the «Koutoubia» side, each floor has its color (Majorelle blue, pistachio green, Fez red, saffron yellow), punctuated by artworks from the family collection and some velvet chaise lounges. Elisabeth Bauchet-Bouhlal, the mastermind behind the color harmony, the choice of artworks, fabrics, and carpets, assembled a creative team with Aziz Lamghari, the architect of the Palace, and two decorators, especially for the furniture selection. The result of their collaboration blends the East (Orient) and the West (Occident), classic elegance, reminiscences of past decades, and a touch of contemporary boldness. Noble materials such as leather, glass, steel, or lacquer are in perfect harmony with the architecture and play beautifully with the light.



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THE SUITES

Ranging from 70 to 180 m², the Palace Suites all feature a terrace with views of the park and the Atlas Mountains. The space is generous, and the furniture has been specially designed in the spirit of Moroccan nomadic tradition: chests, carpets, benches with large cushions for comfortable lounging in the living area. The color harmonies vary across the suites: light or dark wood, finely carved or «zouak» (hand-painted with colorful motifs), Moroccan fabrics in warm tones. The terraces are furnished with teak furniture. The marble and tadelakt bathrooms are spacious (minimum 15/20 m²), with an oval bathtub and a separate shower.

The natural toiletries, made from plants and essences cultivated in the Ourika Valley, are specially designed for Es Saadi, featuring Oriental fragrances such as cedar and rosemary, bitter orange, rose, amber, and geranium. The same attention to detail is applied to the natural soaps, scented with bitter orange-infused Argan oil. In keeping with Moroccan tradition, black soap and the exfoliating glove are part of the thoughtful inclusions.



THE DUPLEX SUITES (110 m²) On the ground floor, spanning two levels, each opens onto a small private teak-furnished garden, a true haven for total privacy. The ground floor features a living room, office, and dining area. Upstairs, there is a bedroom, bathroom, and dressing room. The «Deluxe Duplex» suites have two separate lounges on the ground floor, including a Moroccan lounge.

THE CORNER SUITES - Coming in different categories, these suites stand out with their dual orientation, one or two terraces, and two distinct areas: the bedroom and a large lounge with an office and dining area.

«FAVORITES» AMONG THE SUITES

2301. Deluxe Corner Suite. With two terraces, a small veranda lounge with a canopy ceiling separated from its terrace by a beautiful moucharabieh of carved wood that subtly filters the light. In the large indoor lounge, a round marble inlaid table. **Surprise:** a view of the Palace dome decorated with glazed ceramics.

3301. Corner Terrace Suite. The largest, totaling 210 m² on the top floor. Stunning views of the Koutoubia, the city walls, and the distant Atlas. A blend of oriental and modern styles. Furniture with mother-of-pearl inlay, boudoir-style bedroom with a yellow organza canopy. The bathroom has a round jacuzzi bathtub. Like the villas, this suite has its own butler.

3305. Deluxe Senior Suite. In an all-white decor, combining contemporary design with reminiscences of the 1930s. Clean lines and contemporary materials: metal, glass, with a double ogive terrace, offering breathtaking views.

3201. Superior Corner Suite. Harmony in black and white. Black sofas with white piping, cushions, and striped black and white headboard. Paintings add just the right amount of color. A large white curtain transforms the terrace into an intimate alcove.

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THE TREE-LINED LAGOON POOL

The Palace pool covers no less than 2400 m². It consists of a first 300 m² pool (heated in winter) followed by an aquatic course among the trees of the park.

All around the pools: lounge chairs, large umbrellas, and round sofas with large cushions, reminiscent of seashells, invite you to stretch out and fold the umbrella to find yourself in a true bubble of relaxation in peace, alone or with a companion.

On this side, you can admire the majestic facade, punctuated by oriental arches opening onto the terraces of the suites. The pink ochre hue, highlighted by motifs in Majorelle blue cords, «sounds right» in the landscape. A century-old eucalyptus exceeds the height of the three-story building.

In the center of the pool, the Island Bar, a protected atoll from the sun by large white canvas umbrellas in the middle of the Roman columns. Surprise: this bar is accessible by the pool and by land, thanks to a bridge.

Nature is omnipresent around the Palace and even inside because from wherever you are, the garden is visible, with its bougainvillea bushes and flowers of all colors.

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THE PALACE'S RESTAURANTS AND BARS

LAGON & JARDIN RESTAURANT

THE SALAD BAR

Light takes precedence in this spacious restaurant, extended by a large terrace overlooking the Palace pool. Round tables, for conviviality, surrounded by comfortable seats overlook the gardens. The restaurant offers Slow* Food cuisine, rich in fibers, and «Smart Food» with an organic salad bar as one of the novelties.

Fans of light and flavorful blends can choose from raw or cooked vegetables, cereals, condiments, fresh herbs, cultivated at the Potager du Bled, the family farm located in the Ourika Valley.

A meal that **boosts the body**. For example, spirulina, a micro-alga extremely rich in proteins, or flax seeds, very rich in Omega-3, help preserve the heart and promote high-quality cellular renewal.

THE JUICE BAR

To accompany your meal, choose a juice or a smoothie from the menu. Made with fresh and healthy ingredients, these «homemade» drinks offer a delicious refreshment. Minerals, trace elements, vitamins, and antioxidants rush into each glass. To be enjoyed without moderation.

Some recipes:

The rocket tonic juice: rocket, coriander, red apple, and chili, this cocktail promotes digestion and creates an immunizing and stimulating effect.

The creamy fruit smoothie: passion fruit pulp, bananas, raspberries, strawberries, apple juice, and orange juice, a smooth and sweet blend that enriches the blood and has anti-inflammatory properties.

*Sustainable Local Organic Wholesome



THE PALACE'S RESTAURANTS AND BARS

ISLAND BAR

Located in the heart of the 2,400 m² lagoon pool, the Island Bar is an ideal place to soak up the sun between swims.

On the menu: Fresh fruit juice cocktails, iced teas, "Es Saadi" Mojitos, variations of the famous hibiscus cocktail with passion fruit, mango, and more, perfect for refreshing yourself in a relaxed and sunny atmosphere.

You can enjoy light and flavorful cuisine at any time, such as smoked salmon bruschetta or a chicken club sandwich.



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THE PALACE'S RESTAURANTS AND BARS

LA COUR DES LIONS

On the 3rd floor of the Palace, in a setting worthy of One Thousand and One Nights, la Cour des Lions offers a panoramic view of the city as well as the pool and gardens of the Palace. In an Arab-Andalusian decor reminiscent of Granada, guests can enjoy a moment in the large salon with comfortable sofas before sitting down to dine. The Bauchet-Bouhlal family has enlisted Chef Fatéma Hal (from Restaurant Mansouria, Paris), a knowledgeable and passionate ambassador of Moroccan Gastronomy, to showcase forgotten traditional dishes.

Her cuisine takes diners on a gustatory journey through ancestral dishes, such as the 12th-century Mourouzia with Ras el Hanout. At the end of the meal, you will be offered infusions with herbs freshly picked from the aromatic garden nearby the Persian villa, all in blue: sage, thyme, fresh mint, lemon verbena, coffee flavored with cinnamon and orange blossom, or more traditionally, mint tea.



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THE PALACE'S RESTAURANTS AND BARS

OTHELLO

Othello, the Italian restaurant at the Palace, draws inspiration from Venetian cuisine and focuses on showcasing seafood. A true marine-inspired kitchen that emphasizes high-quality ingredients, Othello highlights vegetables from the Potager du Bled and a selection of essential Serenissima recipes. The intentionally concise menu evolves with the seasons and the catch of the day.

Set in a refined decor, simultaneously simple and luxurious, featuring raw and noble materials, Othello accommodates about twenty guests who can savor the lagoon-inspired cuisine. Designed as a tailor-made jewel dedicated to Italian cuisine and overlooking a garden illuminated by candles, Othello is decidedly contemporary and intimate.



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SALONS AND LIVING SPACES

THE LIVING SPACES

The living spaces at the Es Saadi Palace are imbued with authenticity, promising an exceptional stay.

THE SALONS / LOUNGES

Located to the right of the hall, after a majestic sequence of white ogives, the Syrian Lounge features intricately carved Syrian furniture with mother-of-pearl inlays, sourced from antique dealers. Overlooked by an Indian dome with finely carved moucharabieh, this lounge leads to a passage providing direct access to the Casino de Marrakech through a monumental Indian-style carved door.

The Jean Bauchet Room serves as the reception area, spanning 520 m² and fully adaptable for a wide range of events, both professional and private. It is designed to accommodate various personalized settings and catering options, including kosher cuisine for receptions. The technical setup is handled by the team that worked on the Beijing Opera, ensuring lighting, sound, hangers, and artist dressing rooms for organizing evenings or conventions.

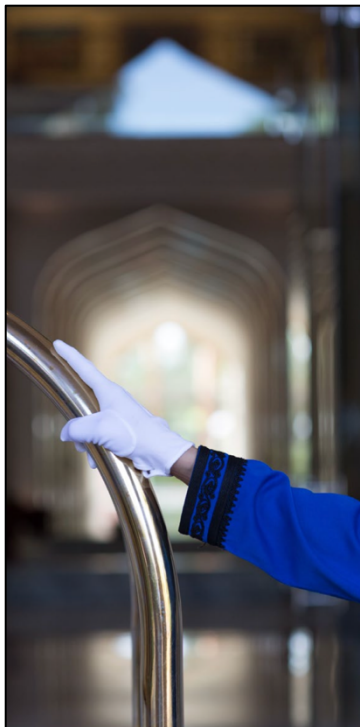
LOBBY BAR

The Palace's lobby is a meeting and sharing space, welcoming guests from 11:00 am to 1:00 am for fresh fruit juice, good coffee, or carefully crafted cocktails by the Chef Barman. Adorned with Leila Alaoui's stunning black and white photographs, the lobby offers a selection of finger food for those looking for a quick bite, made with fresh market produce that evolves with the seasons. At 4:00 pm, Tea Time features a variety of homemade pastries, accompanied by infusions and teas from the herb and aromatic plant cart straight from the garden. The exquisite



flavors can also be enjoyed chilled in a beautiful traditional Berber clay pot. As the lights soften, the jazz notes played by the pianist, surrounded by Syrian side tables with numerous candles, create a delightful atmosphere, perfect for discovering the Signature cocktail menu during the aperitif.

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THE OTHER SPACES OF THE PALACE

THE LIBRARY

In order to satisfy fervent literature enthusiasts and with a commitment to sharing culture, the Palace Es Saadi opened the doors of the Library in 2017. The collection showcased in this reading space is dedicated to works centered around Morocco, the Orient, and art in general, featuring «beautiful books», original, and eclectic works. This space is also the perfect spot to relax in the tranquility of a cozy lounge or, for the more playful, engage in a game of chess, backgammon, or solitaire.

In addition to the Library, the Es Saadi Marrakech Resort - in partnership with the French Institute - provides its guests with free and unlimited access to a digital library with over 20,000 books and 300 available newspapers called The Culturethèque.

DISCOVERY & CAREFREE KIDS CLUB

The Kids Club is a dedicated space for children aged 4 to 12, open 7 days a week from 9 am to 6 pm. Supervised by a team of caregivers and professionals, they will explore Moroccan culture through tailor-made activities, mostly conducted outdoors in the garden.

THE GOLDEN KEY CONCIERGE

At your disposal, 5 Golden Keys concierges to meet your expectations, whether you want to go for a run, relax, or simply get some fresh air and enjoy our 8-hectare park, pools, tennis court, and padel court. They are also at your service for organizing all your leisure activities upon request:

- Tennis and Padel on the Resort's courts.
- Golf: guaranteed reservations at one of the six golf courses of your choice.
- Horseback riding, quad biking, hiking, hot air balloon rides, camel rides, desert nights.
- Tourist visits, exploring souks and gardens, personal shopper, cooking classes, and more.

SERVICES

- Currency exchange
- Business Center
- WIFI-equipped Resort
- Airport transfer options
- 7/24 Room service and Butler
- Security: 7/24 guarded park and parking under video surveillance
- On-call doctor
- Moroccan craft, fashion, and luxury goods boutiques
- Newsstand

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THE PALACE'S BOUTIQUES

Under the glass bells of the first boutique, discover a delicate selection of chocolates, creations of the Chef: chocolates with citrus notes, praline ganaches, and orange peels from the garden coated in a thin layer of bitter chocolate. It's a must-visit for chocolate enthusiasts.

Seasonal homemade jams with delightful fragrances will delight the gourmands.

Traditional Moroccan pastries, such as Cornes de gazelle, Ghriba, and Fekkas, captivate the eye and announce a medley of flavors.

Inspired by the family farm, a range of products under the label «Potager du Bled» and sourced from the estate's crops include:

Extra virgin olive oil: balanced and rich in taste, obtained from olives at Potager du Bled and olive trees in Es Saadi Park, handpicked every October. The olives undergo mechanical pressing without chemical treatment or heating that could alter their quality, in the Gardam Mills.

Custom wicker and leather baskets, gardening or cooking aprons adorned with the

Potager du Bled emblem, as well as spices, homemade jams, honey, amlou (a nutritious Berber spread of almonds, honey, and argan oil), gluten-free breakfast granola, and more. Two other boutiques welcome visitors every day, offering a perfect place to indulge oneself or treat loved ones. They feature decorative items, ceramics, and linens from the Suites and Villas of Es Saadi. Additionally, there's a range of shower gels, body lotions, and soaps specially made for Es Saadi with natural ingredients, available in large sizes to take home and extend the sweetness of the stay.

These products come in original scents such as cedar and rosemary, bitter orange, rose, amber, geranium, and the latest addition, rose-scented, much like the natural soaps with sun-dried argan oil and scented with bitter orange.

Finally, there are carefully selected must-haves: jewelry, leather goods, hats, dresses, and numerous artisanal items crafted by popular Marrakech creators and designers.

Open from 10 am to 6:30 pm.



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THE PALACE SPA

Holistic and spiritual, the Spa at the Es Saadi Palace, created with passion by Caroline Bauchet-Bouhlal (Deputy General Manager of the Es Saadi Marrakech Resort), extends the experience of the Es Saadi Palace over 3,000 m², embracing the same values of excellence, exceptional service, and unique sensory experiences. Built around a **century-old eucalyptus tree**, preserved by the Bauchet-Bouhlal family, each of the Spa's three levels echoes a part of this imperial tree.

At the root level, the freely accessible pool serves as a **decompression chamber** with its powerfully relaxing jets, and its marble peristyle bathed in daylight and the Marrakech sun.

On the first floor, the well-lit gym corresponds to the vigor of the trunk, while the **15 treatment rooms** and the relaxation room with water beds encircle the tree's leaves.

On the top floor, the terrace where morning yoga is practiced salutes the summit of the eucalyptus. Access is through the palace reception, marked by a majestic ancient Moroccan door, immediately setting the tone between pure tradition and high modernity.

A **true place of resilience and prevention**, aiming to alleviate tensions and revitalize our bodies, sometimes so affected by stress, the Palace Spa offers a holistic approach with an extensive menu of **Signature activities and treatments** tailored to the specific needs and desires of each individual. New trends and innovations are regularly added to the menu.



Brochure
Spa du Palace



Pricing
Spa du Palace



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THE PALACE SPA

THE TREATMENTS

The Es Saadi Hammam

Within the **6 Moroccan hammams**, the architecture is sumptuous, inspired by Oriental palaces. Guests can unwind and experience the traditional Moroccan treatment, the black soap scrub, on warm marble tables. A pure moment of relaxation.

Signature Massages

The **twelve expert Signature massages** were developed in collaboration with Gil Amsellem, a physio-osteopath and Spa trainer who studied techniques from around the world. These include:

The Blissful, Total Relaxation, Absolute Energy, Back Focus, Feet-Hands-Head Reflexology, Abdominal Massage, as well as Slimming Massage, Extra-light, Light Legs, Sports Massage, Hot Stones, and Shower Massage.

The latest additions are **Kobido from the Thousand and One Nights** and **Shirodhara**, rooted in Japanese and Ayurvedic ancestral traditions.

Oriental Facials

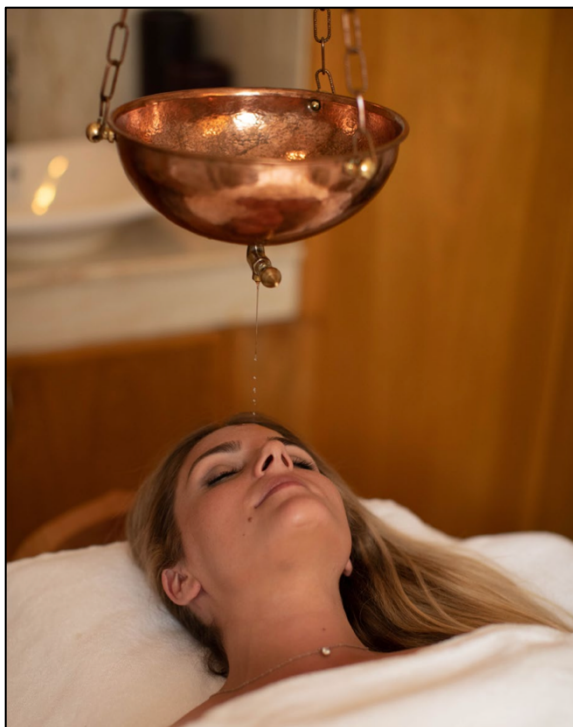
Facial treatments like Rose and Argan or Bride's Beauty gently enhance your skin with products from the spa's partner brand, La Sultane de Saba.

Balneotherapy by Micheline Arcier

A warm bath with essential oils from Micheline Arcier, concluding with a hand and head massage.



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THE PALACE SPA

SHIRODHARA TREATMENT

Composed of the Sanskrit terms «shiro» (head) and «dhara» (flow), Shirodhara is a traditional Ayurvedic therapy technique that involves gently pouring warm oil - often sesame oil - onto the forehead and letting it flow into the hair before proceeding to a head massage. This ritual of intense relaxation has the effect of reducing stress levels and provides a sense of well-being and serenity by strengthening both the body and mind.

The treatment begins with a body-mind relaxation massage using light and rhythmic maneuvers perfectly orchestrated by the practitioner. Then, lying comfortably on the back with the head slightly tilted backward, the practitioner starts pouring a stream of oil onto a specific point on the forehead called the **third eye**, the seat of clairvoyance. She then engages in a gentle rocking motion so that the oil flows from right to left over the head and hair to harmonize the two hemispheres of the brain. This technique nourishes and soothes the nervous system, addressing mental disturbances that affect sleep, concentration, and hormonal harmony.

Anxiety is dispelled, and the beauty of the face emerges with smoothed features.

Starting from 1600 MAD (60 min).

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THE PALACE SPA

THE ORIENTAL THERMAE®

A unique concept imagined by Caroline Bauchet-Bouhlal, the Oriental Thermae® offers an astonishing and voluptuous journey of purification and regeneration of the body in 7 steps: experiencing water in rain, steam, jets, ice; alternating between hot and cold; breathing in eucalyptus, mint, orange blossom, and myrrh...; witnessing a kaleidoscope of colors in shadow and light, all these mosaic sensations to listen to one's inner voice. Carved in marble, adorned with zelliges, this anchoring treasure trove offers sensory voyages between Greco-Roman baths, thalassotherapy, high-tech therapy, and Moorish baths.

BIO HERBAL BATH FROM THE «BLED»

Exclusively developed by Es Saadi and based on the virtues of carefully chosen natural herbs, the Bio Herbal Bath is a wet bath with a temperature ranging from 45 to 50°C.

STEAM BATHS

Spacious steam baths with 100% humidity and a temperature of 44°C.

SAUNA

Dry heat bath with a temperature ranging between 80° and 100°C.

LACONIUM

The Laconium has a maximum temperature of 50°C and is particularly recommended for those seeking a less intense version than the Finnish sauna.

FOOT WHIRLPOOL

A revitalizing bath that activates blood circulation through alternation of hot and cold.

EXPERIENCE SHOWERS

Whether Alaska or Tropical, experience showers have a powerful water jet at variable temperatures.

ICE FOUNTAIN

Decorated with Fez zellige and carved into marble, it continuously produces fine ice ready to be applied to the body to refresh between each bath, sauna, or steam hammam.



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THE PALACE SPA

THE SPA'S PARTNER BRANDS

At every level, a diverse range of treatments is offered, carried out with renowned partner brands carefully chosen for their expertise and impeccable product quality:

One of the pioneers of true contemporary aromatherapy, Micheline Arcier has created a unique treatment technique and a fabulous range of body and facial care oils.

The products used by our team of experts represent a genuine commitment to quality for the Palace Spa.

- La Sultane de Saba: Known for Oriental treatments.
- Micheline Arcier Aromatherapy
- Phyto Hair Studio
- Dior Institut: Featuring the range of Dior skincare products.



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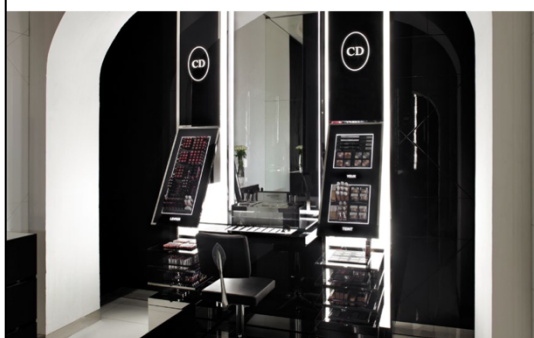
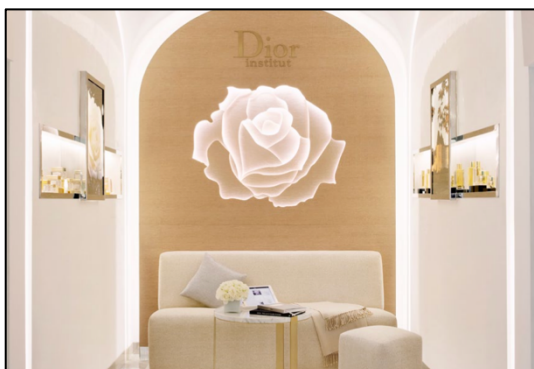
THE PALACE SPA



Brochure
Dior Institut



Pricing
Dior Institut



DIOR INSTITUT

By establishing itself for the first time in North Africa, in Marrakech within the unique setting of the Palace Es Saadi, the Dior Institut has chosen to blend modernity with tradition. Natural tones, gold and champagne hues, stucco walls, and Carrara marble floors seamlessly integrate into the gentle lifestyle of Marrakech. Luxury, elegance, and voluptuousness promise a moment of deep relaxation.

In this exceptional place, conducive to escape, the Dior Institut and the Palace Es Saadi combine their expertise to offer you a revitalizing interlude beyond time, where Beauty and Well-being harmoniously come together for a total beauty experience.

To create exceptional treatments, Dior's expertise relies on the benefits of precious active ingredients derived from flowers with exceptional virtues, cultivated in Dior Gardens worldwide. This guarantees traceability and efficacy of floral actives, as well as respect for people and plant biodiversity.

Dior skincare products are particularly enhanced at the Dior Institut. «The art of touch» operates at the highest level: effectiveness, sensoriality, and performance are the key elements of each treatment.

Exclusive to the Dior Institut at the Palace Es Saadi in Morocco, the Quintessence 10 Signature Treatment: an exceptional face and body ritual crafted around ten expert gestures.

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THE PALACE SPA

THE SPA SUITE

As the epitome of luxury, the Palace Spa also houses the «Spa Suite», a completely private suite within the spa, equipped with a dressing room, a private Moroccan hammam, duo balneotherapy, two massage tables, a relaxation lounge, and more. It is a perfect sanctuary to indulge, recharge with expert treatments, and enjoy a sensation of absolute luxury and relaxation.

Starting from 8,400 MAD (2 hours, 2 people)

PHYTO HAIR SPA

The beauty and health of your hair will be enhanced by the numerous and wonderful hair care treatments from the PHYTO brand, an expert with over forty years of experience in developing products derived from the plant world.

ALSO AVAILABLE:

- A manicure-pedicure area
- A gym with cardio training
- A Fitness Power Plate, Kinesis, Pilates, and Yoga room
- A boutique

BARBER SHOP

Adjacent to the PHYTO Hair Spa, the Barber Shop welcomes male clients to take care of their hair, beards, and mustaches.



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THE PALACE SPA

THE YOGA RETREATS

Yoga, a discipline originating in India, unites the body and mind, humanity and the universe, the human and the divine. Since 2015, in line with its holistic philosophy, Es Saadi has been offering Yoga retreats with a comprehensive program of activities and participant care. It provides a timeless experience, a true «moment of life» to reconnect with oneself, deeply recharge, tone and strengthen the body, refresh the mind, deepen one's breath, and brighten one's mood.

In partnership with Tigre Yoga, Es Saadi organizes 4-day/3-night retreats from Friday to Monday. Set in the idyllic surroundings of the Palace, with its 8-hectare park adorned with roses, orange trees, and palm trees, these holistic retreats offer the opportunity to enhance one's Yoga practice, taught by carefully selected teachers, share convivial moments, and discover Slow Food cuisine.

A truly beneficial and rejuvenating break in the Palace Spa.

Dates 2024 :

From March 22nd to 25th
From May 24th to 27th
From November 22nd to 25th

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THE PALACE SPA

THE OUTDOOR CABIN

To get closer to nature, the Spa at the Palace Es Saadi offers you the opportunity to experience some of its Signature massages in an outdoor cabin, amidst the gardens and in the shade of palm trees. An unprecedented experience where your well-being becomes our priority.

NUMEROUS AWARDS

Open since 2010, the Spa at the Palace has been distinguished by receiving the «Best Spa Therapist-World» award at the World Luxury Spa Awards in October 2021. This marks the sixth award since the spa's inception, representing international recognition for the expertise and skill of its therapists, the excellence of its service, the quality of its facilities, and its holistic philosophy: a profound reconnection to oneself and an invitation to serenity.

A magical place entirely dedicated to the fullness of the body and mind.



Best Luxury Resort Spa of Africa & Best Luxury Fitness Spa of Morocco



Best Luxury Resort Spa of Morocco



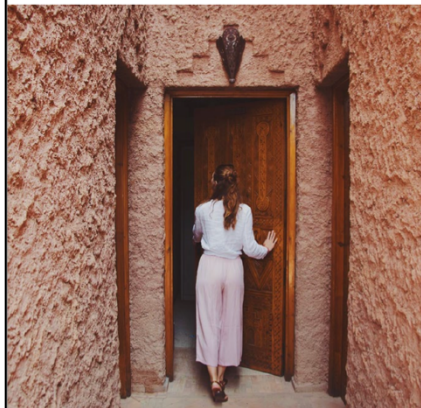
Best Luxury Wellness Spa - Commune Winner



Best Unique Experience Spa - Middle East & North Africa



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THE KSARS

Designed in the traditional Berber style, the Ksars are eight small private duplexes (160-sqm).

Built around the Palace swimming pool. Consisting of an apartment with a living room, a bedroom and a bathroom and a terrace on the garden floor, upstairs features another apartment with a bedroom and a bathroom and a solarium terrace.

Each with an intimate and warm atmosphere, the Ksars are available to give guests a feeling of being on holiday whilst retaining a homely vibe.

Ideal for a family or a stay with friends.

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THE VILLAS

Ten residences. Each villa is secluded in a lush green setting, hidden from view. Each villa has its own universe, architecture, artistic and cultural references, and even dreamlike elements. Ten small palaces, «tailored to the extravagance» of the architectural project. Ranging from 110 to 260 square meters, with splendid ceiling heights, often featuring a dome. Everywhere, an unparalleled luxury of noble materials, artworks, and craftsmanship.

The charm of these villas is highly appreciated by international stars: Leonardo DiCaprio stayed there during the Marrakech International Film Festival, Pedro Almodóvar, Monica Bellucci, and Catherine Deneuve.

Luxury of space and light: each residence is widely open to the outdoors, with a sliding glass door directly overlooking a 30 to 60 square meter pool, where the water is at ground level. Each of these pools has a different shape, taking into account the style of the villa and, above all, the location in the park to respect the heritage of centuries-old trees.

Luxury of service: each villa has its own butler who takes care of everything. The layout is simple: an entrance, a large central room, a bedroom, a dressing room, a spacious bathroom with shower and jacuzzi. Some villas have two bedrooms with bathrooms.

Each villa is equipped with a flat-screen TV, DVD player, Wifi internet... Everywhere, there are details of great refinement, such as embroidered linens with different patterns according to the style of each villa.



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Numbering 10, the villas provide a suspended moment in time and space within the most intimate part of the Resort.

Favorite Villa

This splendid oriental residence spans 130 m², featuring a private heated pool of 40 m² set within a private garden of 600 m². It comprises one bedroom with an ensuite bathroom and a jacuzzi.

Roman Villa

Elegantly reminiscent of ancient Rome, this 170 m² residence offers a private heated pool of 90 m² and a private garden of 800 m². It features two bedrooms with ensuite bathrooms and a jacuzzi.

Berber Villa

In tribute to an ancient people, this 110 m² villa offers a private heated pool of 30 m² and a garden of 1200 m². It features one bedroom with an ensuite bathroom and a jacuzzi.

Amazir Villa

With external robustness and internal elegance, this 110 m² residence has a private garden of 160 m². It includes one bedroom with an ensuite bathroom and a jacuzzi.

Sultane Villa

Adorned with warm colors and refined decor over 140 m², this villa offers a private heated pool of 50 m² and a private garden of 500 m². It features one bedroom with an ensuite bathroom and a jacuzzi.

Persian Villa

A true blue gem of 110 m², this villa has a private heated pool of 80 m² and a private garden of 400 m². It includes one bedroom with an ensuite bathroom and a jacuzzi.

Casablanca Villa

Evoking the harmonious volumes of the 1930s over 130 m², this villa offers a private heated pool of 80 m² and a private garden of 400 m². It features one bedroom with an ensuite bathroom and a jacuzzi.

Maharadja Villa

With majestic greenery and Indian inspirations, this 260 m² residence includes a private heated pool of 130 m² and a private garden of 600 m². It has two bedrooms with ensuite bathrooms and a jacuzzi.

Andalusian Villa

A Hispanic-Moorish heritage of 160 m², this villa offers a private heated pool of 30 m² and a private garden of 800 m². It includes two bedrooms with ensuite bathrooms and a jacuzzi.

1001 Nights Villa

Memories of tales resurface in this 210 m² residence, featuring a private heated pool of 70 m² and a private garden of 700 m². It has two bedrooms with ensuite bathrooms and a jacuzzi bathtub.

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ACTIVITIES AT THE RESORT

Tennis

Our clay tennis court is available to Resort guests. Ideal for exchanging some balls, engaging in a spirited match, or simply having fun with friends or family...

Starting from 250 MAD per hour without a coach and 600 MAD per hour per person with a coach. Rates include rackets and balls.

Padel

Located in the heart of the Resort's gardens, the new Es Saadi Padel court is addictive, playful, and friendly, offering an unforgettable gaming experience.

Starting from 500 MAD per hour and a half without a coach and 800 MAD per hour per person with a coach. Racket and ball rental available on-site.

All activities are by reservation through the Concierge only.

Golf

There are eleven golf courses available near the Resort to satisfy players of all levels. With exceptional panoramas, both skilled and novice players can enjoy the sun, shade, and freshness.

- Royal Golf de Marrakech
- Atlas Golf Marrakech
- Palmerie Golf Palace
- Golf d'Amelkis
- Golf Al Maaden
- Samanah Country Club
- Golf Assoufid
- Noria Golf Marrakech
- Palmgolf Marrakech Ourika
- Argan Golf Resort
- The Montgomerie Marrakech

Ski

The highest ski resort in Africa welcomes you less than an hour's drive from Marrakech, where you can speed down the slopes or engage in various mountain activities.



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NIGHTS AT ES SAADI MARRAKECH RESORT

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After working in the resistance, Jean Bauchet had only one goal: to bring joy to people affected by the war, to see their eyes light up, and to offer fabulous shows, recounts Elisabeth Bauchet-Bouhlal. Jean Bauchet, the owner of Lido, Moulin Rouge, and Tabarin in Paris, captivated by the extraordinary light of the ochre city, invested in a building still under construction, situated in the middle of an eight-hectare plot of land in Marrakech, lush with vegetation. He was convinced: **this place would become the most prominent entertainment venue in the Kingdom.** In the fall of 1952, on the day of the inauguration, the entire Morocco turned out. In addition to the gaming and entertainment area, there was a dancing section with an orchestra. Stars of the time flocked there: Henri Salvador, Robert Lamoureux, Gloria Lasso, Josephine Baker, Maurice Chevalier, Charles Aznavour...

Jean Bauchet also brought in the revues from Lido and Moulin Rouge, which he still owned. In 1966, he opened the Es Saadi Hotel to accommodate all these celebrities. «My father imported a Parisian spirit, a piece of Montmartre, lightness, and French gastronomy,» recalls Elisabeth. In the 2000s, his grandson Jean-Alexandre Bauchet-Bouhlal drew inspiration from this festive lifestyle inherited from a long tradition. He not only developed and modernized the Casino de Marrakech, becoming the most sought-after destination for poker enthusiasts (major tournaments take place throughout the year, such as the World Poker Tour (WPT), the World Series of Poker Circuit (WSOP), Winamax Sismix, and the Marrakech Poker Open).

But in 2003, with the complicity of a creative and demanding director, he decided to transform the entertainment venue created by his grandfather into a nightclub: thus, **Theatro was born.** With its architecture inherited from its music hall past, breathtaking shows where no less than 30

performers take the stage every night, unprecedented pyrotechnic displays, and DJ sets that are both energetic and enchanting, Theatro promises a touch of madness every night that captivates clubbers from around the world. This has earned it the title of the best nightclub in Africa, consistently ranking in the Top 50 worldwide for several years.

Jean-Alexandre didn't stop there; he went on to create a festive restaurant within the casino, L'Épicurien. With its intimate atmosphere, crystal chandeliers, floral decorations, and large mirrors reminiscent of 1950s bars, L'Épicurien is a modern establishment. Whether indoors or on the peaceful terrace overlooking the illuminated palm trees in the garden, the venue invites a sensory journey. A true temple of celebration in Marrakech, in addition to its gourmet menu that embraces creative world cuisine, L'Épicurien is also known for its lively concerts full of energy. On stage, a talented live band, with a well-established reputation, sets the rhythm by reinterpreting Motown classics or the greatest contemporary hits, delivering exceptional shows. It's a beautiful way to perpetuate the tradition of the music hall created by Jean Bauchet, where the greatest artists once performed...



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THE CASINO

The first casino in Morocco and Africa, inaugurated in 1952 and now legendary. The Casino de Marrakech hosts major poker tournaments and offers grandiose evenings behind its period facade, reminiscent of a 1950s detective film.



The Casino is equipped with state-of-the-art facilities and hosts international tournaments such as the WSOP Circuit or the WPT Marrakech.



www.essaadi.com

EPICURIEN : THE FESTIVE RESTAURANT

Intimate atmosphere, crystal chandeliers, suspended floral decorations, dimmed lights... L'Epicurien is the restaurant-bar lounge of the Casino de Marrakech. It's the trendy spot to sip on a Signature cocktail or indulge in international and creative cuisine. The menu evolves with the seasons, and each creation from the Chef brings

a touch of indulgence and originality to your dinners. From Wednesday to Sunday, an international repertoire live band performs on the stage of L'Epicurien, ensuring a festive and energetic atmosphere.

Open every day from 8:00 PM to 5:00 AM.

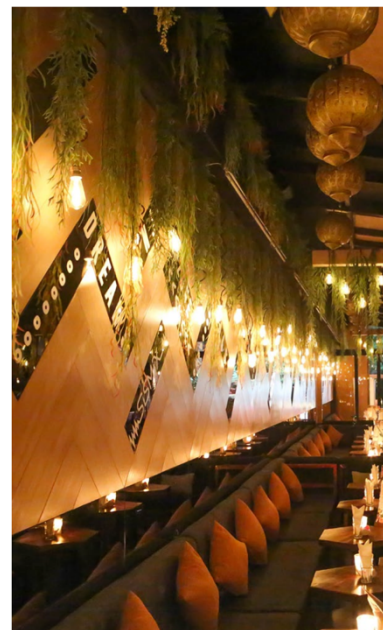
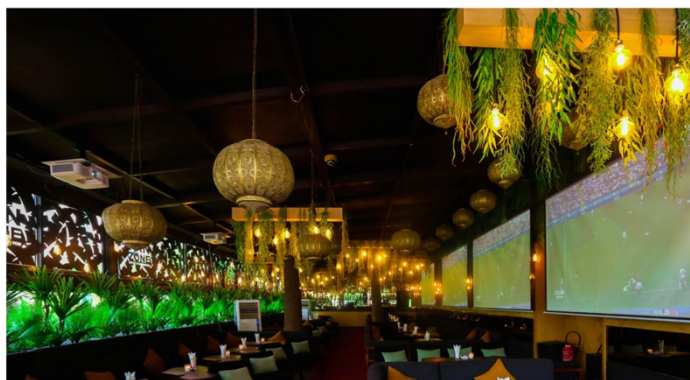


www.essaadi.com

FAN ZONE

Located at the entrance of the Casino de Marrakech, the Fan Zone is a unique sports bar known for the diversity and richness of its television programs. Every day, major sports competitions, including football, tennis, and basketball, are broadcast live. The Fan Zone offers a selection of

sports events to follow on its 5 giant screens that adorn the venue. This sports bar, recently opened in place of the Casino Terrace, is a must-visit relaxation spot for sports enthusiasts.



www.essaadi.com

THE THEATRO THE BEST NIGHT CLUB IN MOROCCO

Sixty years ago, Marrakech celebrated the opening of one of the first scenes of 'Music Hall' in Africa: The Es Saadi Theatre, with a list of performers including Josephine Baker, the Lido Dancers, Charles Aznavour, and many more.

In 2003, the Teatro gave life to this historic establishment, transforming into an extravagant nightclub with standout architecture and a unique list of acts. Since its opening, the philosophy of Teatro has remained consistent:

constantly reinventing the show and coming up with new and exciting ways to surprise and entertain, thanks to its bold artistic direction and perpetually changing show.

Alongside resident DJs, visits from influential international guests bring the latest global trends to Marrakech. This dynamic mix has been shaping the nights of Marrakech for over 20 years.



www.essaadi.com



ARCHITECTURE AND CRAFTMANSHIP

www.essaadi.com



JOURNEY INTO THE MYTHICAL ORIENT: THE ARCHITECTURE OF THE PALACE AND THE VILLA

The Bauchet-Bouhlal family and their architect, Aziz Lamghari, dared to pursue their dream and successfully carried out almost pharaonic works. The Palace and the villas evoke visions of **One Thousand and One Nights**, blurring the boundaries between reality and imagination. The inspiration is diverse: from Granada to the Euphrates and ancient Persia, through India, Samarkand... An astonishing blend of Middle Eastern and Hispano-Moorish cultures.

Generous proportions allow for ornate details: columns and porticos, ogives, domes and turrets, crenellated rooftop terraces... Everything was possible. The facades celebrate color: rose, beige, ochre, celadon green, vibrant green, indigo blue, Majorelle blue, intense red, with coatings made from lime and natural pigments.

Aziz Lamghari, originally from Marrakech and who passed away in 2020, was the great-grandson of Grand Vizir Menehbi, the founder of Dar Menehbi Palace, the family home, which now houses the Marrakech Museum.

After studying at the Ecole des Beaux-Arts in Paris, he specialized in painting, engraving, and sculpture. Over time, he quickly established himself as one of the leading names in tourist architecture worldwide, with avant-garde concepts in Singapore, Thailand, Indonesia, Hawaii... His scope of work covered the entire realm of luxury and elegance, in the heart of the world's most beautiful locations.

www.essaadi.com

STAY IN THE COMPANY OF TRADITIONAL MOROCCAN ARTISANS: TRADITIONAL MOROCCAN CRAFTSMANSHIP

The Bauchet-Bouhlal family places great emphasis on perpetuating the authenticity of Moroccan craftsmanship and supports activities that are at risk of disappearing due to a lack of sponsors. The best master craftsmen in the country, known as «maalems», were mobilized for months to create the decorative elements of the villas and the Palace. Thus, carpets, textiles, leather, wooden doors, ironwork, ceramics, tadelakt, and other zelliges, all products of a craftsmanship passed down from father to son, are omnipresent at the Es Saadi Resort. It serves as a true showcase of the expression of a rich and diverse Moroccan cultural heritage.



www.essaadi.com

1952

Beginning of a family adventure with the opening of the Casino de Marrakech and the historic hotel inaugurated in 1966

8 hectares

Of private park in the heart of the other city

3 entities

Hotel, Palace, and Nightlife hub (Casino de Marrakech, Teatro, Epicurien)

258 keys

Within the Resort, including 135 rooms and 15 suites at the Hotel, 90 suites at the Palace, 10 private Villas, and 8 Ksars

15

Points of sale including 7 restaurants, 3 bars, 2 Spas, and 3 boutique spaces

3000 m²

Dedicated to well-being at the Palace Spa

1st

Dior Institut in Morocco and North Africa, since 2010

1 landmark

In Morocco, with globally recognized entertainment

5 Golden Keys,

Including the first held by a woman in Marrakech

1 collection

Unique of artworks, showcasing Moroccan art from 1950 to the present

ES SAADI MARRAKECH RESORT IN 10 KEY FIGURES

www.essaadi.com



ES SAADI
MARRAKECH RESORT

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Annex C. Winter Sunbliss Final Report



Campagne de Notoriété

Bilan campagne Décembre 23 - Janvier 24

février 2024

Bilan campagne - agence intercept

SOMMAIRE

1. BILAN DE CAMPAGNE
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3. DETAIL PERFORMANCES GOOGLE ADS
4. DETAILS PERFORMANCES META
5. EFFET HALO CAMPAGNE

Es Saadi Marrakech Resort - Tous droits réservés

#1

BILAN DE CAMPAGNE

Bilan campagne - agence intercept

Récap - Budget

Phase 1 :
Objectif : Notoriété
Du 04/12 au 17/01

Phase 2 :
Objectif : Acquisition
du 11/01 au 24/01

Phase 1	Meta	Google	Total
Budget	2 200 Euros	2 100 Euros	4 300 Euros
Phase 2	Meta	Google	Total
Budget	3 500 Euros	5 050 Euros	8 550 Euros
Total	5 700 Euros	7 150 Euros	12 850 Euros

Budget media total investi : 140 000 MAD / 12 814 EUROS
Frais agence : 72.545 MAD / 6 645 EUROS

Es Saadi Marrakech Resort - Tous droits réservés

Récap - 2 phases / 2 objectifs

Phase 1 : Objectif Notoriété du 04/12 au 17/12

- **ÊTRE VISIBLE** pour Noël 2023
- **RASSURER** les clients sans survendre
- **CAPTER** les visiteurs last minute
- **REVALORISER** Marrakech auprès de la clientèle MA

PHASE 1 (04/12 au 17/12/23) - Investissements media		
Google	Search, Display/ Discovery, Youtube	2 100 €
Meta	Facebook + Instagram	2 200 €
TOTAL MEDIA		4 300 €

Redirection vers la page HP du Es Saadi



Phase 2 : Objectif Acquisition du 11/01 au 24/01

DRIVER du trafic et des conversions sur la Landing Page relayant 4 offres / formats de séjour

PHASE 2 (11/01 au 24/01/24) - Investissements media		
REGIES	LEVIERS	BUDGET
Google	Search + Display / Discovery	3 535 €
Google	YouTube	1 515 €
Meta	Facebook + Instagram	3 500 €
TOTAL MEDIA		8 550 €

Redirection vers la landing page du Es Saadi



Es Saadi Marrakech Resort - Tous droits réservés

Récap - ciblage

CIBLES

Prioritaire : France
+ Suisse et Belgique FR

Secondaire : Maroc
Casa, Rabat, Tanger

1ère PHASE - F&H 25-65+

Ciblage Large
(Fans, Site, LAL)

Cible Voyage

Cible Bien-être

Cible Télétravail

Cible Famille

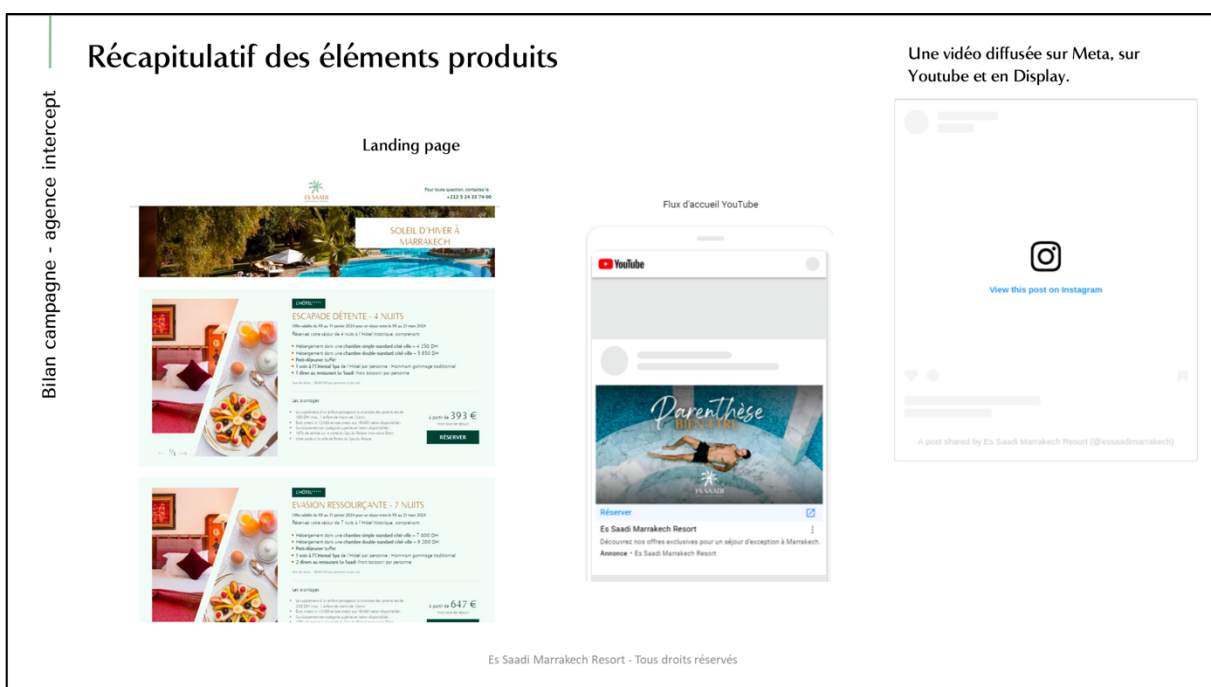
2ème PHASE - F & H 18-65+

Ciblage Large
Avec intention de réserver

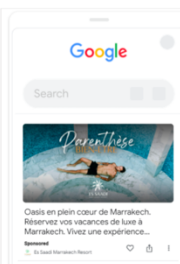
Cible Voyage
Avec intention de réserver

Cible Bien-être
Avec intention de réserver

Es Saadi Marrakech Resort - Tous droits réservés

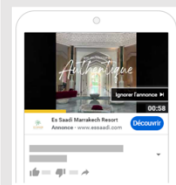


4 TYPES DE CAMPAGNES - Google ADS pour une diffusion optimale



Campagne Discovery

sur le réseau Google Display (Youtube, Gmail, et Discover Google) avec des visuels statiques reprenant les contenus validés ensemble.



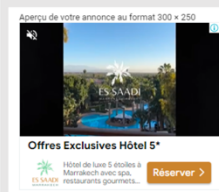
Campagne Youtube

pour maximiser notre visibilité en vidéo pre-roll format skippable. Voici la vidéo poussée pour rappel



Campagne Générique et marque

sur le réseau Search de Google, en ciblant des mots-clés avec une intention d'un voyage luxueux à Marrakech



Campagne Display remarketing

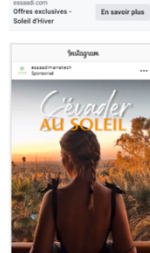
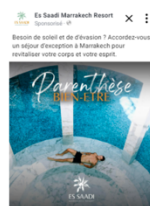
cible les utilisateurs qui ont déjà visité notre site ou qui ont déjà vu une annonce YouTube

Source : Google Ads - Du 04/12/23 au 24/01/2024

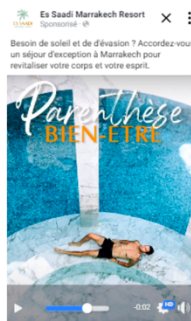
4 FORMATS pour tester au mieux l'algorithme Meta



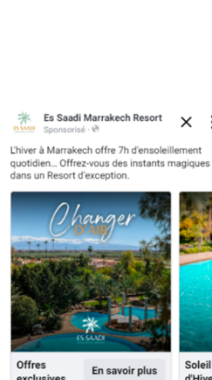
Vidéo



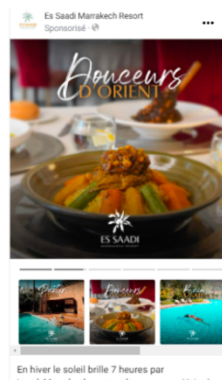
Images fixes



Images animées



Carrousels avec 6 visuels



SYNTHESE

Data compilées Google et Meta

- Impressions : 8 millions
- Clics : 60 212
- Arrivés sur le site : 4 437
- Intention de réserver : 9,29 %

1- Google Ads :

- Impressions : 2 020 553
- Clics : 25 546
- Réservations : 2 pour 912 euros

2- Meta :

- Reach : 2 482 134
- Impressions : 6 559 520
- Traffic web site: 34 666
- Réservations : 4 soit 2 636 euros

Resultats Notoriété: 2023/2024

Search* : 29,8 k du 04/12 au 24/01

Search* : 25,8 k du 13/10 au 03/12

On note une augmentation de 15 % en Notoriété par rapport à la période précédente.

*(Nb de recherches sur la marque)

Comparaison campagne Noto 2022/2023

Search* : 28,2 k du 09/12 au 16/01

Search* : 27,2 du 31/10 au 08/12

On note une augmentation de 4 % en Notoriété par rapport à la même période de l'année dernière.

*(Nb de recherches sur la marque)

Resultat Acquisition:

Traffic site : + 100 K visiteurs sur la période

Réservations :

20 dossiers de réservations au total pour un total de 140 385 MAD.

- 20 dossiers de réservation dont 8 traçables
- Total de 83 ROOM NIGHTS (56+13)
- Evolution de +48% sur le nombre de réservations par rapport à l'année dernière à la même période.
- Evolution de +107% sur le nombre de réservations par rapport à la période précédent la campagne.

ROI Media buying : 0,3%

CAMPAGNE SMO UK

En parallèle de la campagne avec Intercept, pour cibler le marché UK, nous avons lancé une campagne SMO en PURE sur META.

Cible : Voyage, luxe, bien être, télé travail

Objectif : Traffic + CTA

Budget investi : 150 euros

Du 23 au 29 Jan 2024

Contenu utilisé pour la campagne :



Résultats :

Public ité	Couv erture	Impre ssions	Clics	CPC	CTR
Soleil d'hive r UK	28 920	44 080	1 207	0,13 euros	2,74 %

#2

ENSEIGNEMENTS ET OPTIMISATIONS

Une étude de marché pour déterminer le frein à l'achat?

Pour appréhender les raisons sous-jacentes et les obstacles qui contribuent à notre taux d'abandon de 99% sur notre plateforme de réservation, une analyse approfondie s'impose. Il devient impératif d'entreprendre des études de marché ciblées, en optant notamment pour des focus groupes ou d'autres méthodologies de recherche qualitative.

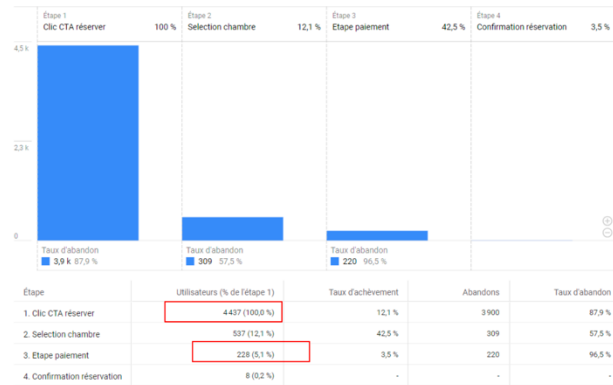
Ces approches permettront de plonger au cœur du processus d'achat, d'identifier les points de friction et de mettre en lumière les véritables enjeux qui suscitent l'abandon massif des utilisateurs. En engageant cette démarche analytique, nous pourrions obtenir des insights cruciaux, favorisant ainsi une compréhension approfondie des besoins et des attentes de notre clientèle.

Cette compréhension fine constituera la clé pour apporter des ajustements pertinents dans notre processus d'achat, augmentant ainsi la conversion et améliorant l'expérience globale de nos utilisateurs.

UN BOOKING ENGINE À OPTIMISER

Bilan campagne - agence intercept

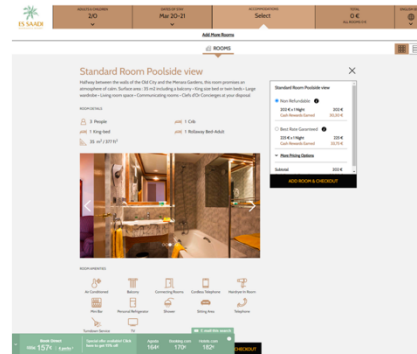
Cette campagne a confirmé qu'il y'a un frein à la conversion avec un taux d'abandon de 99%.
le frein pourrait être lié au booking engine et/ou l'aspect vieillot et pas très qualitatif des photos actuelles qui pourrait impacter la désirabilité du lieu.



* source: Google Analytics GA4; à vérifier avec votre back office

Deux étapes qui sous-performent sur le booking engine à travailler en priorité

1. L'interface > nouvelle version en attente
2. La sélection de la chambre une fois arrivée sur le booking engine > photos pas sexy
3. L'étape paiement



CONCLUSION

Bilan campagne - agence intercept

Cette campagne a rempli ces deux objectifs, à savoir :

- Augmenter la notoriété et visibilité du Es Saadi
- Booster le niveau de ventes

En effet, avec plus de 8 millions d'impressions sur Google et Meta et 100K visiteurs redirigés vers le site, nous avons eu un impact également sur les recherches marques qui ont progressé de 15% pendant la diffusion.

Enfin s'agissant des réservations, elles ont doublé par rapport à la période précédente et ont progressé de 48% par rapport à l'année dernière*

L'effet halo de cette campagne est donc clairement établi.

Avec un taux de conversion moyen de 2%, l'arrivée de 4 437 visiteurs sur le site aurait résulté en environ 89 réservations avec un moteur de réservation performant.

* source: Google Analytics GA4; à vérifier avec votre back office

#3

DETAIL PERFORMANCES GOOGLE ADS

PERFORMANCE GLOBALE - GOOGLE ADS

Campagne	Impressions	Interactions	Taux d'interaction	Clics	CTR	CPC moy.	Coût	Valeur de réservations	Réservations	Clics bouton réserver LP + header	Taux d'intention de réserver
Display Remarketing	115935	531	0,46%	525	0,45%	1,15 €	604 €		0	66	12,57%
Discovery	512369	18290	3,57%	17986	3,51%	0,03 €	542 €		0	13	0,07%
Search - Générique	19957	1830	9,17%	1830	9,17%	1,66 €	3043 €	912 €	2	334	18,25%
Search - Marque	1725	564	32,70%	564	32,70%	0,62 €	348 €		0	284	50,35%
YouTube	1370567	522601	38,13%	4641	0,34%	0,40 €	1846 €		0	28	0,60%
TOTAL	2020553	543816	27%	25546	1,26%	0,25 €	6384 €	912 €	2	725	2,84%

- Pendant la **1ère phase** (04/12_17/12/23), nous avons privilégié la diffusion sur Youtube et Discovery pour générer un grand nombre d'impressions afin d'augmenter la notoriété.
- Lors de la **2ème phase** (11/01_24/01/24), nous avons accéléré notre couverture sur le Search Générique et le remarketing dans une logique ROIste.
- Les campagnes Search sont celles qui ont généré le plus d'intention de réserver. La campagne Remarketing a eu également de belles performances.

Source : Google Ads - Du 04/12/23 au 24/01/2024

PERFORMANCE SEARCH GENERIQUE

Terme de recherche	Clics	Impr.	CTR	CPC moy.	Coût	intentions de rés	CVR
hotel all inclusive marrakech	24	113	21,24%	1,35	32,34 €	2	8%
palace marrakech	21	158	13,29%	1,96	41,06 €	4	19%
hotel luxe marrakech	18	182	9,89%	1,22	21,95 €	6	33%
hotel 5 étoiles marrakech	16	170	9,41%	1,07	17,08 €	1	6%
all inclusive marrakech	12	61	19,67%	1,66	19,93 €	7	58%
hotel de luxe marrakech	9	42	21,43%	1,08	9,70 €	1	11%
hotel marrakech 5 étoiles	8	60	13,33%	1,06	8,45 €	2	25%
hotel marrakech luxe	8	79	10,13%	1,46	11,71 €	1	13%
hotel de luxe marrakech	7	67	10,45%	1,46	10,19 €	1	14%
hôtel de luxe marrakech all inclusive	7	19	36,84%	1,26	8,80 €	1	14%
hôtel 5 étoiles marrakech	6	30	20,00%	1,47	8,80 €	0	0%
hotel club marrakech	6	62	9,68%	2,02	12,13 €	1	17%
hotel du golf marrakech	3	17	17,65%	1,33	3,98 €	2	67%
hotel golf marrakech	6	49	12,24%	1,62	9,74 €	1	17%
hotel marrakech 5 étoiles	6	63	9,52%	0,82	4,92 €	2	33%
hôtel all inclusive marrakech	5	20	25,00%	1,28	6,39 €	3	60%
hôtel familial marrakech all inclusive	5	9	55,56%	1,08	5,40 €	1	20%
hotel aqua mirage a marrakech	2	6	33,33%	2,59	5,17 €	2	100%
hotel all in marrakech	4	18	22,22%	1,14	4,56 €	0	0%
hôtel de luxe marrakech all inclusive	4	7	57,14%	1,13	4,53 €	1	25%
hotel famille marrakech	4	10	40,00%	1,45	5,79 €	0	0%
hotel piscine marrakech	4	12	33,33%	1,07	4,27 €	3	75%
hôtel spa marrakech all inclusive	4	15	26,67%	1,83	7,33 €	1	25%
marrakech hotel 5 étoiles	4	33	12,12%	1,09	4,37 €	1	25%
resort marrakech	4	33	12,12%	2,01	8,05 €	0,5	13%
séjour luxe marrakech all inclusive	4	14	28,57%	0,7	2,79 €	2	50%
séjour luxe marrakech all inclusive	4	13	30,77%	0,73	2,93 €	2	50%
séjour maroc tout compris 5 étoiles marr	4	12	33,33%	0,74	2,97 €	0	0%
hotel tikida garden marrakech	2	2	100,00%	1,14	2,27 €	2	100%
club vacances marrakech	3	15	20,00%	1,02	3,06 €	0	0%
complexe hotelier marrakech	3	14	21,43%	0,64	1,93 €	0	0%

Source : Google Ads - Du 04/12/23 au 24/01/2024

=> CAMPAGNE qui offre le meilleur taux d'intention de réserver (18% vs 14% sur la première phase).

Nous avons eu une réservation sur le mot clé "thalasso marrakech luxe".

Ce trafic a généré 334 intentions de réservation (redirection vers le booking engine).

PERFORMANCE SEARCH MARQUE

Domaine d'URL à afficher	Taux d'impressions	Taux de superposition	Taux de position supérieure	Taux d'impressions en haut de page	Taux d'impr. tout en haut de page	Avantage concurrentiel
booking.com	81,68 %	92,20 %	50,41 %	99,63 %	44,21 %	30,00 %
Vous	56,05 %	—	—	98,50 %	48,29 %	—
tripadvisor.fr	19,88 %	22,44 %	8,10 %	96,99 %	0,60 %	55,03 %
online-reservations.com	12,40 %	13,35 %	21,60 %	97,58 %	10,14 %	54,43 %
hotels.com	11,74 %	13,78 %	22,48 %	97,96 %	16,84 %	54,31 %

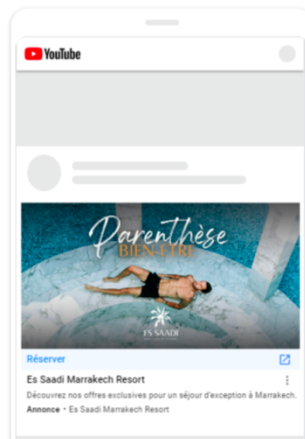
Notre campagne marque a enregistré un bon taux de clic (30%) et un taux d'impression de 56%. Booking fut notre principal concurrent étant au-dessus de nous dans 50% des cas. Il était présent sur 80% des recherches de notre marque.

Il aurait fallu dépenser au moins le double pour avoir un taux d'impressions supérieur mais cela aurait engendré une forte hausse des CPC. C'est pourquoi nous avons capé cette campagne pour éviter de trop dépenser au vu du Booking Engine qui avait un faible taux de complétion.

Source : Google Ads - Du 04/12/23 au 24/01/2024

PERFORMANCE DISCOVERY

Flux d'accueil YouTube



Cette campagne a également bien diffusé avec pour objectif de cibler des personnes ayant une affinité avec Marrakech + Luxe.
Le CTR reste dans la moyenne (3.3%) comparé au search classique mais avec des coûts au clics très attractifs (0.02 €).

En terme de visuels, trois visuels se démarquent :

- Changer d'air : 7K clics / 4.2 % CTR
- Marrakech mon amour : 2.4K clics / 3% CTR
- Se ressourcer en famille : 470 clics / 3.5% CTR

PERFORMANCE YOUTUBE

Segment d'audience	Vues	Taux de vue	CPV moy	Coût	Vidéo lue à :			
					25 %	50 %	75 %	100 %
Custom intent - Keywords luxe	141 695	16,15 %	0,006 €	919,30 €	27,09 %	16,31 %	13,07 %	11,22 %
1A - Concurrents	16 294	6,41 %	0,017 €	282,27 €	22,83 %	6,58 %	5,32 %	3,85 %
1A - Mots clés	8 868	6,84 %	0,024 €	208,60 €	22,80 %	9,16 %	5,74 %	4,13 %
1A - Intérêts	39 535	16,81 %	0,012 €	439,56 €	27,21 %	19,29 %	16,53 %	14,82 %
Total - segments	202 682	14,79 %	0,009 €	1 846,04 €	26,09 %	15,08 %	11,89 %	10,13 %

La campagne YouTube est celle qui a le plus diffusée avec **1,3M d'impressions** et **522K interactions** (+10 sec de visionnage).

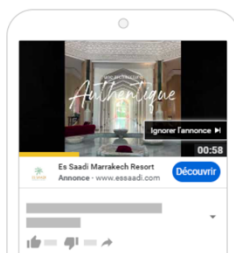
La vidéo a été vue 200K plus de 30 sec ce qui donne un excellent taux de vue 15%).

Pour rappel Google annonce qu'un bon taux de vue est supérieur à 10%.

Par ailleurs le **CPM** de cette vidéo fut **très faible** (1,35 €) alors que le benchmark en France annonce plutôt 3,8€

S'agissant des audiences, nous avons principalement diffusé sur les audiences offrant les meilleurs taux de vues :

- Audience ayant comme centre d'intérêt un voyage à Marrakech
- une Custom Audience qui cumulait à la fois un intérêt pour des mots-clés liés à Marrakech , des concurrents et des applications de séjours hôteliers.



PERFORMANCE DISPLAY REMARKETING

Segment d'audience	CPM moy.	Impr.	↓ Interactions	Tau d'interaction	Coût moy.	Coût	Taux de conv.	Conversion	Coût/conv.
All Users of Site Es Saadi - GA4	5,77 €	65961	274 clics, interactions	0,42 %	1,39 €	380,60 €	4,94 %	13,54	28,11 €
All visitors (AdWords)	4,66 €	42702	217 clics, interactions	0,51 %	0,92 €	198,92 €	6,66 %	14,46	13,76 €
Viewers YouTube	3,60 €	3715	30 clics	0,81 %	0,45 €	13,36 €	0,00 %	0,00	0,00 €
All Users 180J	3,25 €	3555	10 clics	0,28 %	1,16 €	11,56 €	0,00 %	0,00	0,00 €
Total : segments filtrés	5,21 €	115933	531 clics, interactions	0,46 %	1,14 €	604,45 €	5,27 %	28,00	21,59 €

Cette campagne a reciblé nos visiteurs sur le site et ceux en provenant de Google Ads.

L'audience Google Ads est celle qui a le mieux performé avec un taux de conversion de 6,65% (intentions de réserver).

4# DETAILS PERFORMANCES META

PERFORMANCE GLOBALE

Bilan campagne - agence intercept

Campagne	Coût	Reach	Impressions	Fréquence	Interactions	Taux d'interactions (interactions/impressions)	Visite site web	Taux de vue du site web (LP views/impressions)	Comments	Réservations	Valeur de réservation	Intention de réservation	% intention de réservation
Campagne trafic (phase 1)	2201 €	1764089	4576962	2,59	718555	15,70%	17000	2,37%	15	-	-	34	0,20%
Campagne trafic (phase 2)	662 €	75088	125252	1,67	37763	30,15%	3418	2,73%	10	0	€	0	0,00%
Engagement conversion (phase 2)	3365 €	642957	1857304	2,89	304534	16,40%	14248	0,77%	93	4	2635 €	2202	15,45%
TOTAL	6229 €	2482134	6559520	2,29	1060852	18,36%	34666	1,21%	118	4	2636 €	2236	6,45%

- Pendant la **1ère phase** (04/12_17/12/23), nous avons privilégié la diffusion en masse de nos publicités pour acquérir de la notoriété et driver du trafic sur le site web (Home Page).
- Lors de la **2ème phase** (11/01_24/01/24), nous avons redirigé les utilisateurs vers la Landing page "Soleil d'hiver" et reciblé les utilisateurs de la 1ère phase.
- On note un **très bon engagement / Conversion sur la campagne** phase 2 : Engagement – acquisition (93 commentaires) et une très bonne intention de réserver (15%).

Source : Meta Ads manager – Du 04/12/23 au 24/01/2024

PERFORMANCE META PAR TYPE DE MEDIAS

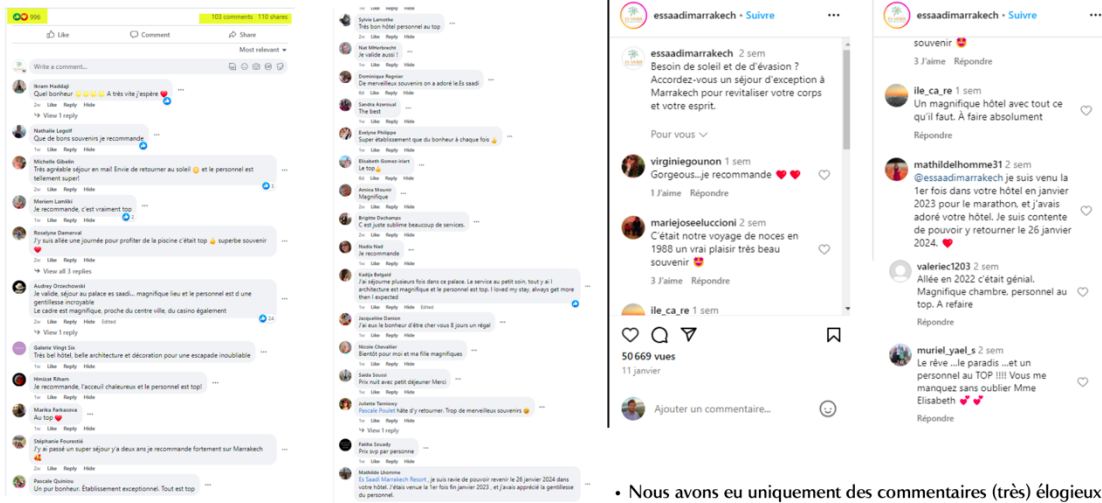
Bilan campagne - agence intercept

Campagne	Coût	Reach	Impressions	Fréquence	Interactions	Taux d'interactions (interactions/impressions)	Visite site web (landing page views)	Landing page view rate (LP views/impressions)	Comments	Réservations	Valeur de réservation	Intention de réservation	% intention de réservation
Carrousel	370 €	117558	205556	1,75	1521	0,74%	864	0,42%	0	0	- €	96	11,11%
Images	64 €	31201	58784	1,88	383	0,65%	237	0,40%	-	-	- €	16	6,75%
Vidéo	4158 €	1430185	3110345	2,17	538420	17,31%	21076	0,68%	103	3	2266 €	2067	9,81%
Images animées	1637 €	1786117	2962670	1,66	520528	17,57%	12790	0,43%	15	1	370 €	57	0,45%
TOTAL	6229 €	2482134	6559520	2,29	1060852	18,36%	34666	0,52%	118	4	2636 €	2236	6,45%

- La vidéo est l'annonce qui a le mieux fonctionné avec 3 réservations et plus de 2K d'intentions de réservations. C'est pourquoi le support sur lequel nous avons le plus dépensé.
- Les images animées ont eu une faible performance avec très peu d'intention de réserver comparé à la vidéo.
- Enfin le carrousel et les images sont des supports qui ont peu diffusé mais qui ont du potentiel au vu des intentions de réservations.

Source : Meta Ads manager – Du 04/12/23 au 24/01/2024

INTERACTIONS POST FB & IG : 1M



- Nous avons eu uniquement des commentaires (très) élogieux

Source : Meta Ads manager - Du 04/12/23 au 24/01/2024

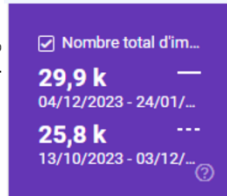
#5 EFFET HALO CAMPAGNE

IMPACT SUR LA NOTORIÉTÉ : +15%

Bilan campagne - agence intercept

Nombre de recherches sur la marque*

Campagne Intercept



+15% vs période précédente

Du 04/12/23 au 24/01/24 vs 13/10/23 au 03/12/2023

Campagne de noto 2022/2023



+4% vs période précédente

Du 09/12/22 au 16/01/23 vs 31/10/22 au 08/12/2022

- Notre campagne digitale de notoriété a généré une **augmentation de 15% des recherches** sur la **marque Es Saadi** pendant la période de diffusion.
- À titre de comparaison, notre campagne de 2022-2023 avait généré une augmentation de 4 %

* source: Google Search Console, mots clés contenant « saadi »

IMPACT SUR LE TRAFIC : +DE 100k visiteurs

Bilan campagne - agence intercept



+365% vs période précédente

4 déc. 2022 - 24 janv. 2023

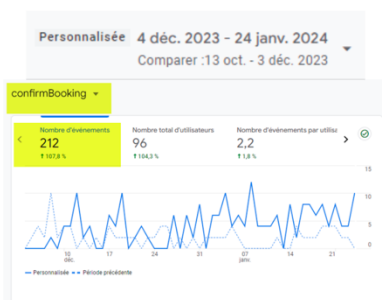
Acquisition		
Utilisateurs	Nouveaux utilisateurs	Sessions
59 078	58 123	73 482
% du total: 100,00 % (59 078)	% du total: 100,10 % (58 064)	% du total: 100,00 % (73 482)

+88% vs l'année dernière

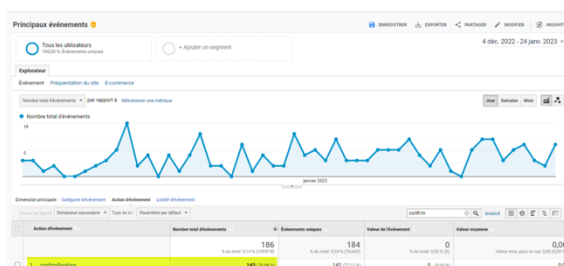
Notre campagne digitale de notoriété a **x3 le trafic** pendant la période de diffusion comparé à la période précédente et +88% vs l'année dernière.

* source: Google Search Console, mots clés contenant « saadi »

IMPACT SUR LE NOMBRE DE RÉSERVATIONS



+107% vs période précédente



+48% vs l'année dernière

Concernant les conversions on a un événement sur GA qui s'appelle "confirmBooking" envoyé par Travelclick et qui donne une estimation du nombre de réservations réalisées sur le site.

Ces réservations ont doublé par rapport à la période précédente et +48% vs l'année dernière !

BOOKING SUR LE SITE

Source : Site Web (PALACE)					
1	Mr Jerome Lassalle	04/02/2024	08/02/2024	2	4
2	Mme Anne Daudin	05/02/2024	09/02/2024	2	4
3	Mr Jean Marc Denis	11/02/2024	15/02/2024	2	4
4	Mr Vienne Borris	08/03/2024	12/03/2024	2	4
Sous Total					16

- 20 dossiers de réservation dont 8 traçables
- Total de 83 RN

Source : Site Web (HOTEL)					
1	Mr Chaouki Messelem	23/01/2024	27/01/2024	2	4
2	Mr Pauli Aakko	25/01/2024	29/01/2024	2	4
3	Mme Sheherazade El fatihi	25/01/2024	29/01/2024	1	4
4	Mr Jean-Baptiste Quinion	02/02/2024	06/02/2024	2	4
5	Mme Valerie Delmas	04/02/2024	08/02/2024	1	4
6	Mme Marine Snape	04/02/2024	08/02/2024	2	4
7	Mr frederic gabriel Conti	08/02/2024	12/02/2024	2	4
8	Mr Pascal Baisset	13/02/2024	20/02/2024	2	7
9	Mme Mina Channane	15/02/2024	19/02/2024	1	4
10	Mr Driss Guerrouj	17/02/2024	21/02/2024	2	4
11	Mr Mohamed Boudedja	18/02/2024	22/02/2024	2	4
12	Mme Amina ben azzouz hasnaoui	23/02/2024	27/02/2024	2	4
13	Mr Philippe Rivollier	03/03/2024	07/03/2024	2	4
14	Mme Helena Yurdakul	16/03/2024	20/03/2024	2	4
15	Mme Catherine Dorvillers	18/03/2024	22/03/2024	1	4
16	Mr Jean Michel Lacourty	18/03/2024	22/03/2024	2	4
Sous Total					67

Les 12 conversions non tracables peuvent être le résultat d'une temporisation pour comparatif d'offres avant de revenir sur le site (non pas le biais du lien ad)
Ce qui expliquerait que le tracking ne les comptabilise pas.

Media buying investi TOTAL: 140 000 MAD
CA réalisé : 140 385 MAD

Annex D. Questionnaire's answers

Are you French ? 289 ⓘ		
Q1 - Are you French ?	Percentage	Count
Yes	96%	278
No	4%	11

Table D. 1 - Q1 Nationality Source: Qualtrics

What is your age? 275 ⓘ		
Q2 - What is your age?	Percentage	Count
18-24	40%	110
25-34	31%	86
35-44	13%	37
45-54	10%	27
55-64	5%	13
65+	1%	2

Table D. 2 - Q2 Age Source: Qualtrics

Which of the following genders do you most identify with? Select one 275 ⓘ		
Q3 - Which of the following genders do you most identify with? Select one	Percentage	Count
Male	44%	120
Female	56%	154
Other	0%	1

Table D. 3 - Q3 Gender Source: Qualtrics

Which statement best describes your current employment status? 275 ⓘ		
Q4 - Which statement best describes your current employment status?	Percentage	Count
Employed full time	61%	167
Employed part time	8%	23
Student	20%	56
Disabled	1%	4
Retired	1%	3
Unemployed	8%	22

Table D. 4 – Q4 Status 1 Source: Qualtrics

Which social media platform do you use? 270 ⓘ		
Q5 - Which social media platform do you use? - Selected Choice	Percentage	Count
Instagram	87%	234
Facebook	51%	139
Linkedin	50%	134
Youtube	66%	179
other	27%	73

Table D. 5 – Q5 Social media Source: Qualtrics

Which social media platform do you think visual communication is most effective on ? 270 ⓘ		
Q6 - Which social media platform do you think visual communication is most effective on ? - Selected Choice	Percentage	Count
Instagram	74%	200
Facebook	7%	20
Linkedin	1%	4
Youtube	10%	27
Other	7%	19

Table D. 6 – Q6 Effectiveness on Social media. Source: Qualtrics

Have you already travelled in Arab countries ? 270 ⓘ		
Q7 - Have you already travelled in Arab countries ?	Percentage	Count
Yes	63%	171
No	37%	99

Table D. 7 – Q7 Arab countries : Source: Qualtrics

Have you already travelled to Marrakech, in Morocco ? 269 ⓘ		
Q8 - Have you already travelled to Marrakech, in Morocco ?	Percentage	Count
Yes	37%	99
No	63%	170

Table D. 8 – Q8 Marrakech : Source : Qualtrics

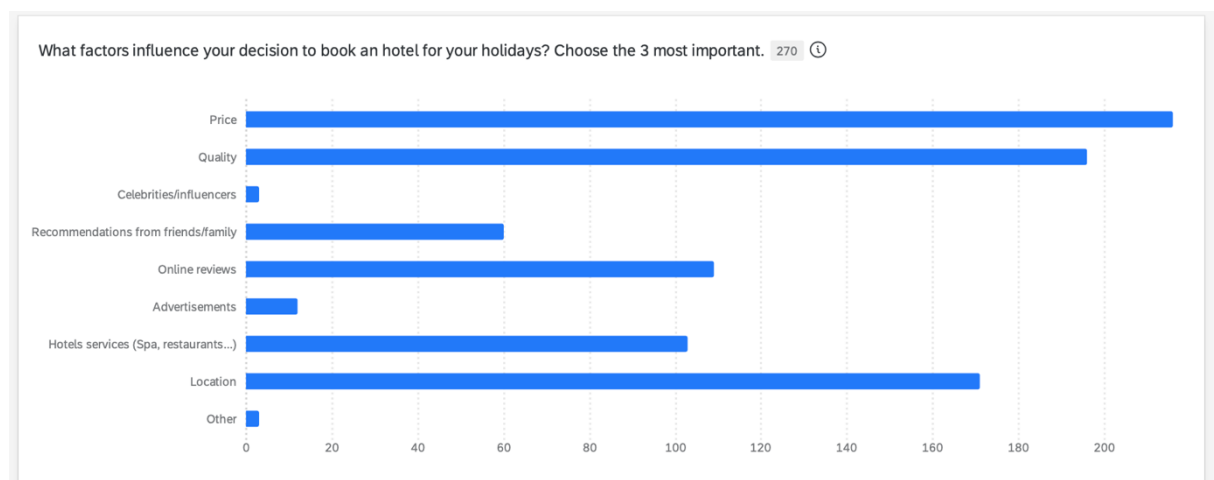


Table D. 9.1 – Q9 Factors to book an hotel. Source: Qualtrics

What factors influence your decision to book an hotel for your holidays? Choose the 3 most important. 270 ⓘ		
Q9 - What factors influence your decision to book an hotel for your holidays? Choose the 3 most important. - Selected Choice	Percentage	Count
Price	80%	216
Quality	73%	196
Celebrities/influencers	1%	3
Recommendations from friends/family	22%	60
Online reviews	40%	109
Advertisements	4%	12
Hotels services (Spa, restaurants...)	38%	103
Location	63%	171
Other	1%	3

Table D. 10 – Q9 Factors to book an hotel. Source: Qualtrics

How would you rate the overall visual of the “Winter Sunbliss” campaign images? 263 ⓘ	
How would you rate the overall visual of the “Winter Sunbliss” campaign ima...	Average
Appealing	3.45
Aesthetic	3.54
Creative	2.75
Meaningful	2.88
Luxury	3.14
Memorable	2.63

Table D. 11 – Q10 Rates Images Winter Sunbliss campaign. Source: Qualtrics

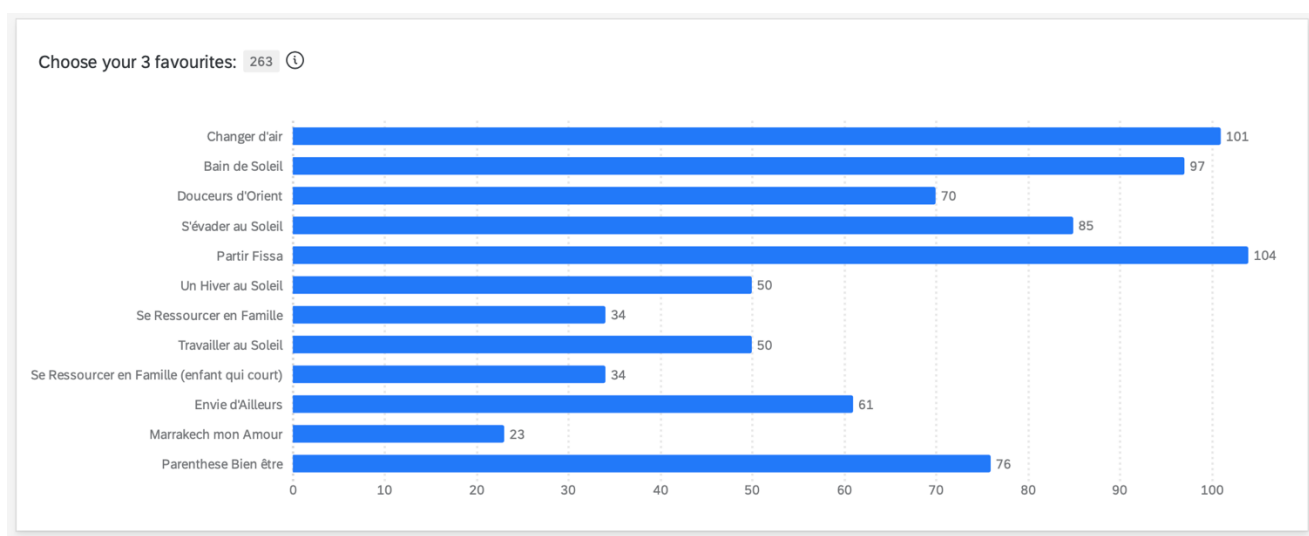


Table D. 12 – Q11 Choose your 3 favorites. Source: Qualtrics

Choose your 3 favourites: 263 ⓘ

Q11 - Choose your 3 favourites:	Percentage	Count
Changer d'air	38%	101
Bain de Soleil	37%	97
Douceurs d'Orient	27%	70
S'évader au Soleil	32%	85
Partir Fissa	40%	104
Un Hiver au Soleil	19%	50
Se Ressourcer en Famille	13%	34
Travailler au Soleil	19%	50
Se Ressourcer en Famille (enfant qui court)	13%	34
Envie d'Ailleurs	23%	61
Marrakech mon Amour	9%	23
Parenthese Bien être	29%	76

Table D. 13 – Q11 Choose your 3 favorites. Source: Qualtrics

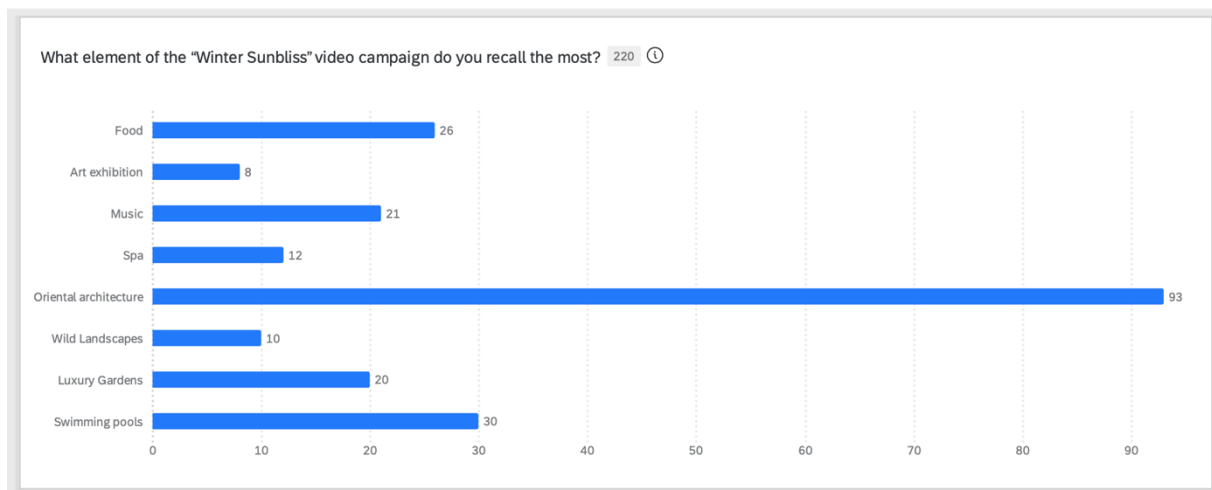


Table D. 14 – Q12 Video Campaign. Source: Qualtrics

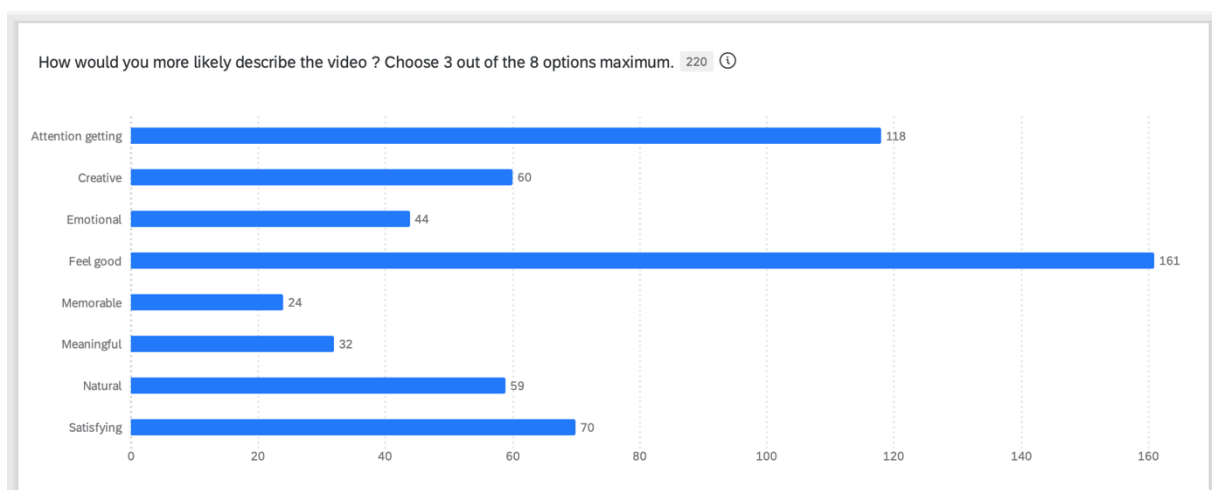


Table D. 15 – Q13 Describe the video. Source: Qualtrics



Figure D. 1 – Q14 Word Cloud “What do you think is the main message of this video? ».



Figure D. 2 – Q15 Word Cloud “For you, the best of this video is... ».



Figure D. 3 – Q16 Word Cloud “For you, the least about this video is... ».



Figure D. 4 – Q17 Word Cloud “If you could change something about this video, it would be... ».

Would you consider travel to Marrakech after watching this ad ? 220 ⓘ		
Q18 - Would you consider travel to Marrakech after watching this ad ?	Percentage	Count
Yes	73%	161
No	27%	59

Table D. 16 – Q18 Travel to Marrakech after watching this ad. Source: Qualtrics

Would you consider travel to Es Saadi Marrakech Resort after watching this ad ? 220 ⓘ		
Q19 - Would you consider travel to Es Saadi Marrakech Resort after watching this ad ?	Percentage	Count
Yes	73%	161
No	27%	59

Table D. 17 – Q19 Travel to Es Saadi after watching this ad. Source: Qualtrics

Would you consider travel to Marrakech, knowing that Marrakech has been hit by an earthquake beginning of September 2023? 220 ⓘ		
Q20 - Would you consider travel to Marrakech, knowing that Marrakech has been hit by an earthquake beginning of September 2023?	Percentage	Count
Yes	79%	173
No	21%	47

Table D. 18 – Q20 Travel to Marrakech post earthquake. Source: Qualtrics

Would you consider travel to Es Saadi Marrakech Resort, knowing that Marrakech has been hit by a earthquake beginning of September 2023? 220 ⓘ		
Q21 - Would you consider travel to Es Saadi Marrakech Resort, knowing that Marrakech has been hit by a earthquake beginning of September 2023?	Percentage	Count
Yes	71%	156
No	29%	64

Table D. 19 – Q21 Travel to Es Saadi post earthquake. Source: Qualtrics

2. Methodology

The deductive approach develops the hypothesis or hypotheses upon a pre-existing theory and then formulates the research approach to test it (Silverman, 2013). This approach is best suited to contexts where the research project is concerned with examining whether the observed phenomena fit with expectation based upon previous research (Wiles et al., 2011). Therefore, the research adopts a deductive approach because it's evaluating the French customers' opinions about digital marketing campaigns on French consumers' willingness to visit Es Saadi Marrakech Resort after the earthquake that hit Marrakech beginning of September.

To gather the most accurate, updated data and to ensure a comprehensive understanding of consumer perceptions, the case study was based on secondary and primary data.

The secondary data was used to compare with the primary data collected and then to corroborate or contradict them. Furthermore, the impact of the campaign might be explained with data and stats to support the case elaboration. Internal report from this "Winter Sunbliss" campaign and stats from Es Saadi Marrakech Resort website and social media were analysed (Annex C).

The primary data was collected through a mixed research methods using a survey questionnaire to collect both quantitative and qualitative data (Annex D). Also, an interview was conducted to the Es Saadi Project Manager with the objective of collecting qualitative data about the management decision taken post natural disaster, strategies used, challenges faced and results collected of this campaign (Annex F).

Regarding the survey, data was collected from a sample of 291 French travellers between 18 and 70 years old who have been exposed to targeted digital marketing campaigns promoting Es Saadi Marrakech Resort implemented after the earthquake. This population was chosen since the main clients and target of Es Saadi Marrakech Resort is French travellers. The survey was distributed online to reach a diverse demographic. The focus is particularly on individuals who actively use social media platforms, specifically Instagram. To ensure to collect answers from French people only, the answer of the first question, determining if you are French or not, would allow the rest of the questionnaire to be completed only if the answer was "I am French".

The final survey was structured in four sections. First, to receive answers only from French people, four demographic questions were used, the first of which segmented the population by confirming the respondent's French nationality. Then, five general questions were presented about their habits and social media channels. In the third section, images from the

“Winter Sunbliss” campaign were presented, followed by two quantitative questions: one asking them to rate from one to four according to various criteria what they thought of these visuals, and the second asking them to choose their three favourites. The last section was dedicated to showcase a video created during this campaign, ask two multiple-choice questions followed by four open-ended questions regarding the video they watched before concluding with four binary questions determining if “yes” or “no” this campaign had an impact on their attention to come to Es Saadi Marrakech Resort. The four open-ended questions were presented which allowed to gather insights on the main message conveyed on this video and to compare with the data collected internally at the end of this campaign to see if the video’s main message is well conveyed or not. Indeed, the official report of this “Winter Sunbliss” campaign was used to provide official data from the whole campaign which would be compared with the data collected from this survey.

To assess the results, content analysis techniques (Word Cloud) were used to analyze the qualitative questions presented in section four of the questionnaire (Annex E). In the remaining quantitative questions descriptive statistics were employed for data analysis.

3. Pedagogical Note

3.1.Case Study target audience

This pedagogical case study is mainly targeted to managers in Marketing department in the hospitality industry because it explains how Es Saadi Marrakech Resort faced a complicated situation such as a natural disaster and from a management decision, fixed and solved the issue. However, during such event, not only the hospitality industries are hit but all. It may also be studied by other industries such as Food & Beverage companies. It can also be interesting for not only managers from Marketing department but also other people working in Marketing to collect ideas, get inspire and be able to share relevant information to Managers or others to find a solution to the problem. This case study provides official data, as a useful tool, to hotels who want to understand what kind of management decision post natural disaster to take and solutions they have in case of extreme event such as an earthquake.

3.2.Pedagogic objectives

The primary objective of this pedagogical case study is to explore the management decisions made by a hospitality business in post-natural disaster context. Specifically, it analyses how Es Saadi Marrakech Resort adapted to this crisis by developing innovative communication strategies, both in terms of format and content, that differed from their usual practices to engage and attract back tourist. For that reason, this case study was developed with the following pedagogical objectives:

- A. To explore the types of digital communication strategies hotels implement after a natural disaster—examining the formats, content, and messaging approaches that guide their decision-making.
- B. To identify the effectiveness of digital communication tools and strategies in drawing tourists back to a destination impacted by a natural disaster.

The first pedagogical objective (A) is addressed through insights gathered from the interview with Es Saadi Marrakech Resort's Project Manager, as well as the internal data from the "Winter Sunbliss" campaign report. For the second objective (B), it relies on the primary data collected through the online survey, supplemented by secondary data from the same internal campaign report.

3.3.Literature Review

3.3.1. Post Disaster Communication by Hotels

Post-disaster communication is crucial for hotels to navigate recovery and maintain customer trust. Natural disasters can lead to significant operational disruptions, and transparent communication helps reassure guests and mitigate negative impacts. Rosselló et al. (2020) state “Re-establishing public perceptions of safety and attractiveness following a disaster is crucial to attract and reassure potential visitors to travel to the destination and, by doing so, assisting the affected area to regain functionality and economic recovery.” (page 1). Hotels must communicate quickly and effectively to convey the steps being taken to ensure guest safety and operational stability.

In post-disaster contexts, it is crucial for hotels to address guest concerns directly and provide clear answers about safety, property conditions, and accessibility. Electronic word of mouth is a type of communication that uses internet technology and has been used in marketing (Donthu et al., 2021). Electronic word of mouth is easier and more reliable to access than other conventional methods for promoting and marketing the destination post-disaster among social media users such as Facebook, Instagram, YouTube, online travel reviews, etc. (Donthu et al., 2021). Pahrudin et al. (2023) argue that “electronic word of mouth is one of the sources in promoting and restoring the destination image in crises or disasters such as natural disasters, political instability, and social crises (terrorism risk). It can increase the tourist visit intention.” (pages 15) Following a disaster, it is critical to restore public perceptions of safety and appeal in order to encourage and reassure prospective tourists to visit the location and, in doing so, support the affected area's return to normalcy and economic recovery. (WTTC, 2018)

A review of disaster recovery planning was conducted outlining a multi-phase approach to communication during crises (Sinha, 2008; NHRAIC, 2001; Barbe & Pennington-Gray, 2022). Indeed, there are typically three phases that hotels should follow in post-disaster communication:

Short-term recovery stage	During the first hours and days after an emergency event (short-term recovery stage) the principal objectives are to restore the necessary structural (facilities, critical systems/infrastructure, roadways and grounds) and non-structural, (power, water, sanitation, telecommunications).
Mid-term recovery stages	In the first weeks after a major emergency event (mid-term recovery stage), the principal objectives are to ensure the restoration of the all pre-identified business functions considered to be critical to normal livelihood operations.
Long-term recovery stage	During the long-term recovery stage, the principal objective is to resume normal operations integrated with long term development. It is during this stage of recovery that the emergency phase gets deactivated, and pre-disaster structure of governance and delivery comes into being.

Table D. 20 – Disaster recovery phases (Sinha, 2008)

- 1) Short term recovery Phase (0-48 hours): Communication in this phase is critical and focuses on ensuring guest safety and providing real-time updates. Hotels must rapidly convey accurate information, such as operational status, and immediate recovery efforts, using digital platforms like social media, SMS, or email.
- 2) Mid-term Recovery Phase (First Week to 1 Month): Once the immediate crisis is under control, communication shifts towards rebuilding customer confidence. This includes updates on recovery progress, promotional efforts to re-engage past customers, and sharing transparent information about the current state of the hotel and local tourism infrastructure. Social media platforms, email marketing, and websites are essential tools during this phase to promote offers.
- 3) Long-Term Recovery phase (1-6 months and beyond): The focus here is on restoring long-term trust and highlighting any improvements made post-disaster. Ongoing

communication is essential to maintain guest relationships and reinforce the message of resilience.

3.3.2. Digital Communication

In today's digital age, communication plays a huge role in how hotels manage crisis situations, especially after a disaster. Using various online platforms helps hotels keep in touch with their guests, update them on recovery progress, and maintain trust even when things are uncertain. These tools make it easy for hotels to reach their audience quickly, which is essential during post-disaster recovery.

Social Media Platforms

Real-time communication encourages transparency, which is key during recovery efforts. Platforms like Facebook, Instagram, and Twitter allow hotels to post real-time updates and respond to customers' questions quickly. Digital platforms, particularly social media, allow businesses to communicate directly with their guests, providing real-time updates and addressing customer concerns during crises (Barbe & Pennington-Gray, 2022). This is especially useful when hotels need to share updates on recovery efforts or show how they are handling the situation. For example, Instagram and Facebook are great for sharing photos and videos that showcase the hotel's progress in recovery or highlight guest experiences after the disaster.

Visual content creates an emotional connection with viewers. Dimitrios et al. (2023) highlight the role of visual storytelling, stating, "in order to make good use of social media, hotels should invest in attractive photographic and video material, as this material attracts the interest of users." (page 692)

Another key strength of social media is its facilitation of two-way communication. Unlike traditional marketing channels, social media allows guests to engage with hotels directly, asking questions, sharing their concerns, or leaving feedback. This interaction not only helps resolve customer queries but also demonstrates the hotel's commitment to listening and responding to its audience. As Dimitrios et al. (2023) claim, "the traditional one-dimensional approach to advertising, where the company was delivering an advertising message and the audience was the passive recipient, has changed. The public now has new online tools and platforms to express their views on the company's advertising message and share personal

experiences of the product or service with other users, thus influencing potential consumers.” (page 690)

Social media platforms also serve as powerful tools for launching recovery-focused marketing campaigns. Hotels can create targeted campaigns designed to rebuild customer confidence and promote post-disaster packages or offers. Dimitrios et al. (2023) explain that “by adapting their content and message, businesses can focus on more targeted and different audiences, which can extend to infinity as a size”. (page 690)

Email Marketing

Another powerful tool hotels can use is email marketing. One of the key advantages of email marketing is its ability to personalize messages. Indeed, unlike social media, which casts a wide net to a general audience, email marketing allows hotels to send targeted, personalized messages that cater to the specific concerns and needs of each guest segment. As noted by Huang et al. (2023), personalized emails can address specific customer concerns, such as updated safety protocols, special recovery offers, or changes in reservation policies. This can keep their audience updated on the latest developments and help bring them back to the resort by being transparent. As Barbe and Pennington-Gray (2022) suggest that email updates offering detailed recovery timelines and the steps taken to ensure guest safety help maintain transparency, fostering customer loyalty and trust.

Finally, email marketing allows hotels to gather and analyze data about guest behavior, such as open rates, click-through rates, and conversion rates. This data provides insights into what types of messages resonate most with guests and allows hotels to adjust their communication strategies accordingly. Gretzel (2021b) argues that the ability to track and analyze customer engagement through email metrics is critical for refining post-disaster marketing strategies. By leveraging data from email campaigns, hotels can determine which offers or messages are driving the most engagement and adjust their future campaigns to optimize results.

Websites and Booking Engines

A hotel's website serves as its primary communication hub during and after a crisis, making it a crucial tool for managing post-disaster recovery. It provides a centralized platform where guests can access up-to-date information about the hotel's operational status, book, inform... According to Gretzel (2021b), websites serve as the most reliable and comprehensive source of

information for travellers seeking updates on hotel services. A well-structured website ensures that visitors can easily find details on the hotel's operational status. This level of transparency is critical in rebuilding trust, as guests are more likely to book when they have clear, accessible information. Crick and Crick (2021) highlight that frequent updates on websites regarding the status of facilities and available services help maintain customer confidence and encourage bookings during uncertain times.

The hotel's booking engine is another critical aspect of its website, particularly during the recovery period. Booking engines allow guests to check room availability, make reservations, and access special offers directly from the website. According to Huang et al. (2023), an integrated booking engine simplifies the process for guests, allowing them to book or cancel reservations with ease, while also offering personalized deals based on their previous bookings. The ability to manage bookings online is essential in post-disaster scenarios, as it reduces the need for direct contact with the hotel and gives guests the convenience of managing their reservations at any time.

To enhance the user experience and ensure real-time communication, hotels can integrate live chat features or chatbots into their websites. These tools provide immediate assistance to guests, answering questions about recovery updates, booking inquiries, or safety protocols. Crick and Crick (2021) mention that live chat and chatbot features reduce the response time to guest inquiries, which is crucial during times of uncertainty and recovery. Therefore, by providing real-time support, hotels can quickly address concerns and encourage guests to proceed with their bookings.

Search Engine Optimization (SEO) is also essential for driving traffic to a hotel's website during post-disaster recovery. By optimizing their content for search engines, hotels can ensure that potential guests looking for accommodations in the area can easily find their website. As highlighted by Barbe and Pennington-Gray (2022), implementing SEO strategies ensures that hotels remain visible to online users, particularly during times of crisis when online visibility is crucial for rebuilding occupancy. Key strategies include using relevant keywords, updating content regularly, and ensuring fast loading times, which can help improve the hotel's ranking on search engines like Google.

Online Reviews

Online reviews on platforms like TripAdvisor and Booking shape the public's perception of a hotel, especially after a disaster. Dimitrios et al. (2023) state "Online reviews are especially

important in the hospitality industry, which focuses on customer satisfaction”. (page 692). By responding to reviews, hotels can show that they care about their guests' experiences and are taking steps to improve based on feedback. Indeed, “review sites such as TripAdvisor allow the evaluation of a hotel's services based on a 5-star rating system, as well as a description with comments from the user experience during their stay at the hotel » (page 692) explain Dimitrios et al. (2023).

Influencer Partnerships

Influencer marketing has grown into a powerful tool for hotels. One of the key advantages of influencer partnerships is their ability to build trust through authenticity. Influencers typically have strong relationships with their followers, and their endorsements carry a personal touch that traditional advertising cannot match. Influencers can showcase real experiences from their stays. Through posts, stories, and live sessions, influencers can provide their audiences with behind-the-scenes looks at the hotel's recovery efforts, and newly renovated areas, making the hotel appear more approachable and transparent. As Huang et al. (2023) point out the perceived authenticity of influencer-generated content can lead to greater customer trust, which is crucial in post-disaster recovery marketing.

Another major benefit of influencer partnerships is the ability to reach highly targeted and engaged audiences. By selecting influencers whose followers align with the hotel's target market, hotels can ensure that their messaging reaches the right people. This can include influencers who specialize in travel, lifestyle, or even sustainability, depending on the hotel's offerings and the focus of their recovery efforts. Gretzel (2021b) argues that partnering with influencers who have a niche but loyal following can yield better engagement rates, as these audiences are more likely to trust recommendations from their favourite creators. Micro-influencers, in particular, can be highly effective for post-disaster recovery campaigns. These influencers, who typically have between 10,000 and 100,000 followers, tend to have higher engagement rates than larger influencers. Their more intimate relationships with their followers make their endorsements feel more personal and trustworthy. As Crick and Crick (2021) explain micro-influencers can offer a more personalized touch to recovery marketing efforts, often driving higher engagement and conversions due to their closer connections with followers.

Influencers are often skilled content creators, and their ability to produce high-quality, engaging content can help hotels tell their recovery stories in compelling ways. This content can then be repurposed by the hotel for their own digital platforms, such as their website, social

media channels, or email campaigns. By integrating influencer-generated content into their broader marketing strategy, hotels can benefit from the increased exposure and engagement that influencers bring while also reinforcing their own brand message.

Influencers can also play a key role in promoting special recovery offers or packages. Many hotels offer discounts or incentives to attract guests back following a disaster, and influencers can help amplify these promotions to their followers. Gretzel (2021b) highlights that influencers can create a sense of urgency around special deals or recovery packages, encouraging their followers to take advantage of limited-time offers. Whether it's promoting a discounted stay or a unique post-recovery experience, influencers can help generate buzz and drive bookings. For instance, after the 2023 earthquake in Morocco, several hotels worked with influencers to promote exclusive recovery packages aimed at attracting international tourists back to the region.

Beyond driving bookings, influencer partnerships can help enhance the hotel's brand image during and after a crisis. By associating with well-respected influencers, hotels can align themselves with the values that the influencer represents, such as sustainability, luxury, or adventure. As Crick and Crick (2021) explain influencers can help reposition a hotel's brand image, especially if the hotel has made improvements or changes as part of its recovery efforts.

Digital Campaigns using Video Content

Video content is particularly effective because it combines both visual and auditory elements, creating a stronger emotional connection with viewers. As Barbe and Pennington-Gray (2022) note, video content provides a more immersive experience, allowing viewers to see the progress being made and feel connected to the recovery journey.

Storytelling is a key element of successful video marketing. Influencers and hotels can create videos that highlight personal experiences, or the efforts made by the hotel to ensure guest safety. According to Huang et al. (2023), authentic video content helps humanize the brand, making it easier for potential guests to relate to the hotel's recovery journey and feel reassured about their own safety. This authentic, emotional connection can encourage viewers to book a stay, especially when they see that the hotel has made significant improvements or is actively engaged in ensuring guest well-being.

Social media platforms, especially Instagram, YouTube, and TikTok, provide excellent venues for video marketing. These platforms allow hotels to share short clips or longer, more detailed videos that can reach a wide audience. Instagram Stories and TikTok, in particular,

have become popular for short, engaging videos that can quickly grab a viewer's attention.

Videos can also include clear calls-to-action (CTAs), encouraging viewers to book a stay, visit the hotel's website, or take advantage of a special offer. According to Gretzel (2021b), videos with well-placed CTAs, such as direct links to booking pages or exclusive recovery offers, can drive conversions and increase direct bookings. By including booking links or promotional codes within the video or its description, hotels can seamlessly transition viewers from watching the content to making a reservation, making video marketing not just a tool for engagement but also for direct revenue generation.

3.3.3. Effectiveness of Digital Communication Strategies

The Key Performance Indicators (KPIs)

Engagement metrics such as likes, shares, comments, and overall interaction on social media platforms are often used to measure the effectiveness of communication strategies. Gretzel (2021b) states that high levels of engagement on social media platforms, particularly in the form of comments and direct messages, are strong indicators of audience trust and interest in the recovery efforts. Metrics like click-through rates (CTR) from posts and ads to the hotel's website or booking page can also indicate how well the message is resonating with the audience.

Conversion rates, particularly related to bookings in the hospitality industry, are direct indicators of the success of digital communication strategies. Tracking how many users book a stay after receiving personalized email campaigns or viewing social media ads helps hotels measure the return on investment (ROI) of their digital strategies.

Increased website traffic, especially to pages related to the hotel's recovery process, can be another measure of effectiveness. Gretzel (2021b) notes that tracking website traffic offers insight into how well digital campaigns are driving user interest. Additionally, bounce rates (the percentage of visitors who leave the site after viewing only one page) can help hotels understand whether their content is engaging enough to encourage further exploration or bookings.

Customer Feedback and Surveys

Gathering direct customer feedback through surveys and online reviews is another critical method for evaluating the success of digital communication strategies. Surveys sent after an email campaign or shared on social media platforms can ask guests about their perceptions of safety, the clarity of communication, and the likelihood of booking. According to Crick and Crick (2021), customer feedback collected via digital channels helps hotels understand how

effectively their messages are resonating with potential guests, particularly around concerns like safety and transparency.

Brand Sentiment and Reputation Metrics

Another effective way to measure the success of digital communication strategies is through brand sentiment analysis and reputation management tools. As Barbe and Pennington-Gray (2022) suggest, tracking changes in brand sentiment, as reflected in online reviews, social media mentions, and customer feedback, helps hotels understand how effectively they are rebuilding their reputation post-disaster. Reputation management platforms like TripAdvisor or Google Reviews are key sources of data to gauge whether communication efforts are positively shifting public perception. As highlighted by Dimitrios et al. (2023), “for consumers, an online review is the most common way to express a complaint, comment, or satisfaction, and rate the hotel or service they received. For hotel managers, online reviews are the best channel to get additional information about the quality of services they offer and customer requirements.” (page 692)

3.4.Animation Plan

TIMING	OBJECTIVES & TASKS	TOOLS
JANUARY 2024	Upload on Fenix the final topic	Google scholar, Internet, Scopus
FEBRUARY MARCH 2024	Create the template to work on + Modify and finalize the introduction part: Motivation, Research Objectives & Questions, Thesis Structure + Read and collect articles/research linked to my topic	Word, Google scholar, Internet, Scopus
APRIL 2024	Explain the case study + Choose the Methodology to follow: research approach, data collection and analysis methods	Es Saadi Marrakech Resort press kit Internet
MAY 2024	Establish the objectives, target, literature review and questionnaire + launch it	Google Scholar, Internet, Qualtrics, Scopus
JUNE JULY 2024	Collect the data	Qualtrics, Social Media: Instagram Facebook
AUGUST 2024	Analyze the data collected + Draw the conclusion: key findings, recommendations	Qualtrics, SPSS
SEPTEMBER 2024	Check references in APA style + Appendices + Requirement + Write the abstract + Upload online + Modify according profesor's review + Create the presentation for the oral on PPT	Internet, Word, PPT
OCTOBER 2024	Get ready for the Oral. Know your thesis by heart. Oral test before the 15th	

Source: Own elaboration

3.5. Animation Questions

- **Digital Marketing Strategies**

Question 1: What digital marketing strategies were adopted by Es Saadi Marrakech Resort to rebuild customer confidence, ensure business recovery after the earthquake and how were the formats, content, and messaging approaches designed?

- **Effectiveness of Digital Communication Tools**

Question 2: How did the implementation of these tools contribute to the overall recovery of the resort's business performance?

Question 3: Which digital communication tools were most effective in restoring tourist confidence and encouraging them to visit the resort after the disaster?

- **Pedagogic Note**

Question 4: What lessons can be drawn from this disaster recovery context regarding the role of digital within the hospitality industry?

3.6.Case resolution

Question 1: What digital marketing strategies were adopted by Es Saadi Marrakech Resort to rebuild customer confidence, ensure business recovery after the earthquake and how were the formats, content, and messaging approaches designed?

Es Saadi Marrakech Resort decided to launch a digital marketing campaign, with the help of a French communication agency, to restore customer confidence and drive business recovery after the earthquake (Annex C). The investment allocation reflects an intent to test different channels for effectiveness. The total media budget invested was 12 814 euros, with agency fees accounting for an additional 6 645 euros. The campaign used Google Ads and Meta Ads (Facebook & Instagram), with distinct budgets for each phase and platform. The segmentation of the campaign into two phases shows a clear strategy to first create awareness about the Es Saadi Marrakech resort and then move into targeted customer acquisition. The campaign had distinct objectives for each phase:

- **Phase 1 (Notoriety):** Focused on increasing visibility, reassuring customers post-earthquake, and attracting last-minute holiday visitors (4,300 Euros spent on Google and Meta ads.)
- **Phase 2 (Acquisition):** Aimed at driving traffic to a landing page promoting four different stay offers especially created for this campaign, thus focusing on conversions (8,550 Euros invested across Google Search, YouTube, and Meta).

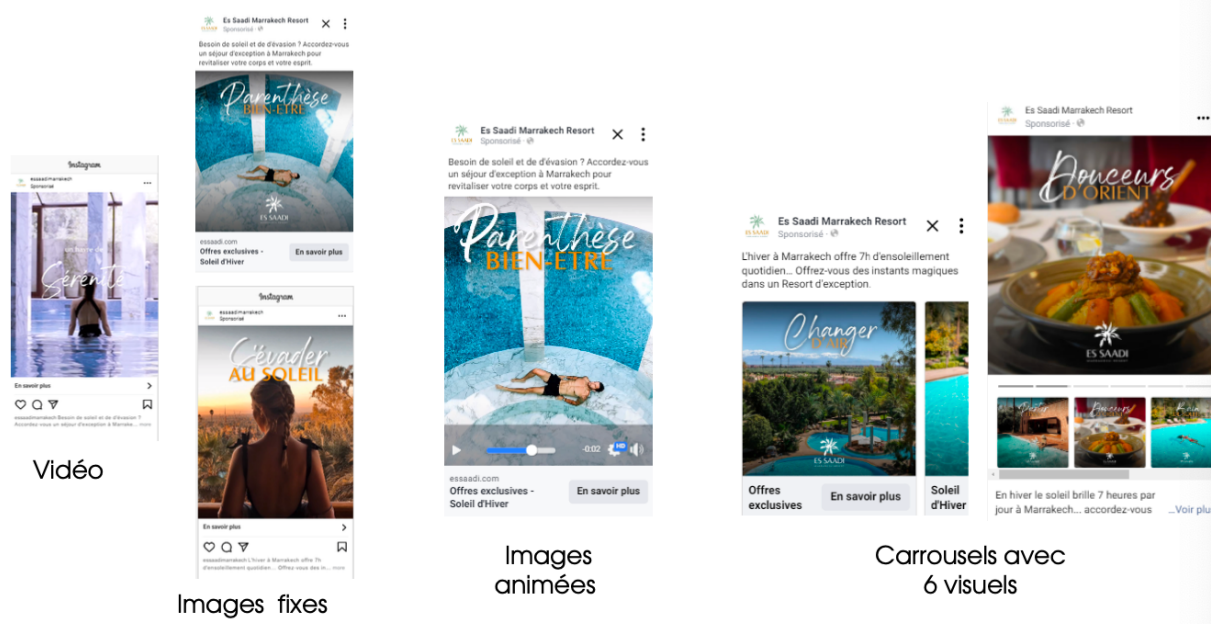
The campaign's structure was tailored to first rebuild customer confidence and brand image, especially after the earthquake, followed by a push for conversions through targeted offers. As

explained by the project manager:” In the second phase of the campaign, we refined the selection of visuals to include only those that had proven most effective during the initial phase. This strategic adjustment aimed to optimize visual impact and engagement based on prior performance data. Additionally, the link associated with the advertisements was modified; instead of directing users to the website's homepage, it now led to a dedicated landing page featuring special offers created specifically for this campaign. This change was intended to enhance the relevance of the user experience and drive targeted conversions by presenting tailored promotions directly aligned with the campaign's objectives. “(Annex F)

The target audience was divided into categories such as Families, Well-being Seekers, and Remote Workers, focusing on customers with an intention to book (Annex C). The detailed budget allocation and multi-platform approach demonstrate a well-planned media strategy, which likely aimed at maximizing reach and relevance. The focus on multiple audience segments ensured that the campaign reached diverse groups, increasing the chances of higher engagement, making sense during this first phase.

For the campaign, they produced a variety of content formats, including static images, animated visuals, and video ads (Annex C).

4 FORMATS pour tester au mieux l'algorithme Meta



Twelve visual ads were used. The campaign titled 'Winter Sunbliss' was “designed to highlight several key themes, giving to the French audience, the idea that they can go on

vacation to a warm, sunny destination in the middle of winter” stated the project manager during the interview (Annex F). It emphasized the appeal of sunny weather with messaging such as « S’évader au soleil », « Un hiver au soleil », and « Travailler au soleil ». Additionally, the campaign focused on the concept of escape, using phrases like « S’évader au soleil », « Partir fissa » and « Envie d’ailleurs ». Most importantly, it underscored the theme of well-being, incorporating terms like « Se ressourcer » and « Parenthèse bien-être » to promote the idea of rejuvenation and relaxation.

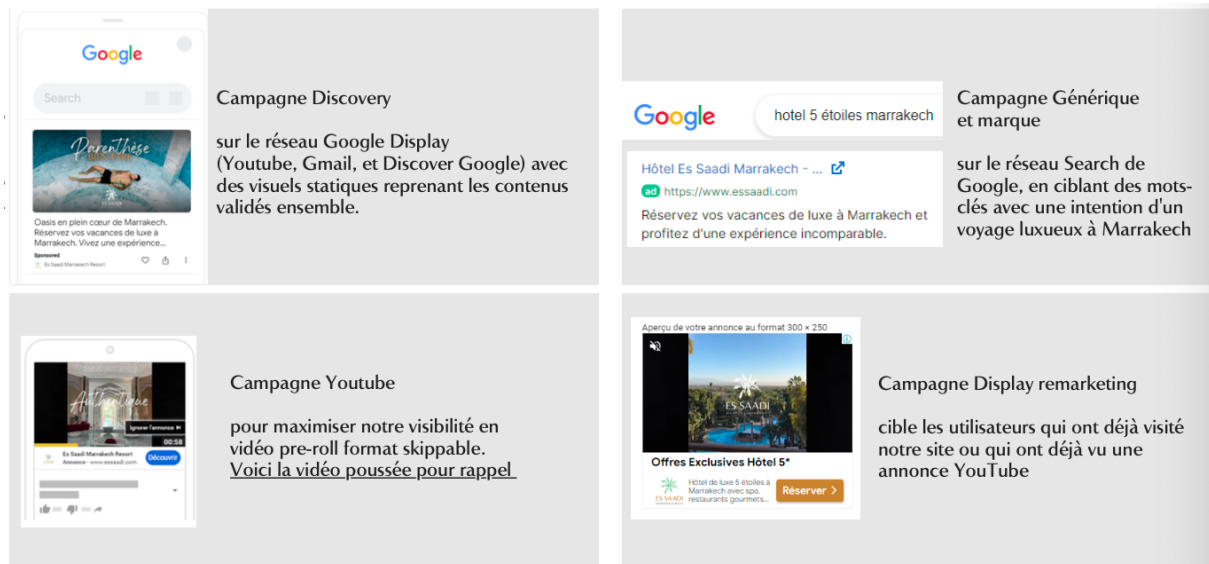
Three key visuals stood out during Phase 1: "Changer d’air" (7K clicks), "Marrakech mon amour" (2.4K clicks) and "Se ressourcer en famille" (470 clicks) (Annex C). Compared to the questionnaire’s answers collected, the favourites visuals were “Partir Fissa”, “Changer d’air” and “Bain de soleil” (Table D.11). We can highlight “Changer d’air” were, in both data collected, chosen by the French population. The performance of the three key visuals (Annex C) indicates the themes that resonated most with the audience: change, family, and especially Marrakech’s landscapes.



The focus on video and animated visuals aligns with hospitality trends that show higher engagement rates for dynamic content.

The campaign used four types of Google Ads (Annex C). Each format had a specific

purpose, such as targeting users who had previously visited the website or shown interest in luxury travel to Marrakech: Discovery campaign, Youtube campaign, Search ads campaign and Display remarketing campaign.



Question 2: How did the implementation of these tools contribute to the overall recovery of the resort's business performance?

Regarding Google ads campaign's performance, it generated over 2 million impressions with a click-through rate (CTR) of 1.26%. It brought in €912 in reservations and tracked 2,725 actions indicating an intent to reserve, making it a cost-effective campaign with a low cost per click (CPC) (Annex C).

For the Discovery campaign targeting users based on their interest in luxury travel to Marrakech, it had a CTR of 3.51% with an extremely low CPC of €0.03, demonstrating its efficiency in driving traffic and engagement. While the engagement was high, conversions were lower than anticipated (Annex C).

For the search ads campaign, Generic search ads achieved an impressive CTR of 9.17%, leading to 1,830 clicks and two reservations worth €912. Branded search ads outperformed, with a CTR of 32.7%, showing that users searching specifically for Es Saadi were highly likely to convert. However, the campaign faced strong competition from Booking.com, which ranked higher for the same brand keywords (Annex C).

For the Youtube campaign, the video campaign achieved a view-through rate of 15%,

exceeding the industry benchmark of 10% with over with over 1.3 million impressions and 522,000 interactions. This demonstrates the high engagement rate and cost-effectiveness of the YouTube campaign, with a low CPM of €1.35 compared to the benchmark of €3.80 (Annex C).

For the Display remarketing campaign targeting users who had previously visited the website, it achieved a conversion rate of 6.65%, indicating that remarketing successfully re-engaged users and encouraged them to complete their booking (Annex C).

Regarding the Meta Ads campaign's performance on Facebook and Instagram, it focused in phase 1 on driving traffic and awareness, reaching 1.7 million people and generating 4.5 million impressions for a spend of €2,201. In phase 2, it focused on conversions, the campaign generated four reservations and €2,635 in revenue, demonstrating a clear return on investment (Annex C).

Once again, the video ads outperformed static images and carousels reaching 1.4 million people, 3.1 million impressions, 538 000 interactions, generating three bookings and over 2,000 booking intents, proving that dynamic content was more effective in driving user engagement and conversions (Annex C).

For the social media posts on Facebook and Instagram, the campaign garnered 1 million interactions, predominantly through positive comments, reflecting a high level of engagement and interest from the audience (Annex C).

Brand searches for Es Saadi increased by 15% during the campaign, demonstrating a rise in brand awareness and customer interest. This suggests that the digital marketing efforts successfully increased visibility and recognition for the resort. This is the “halo effect” (Annex C).

The digital campaign had a real important impact on website traffic which saw a 365% increase during the campaign compared to the previous period, and an 88% increase compared to the same time last year (Annex C).

IMPACT SUR LE TRAFIC : +DE 100k visiteurs



+365% vs période précédente

4 déc. 2022 - 24 janv. 2023

Acquisition		
Utilisateurs ? ↓	Nouveaux utilisateurs ?	Sessions ?
59 078 % du total: 100,00 % (59 078)	58 123 % du total: 100,10 % (58 064)	73 482 % du total: 100,00 % (73 482)

+88% vs l'année dernière

Notre campagne digitale de notoriété a **x3 le trafic** pendant la période de diffusion comparé à la période précédente et +88% vs l'année dernière.

This illustrates the campaign's effectiveness in driving visitors to the website. Reservations also has been positively impacted showing a 107% increase in bookings compared to the previous period and a 48% increase compared to the same time last year. This underscores the campaign's success in not only driving traffic but also in converting that traffic into bookings.

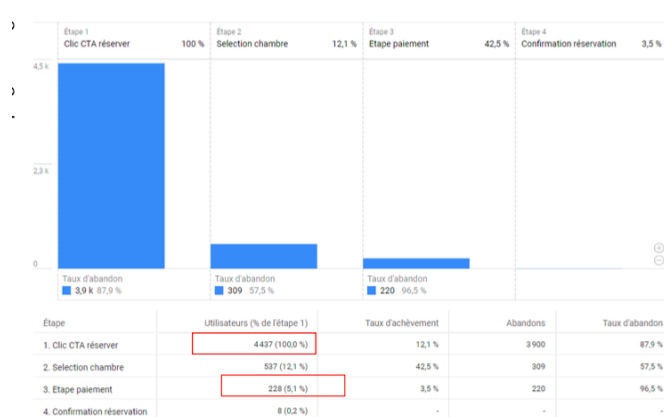
Overall, the campaign generated a total of 8 million impressions, resulting in 60,212 clicks and 4,437 website visits, with a conversion rate of 9.29% (Annex C). This data indicates a well-executed Google Ads strategy. The high number of impressions and website visits shows effective targeting, but the conversion rate of 9.29% points to potential challenges in translating interest into bookings due to issues with the booking engine. Meta Ads performed similarly to Google Ads but with a stronger focus on video content. The video ad generated the most reservations (3 out of the 4 on Meta), and over 2 000 intentions to book were recorded. Meta Ads had a strong performance with the video format, further underscoring the importance of dynamic content in engaging potential customers.

The campaign resulted in 20 reservation files, with a total of 83 room nights booked (Annex C). However, the report notes that 12 bookings could not be traced directly to the campaign, possibly due to users returning to book later after comparing offers, creating challenges in tracking.

The success of the campaign can be attributed to the substantial increase in bookings and brand awareness, even though there were some challenges with the booking engine that hindered the overall conversion rate. Indeed, on Annex C, the graph shows 99% abandonment rate on the booking engine from the moment the client clicks on the “Booking” button available on the ad to the booking confirmation.

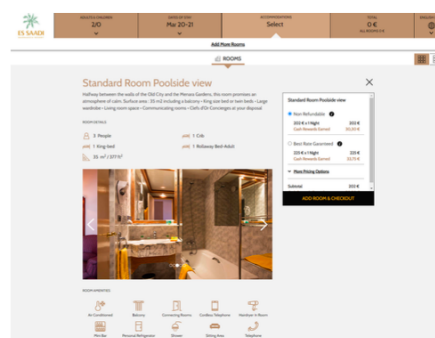
UN BOOKING ENGINE À OPTIMISER

Cette campagne a confirmé qu’il y’a un frein à la conversion avec un taux d’abandon de 99%. le frein pourrait être lié au booking engine et/ou l’aspect vieillot et pas très qualitatif des photos actuelles qui pourrait impacter la désirabilité du lieu.



Deux étapes qui sous-performent sur le booking engine à travailler en priorité

1. L'interface > nouvelle version en attente
2. La sélection de la chambre une fois arrivée sur le booking engine > photos pas sexy
3. L'étape paiement



The report suggests that an analysis of the booking process is needed to understand why users are dropping off at such a high rate. Issues like outdated photos and a clunky interface are identified as potential barriers to conversion. The high abandonment rate is a major concern that requires immediate attention. Optimizing the booking engine and updating visuals could potentially convert a much higher percentage of visitors into paying customers, significantly improving the ROI of future campaigns.

The campaign achieved its goals of increasing brand awareness and driving traffic to the website. However, the booking engine's underperformance highlights a critical area for improvement. Moving forward, fine-tuning the user experience on the booking platform and continuing to leverage high-performing ad formats like video will be essential for maintaining the positive momentum gained during the campaign.

Question 3: Which digital communication tools were most effective in restoring tourist confidence and encouraging them to visit the resort after the disaster?

According to the final report of the campaign on Annex C, Google Ads, particularly branded search ads, proved to be highly effective, achieving a click-through rate (CTR) of 32.7%. This indicates that tourists actively searching for Es Saadi were more likely to engage with the ads, showing a strong level of intent to book. The search ads also successfully communicated the recovery progress, safety measures, and special offers, helping to rebuild confidence among potential guests.

Meta ads, deployed across Facebook and Instagram, were equally important in reaching a broad audience and encouraging interactions. Video ads, in particular, outperformed static formats, generating three bookings and over 2,000 booking intents. The combination of visually appealing content and the ability to engage users directly through comments and shares helped create a sense of reassurance among potential tourists. The campaign reached over 1.7 million users, further enhancing brand visibility and credibility during the recovery phase.

YouTube video campaigns were another standout tool, generating 1.3 million impressions and achieving a view-through rate of 15%, which exceeded industry benchmarks. The video content showcased the resort's offerings, services, and overall ambiance, providing potential guests with a virtual experience that helped alleviate concerns about visiting post-disaster. Indeed, this video allowed people who watched it to immerse themselves and imagine themselves in this oriental world, supported by table D.14 (Annex D), which highlights 'oriental architecture' as the factor that people remember most after watching the video. The videos played a critical role in enhancing engagement and delivering a visual narrative of recovery. "The creation of content was a key factor in the success of this campaign" highlighted by Es Saadi's project manager during the interview (Annex F).

Question 4: What lessons can be drawn from this disaster recovery context regarding the role of digital within the hospitality industry?

The disaster recovery context of the Es Saadi Marrakech Resort provides several key lessons regarding the critical role of digital marketing within the hospitality industry. First, it highlights

the importance of immediate communication and transparency in post-disaster scenarios. Digital platforms like Google Ads, Meta (Facebook and Instagram), and YouTube proved essential in communicating the resort's recovery process and ongoing operations. The ability to reach wide audiences in real-time, as seen through millions of impressions and high interaction rates, underscores how digital marketing can quickly rebuild customer confidence and drive traffic back to the brand.

A second important lesson is the power of targeted advertising and remarketing. The use of display remarketing and search ads ensured that users who had already shown interest were effectively re-engaged, leading to higher conversion rates. In particular, branded search ads performed exceptionally well, with a 32.7% click-through rate, demonstrating the value of maintaining strong visibility on search engines during periods of recovery (Annex C).

Another key takeaway is the significance of visual and video content. The YouTube campaign and Meta video ads performed particularly well, generating a high number of booking intents and engagement, showing that dynamic and visually engaging content can have a substantial impact on consumer behavior in times of uncertainty. According the table D.15 (Annex D), this video brings positivity, a good feeling to the viewer and catch's his attention. This aligns with the general shift toward using video as a primary format in digital campaigns.

The need for a seamless booking experience is also a critical lesson. The campaign's high abandonment rate at the booking stage highlights the importance of an optimized, user-friendly booking engine to convert interested prospects into paying guests. Improving the digital infrastructure, such as the booking engine, can significantly boost conversion rates and ensure that the traffic driven by digital campaigns translates into actual reservations.

Lastly, the campaign demonstrates that brand awareness and consumer trust are paramount in disaster recovery. The rise in brand searches and the increase in overall website traffic reflect how consistent digital marketing efforts build long-term resilience by keeping the brand top-of-mind during a crisis. The overall campaign illustrated that digital marketing is not only a tool for immediate recovery but also a strategic asset for long-term brand health in the hospitality sector.

3.7.Case Resolution Slides

The case resolution slides can be found on Annex G.

4. Conclusion

The Es Saadi Marrakech Resort, along with the hospitality sector in Morocco, faced significant challenges following the 2023 Al Haouz earthquake. Despite minimal physical damage to the resort itself, the psychological and reputational impact on tourism in Marrakech was severe. This pedagogical case study has explored how the resort's management team leveraged digital marketing strategies to navigate these post-disaster challenges and restore customer confidence. By implementing targeted digital marketing efforts, particularly through the Winter Sunbliss campaign, the resort aimed to rebuild its brand image, engage with its primary target audience (French tourists), and highlight the unique offerings of the resort. The combination of social media platforms and video content proved instrumental in communicating safety, recovery efforts, and unique experiences available at the resort.

Primary data collected from the interview with the project manager and the survey of 291 French tourists provided critical insights into the effectiveness of these digital strategies. The findings revealed that visual storytelling, emotional engagement, and transparent communication are key components in successfully restoring tourist confidence. Furthermore, real-time customer feedback and personalized marketing content have enabled Es Saadi to adapt its strategies in response to customer needs and preferences.

The study contributes to existing literature on post-disaster recovery in hospitality by offering practical solutions for utilizing digital marketing as a recovery tool. It provides valuable lessons not only for Es Saadi but for the broader hospitality industry facing similar challenges in the aftermath of natural disasters. By effectively managing digital communication and marketing efforts, hotels can foster resilience, maintain customer trust, and drive bookings even in the face of uncertainty.

This research also offers practical implications for marketing managers, particularly within the hospitality sector, who seek to understand the role of digital marketing in crisis management. The ability to act quickly, engage emotionally with customers, and provide clear and reassuring communication will remain key factors in navigating post-disaster recovery successfully.

Future research could delve deeper into understanding the long-term impacts of digital marketing strategies on consumer loyalty and retention in post-disaster contexts. While this study highlights the immediate effects of digital marketing campaigns in restoring customer confidence and driving bookings after a disaster, it is equally important to examine how these strategies affect long-term consumer behaviour. One area of exploration could be how digital

marketing campaigns foster long-term brand loyalty. For instance, after a natural disaster, hotels often use personalized content, storytelling, and emotional engagement to connect with their audience. Future research could investigate whether these emotional connections lead to stronger loyalty over time, making consumers more likely to return to the hotel or recommend it to others. Lastly, comparative studies across different types of natural disasters, geographic regions, or hotel brands could offer a broader perspective on the universal principles and context-specific elements of digital marketing in post-disaster recovery. Understanding these dynamics will be crucial in developing resilient marketing strategies that not only recover lost business but also build a loyal customer base that endures beyond the immediate crisis.

Last but not least, this thesis can be used as a tool to show what options has an hotel post disaster. To notice, the target of the questionnaire has been chosen to fit with the main Es Saadi Marrakech Resort's target which is French population. If the population changes, the tools displayed in this thesis has to be adjust compared to consumer's behaviour of this new population.

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Methodology and Pedagogical Note Annexes

Annex E. Online Survey in English & French version

English (United Kingdom) 

Survey. **"Winter Sunbliss" Es Saadi Marrakech Resort Advertising campaigns effectiveness.**

My name is Benjamin POSTEL and I am in my 2nd year of Master in Marketing at ISCTE – Instituto Universitario de Lisboa. This questionnaire appears within the scope of my final master's project, with the following topic: evaluating the effectiveness of Es Saadi Marrakech Resort campaign implemented right after the earthquake that hit Marrakech beginning of September 2023.

This anonymous survey won't take no more than 6 minutes to complete and is of great importance in completing my research.

I kindly ask you to respond as honestly as possible and fill out all the questions.

Thank you so much for your help in advance.

If you have any questions, please feel free to contact me via email: Benji.postel@gmail.com

. This study focuses on the effectiveness of the media campaign developed by Es Saadi Marrakech Resort to be visible during the Christmas holidays, reassure customers about the situation in Marrakech and attract last minutes clients.

The creative focus of this campaign is to activate the power of positive emotions.

It includes: pictures posted on Instagram and Facebook and a video posted on Instagram and Youtube.

Before starting, imagine the situation in which Morocco has been hit by an earthquake few months before.

Français 

Survey. **Efficacité de la campagne publicitaire « Soleil d'Hiver » de Es Saadi Marrakech Resort**

Je m'appelle Benjamin POSTEL et je suis en 2ème année de Master en Marketing à l'ISCTE – Instituto Universitario de Lisboa. Ce questionnaire s'inscrit dans le cadre de mon projet de fin d'études, avec le sujet suivant : évaluer l'efficacité de la campagne Es Saadi Marrakech Resort mise en place juste après le tremblement de terre qui a frappé Marrakech au début du mois de septembre 2023.

Cette enquête anonyme ne prendra pas plus de 10 minutes à remplir et est d'une grande importance pour compléter ma recherche.

Je vous demande de répondre le plus honnêtement possible et de remplir toutes les questions.

Je vous remercie d'avance pour votre aide.

Si vous avez des questions, n'hésitez pas à me contacter par mail : Benji.postel@gmail.com

. Cette étude se concentre sur l'efficacité de la campagne médiatique développée par Es Saadi Marrakech Resort pour être visible pendant les vacances de Noël, rassurer les clients sur la situation à Marrakech et attirer les clients de dernière minute.

L'axe créatif de cette campagne est d'activer le pouvoir des émotions positives. Elle comprend : des photos postées sur Instagram et Facebook et une vidéo postée sur Instagram et Youtube.

Avant de commencer, imaginez la situation dans laquelle le Maroc a été frappé par un tremblement de terre quelques mois auparavant.

Section 1 – Demographic questions

0% 100%

English (United Kingdom) ▾

Q1. Are you French ?

☐ Yes

☐ No

← →

- If the respondent's answer was "no"

0% 100%

Français ▾

Q1. Êtes-vous Français ?

☐ Oui

☐ Non

← →

0% 100%

We thank you for your time spent taking this survey.
Your response has been recorded.

- If the respondent's answer was "yes"

0% 100%

Merci d'avoir pris le temps de participer à cette enquête.
Votre réponse a été enregistrée.

0% 100%

English (United Kingdom) ▾

Q2. What is your age?

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☐ 65+

0% 100%

Français ▾

Q2. Quel âge avez-vous?

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☐ 65+

Q3. Which of the following genders do you most identify with?
Select one

☐ Male

☐ Female

☐ Other

Q3. Quel est votre genre?

☐ Homme

☐ Femme

☐ Autre

Q4. Which statement best describes your current employment status?

- ☐ Employed full time
- ☐ Employed part time
- ☐ Student
- ☐ Disabled
- ☐ Retired
- ☐ Unemployed

Q4. Quelle est votre statut professionnel ?

- ☐ Employé temps plein
- ☐ Employé temps partiel
- ☐ Etudiant
- ☐ Handicapé
- ☐ Retraité
- ☐ Au chômage



Section 2 – General questions

0% 100%

0% 100%

English (United Kingdom) ▾

Q5. Which social media platform do you use?

- ☐ Instagram
- ☐ Facebook
- ☐ LinkedIn
- ☐ Youtube
- ☐ other

Q6. Which social media platform do you think visual communication is most effective on ?

- ☐ Instagram
- ☐ Facebook
- ☐ LinkedIn
- ☐ Youtube
- ☐ Other

Q7. Have you already travelled in Arab countries ?

- ☐ Yes
- ☐ No

Q8. Have you already travelled to Marrakech, in Morocco ?

- ☐ Yes
- ☐ No

Français ▾

Q5. Quels réseaux sociaux utilisez-vous ?

- ☐ Instagram
- ☐ Facebook
- ☐ LinkedIn
- ☐ Youtube
- ☐ Autre

Q6. Sur quel réseau social pensez-vous que la communication visuelle est la plus efficace ?

- ☐ Instagram
- ☐ Facebook
- ☐ LinkedIn
- ☐ Youtube
- ☐ Other

Q7. Avez-vous déjà voyagé dans un/des pays arabe(s) ?

- ☐ Oui
- ☐ Non

Q8. Avez-vous déjà voyagé à Marrakech, au Maroc ?

- ☐ Oui
- ☐ Non

Q9. What factors influence your decision to book an hotel for your holidays? Choose the 3 most important.

☐ Price

☐ Quality

☐ Celebrities/influencers

☐ Recommendations from friends/family

☐ Online reviews

☐ Advertisements

☐ Hotels services (Spa, restaurants...)

☐ Location

☐ Other

Q9. Qu'est-ce qui influence votre décision de réserver un hôtel pour vos vacances ?Choisissez les 3 plus importants.

☐ Prix

☐ Qualité

☐ Celebrités/influenceurs

☐ Recommendations d'amis/de la famille

☐ Critiques en ligne

☐ Publicité

☐ Services de l'hôtel (Spa, restaurants...)

☐ Localisation

☐ Autres



Section 3 – “Winter Sunbliss” campaign’s pictures questions

English (United Kingdom) . Please view the next visuals, displayed on Es Saadi Marrakech Resort’s social media, part of the digital marketing campaign named “Winter Sunbliss”:



Français . Veuillez consulter les visuels suivants, affichés sur les médias sociaux du Es Saadi Marrakech Resort, dans le cadre de la campagne de marketing numérique intitulée “Soleil d’Hiver” :



Q10. How would you rate the overall visual of the “Winter Sunbliss” campaign images?

Appealing ☆☆☆☆

Aesthetic ☆☆☆☆

Creative ☆☆☆☆

Meaningful ☆☆☆☆

Luxury ☆☆☆☆

Memorable ☆☆☆☆

Q10. Comment évaluez-vous l’aspect visuel général des images de la campagne “Soleil d’Hiver” ?

Attirant ☆☆☆☆

Esthetique ☆☆☆☆

Creatif ☆☆☆☆
























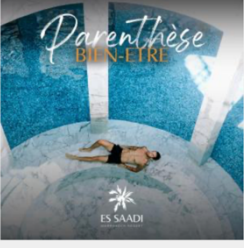
Significatif ☆☆☆☆

Luxe ☆☆☆☆

Mémorable ☆☆☆☆

Q11. Choose your 3 favourites:

Q11. Choisissez vos 3 favoris :

<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	



Section 4 – “Winter Sunbliss” campaign’s video question

0%  100%

English (United Kingdom) ▾

. Please view the next video, displayed on Es Saadi Marrakech Resort's social media, part of the digital marketing campaign named "Winter Sunbliss":

https://www.youtube.com/shorts/zS_FdHOUZH8

Q12. What element of the “Winter Sunbliss” video campaign do you recall the most?

- ☐ Food
- ☐ Art exhibition
- ☐ Music
- ☐ Spa
- ☐ Oriental architecture
- ☐ Wild Landscapes
- ☐ Luxury Gardens
- ☐ Swimming pools

Q13. How would you more likely describe the video ? Choose 3 out of the 8 options maximum.

- ☐ Attention getting
- ☐ Creative
- ☐ Emotional
- ☐ Feel good
- ☐ Memorable
- ☐ Meaningful
- ☐ Natural
- ☐ Satisfying

Q14. What do you think is the main message of this video ?

Q15. For you, the best of this video is...

Q16. For you, the least about this video is...

0%  100%

Français ▾

. Veuillez visionner la vidéo suivante, affichée sur les médias sociaux de l'Es Saadi Marrakech Resort, qui fait partie de la campagne de marketing numérique intitulée "Soleil d'Hiver" :

https://www.youtube.com/shorts/zS_FdHOUZH8

Q12. Quel est l'élément de la campagne vidéo dont vous vous souvenez le plus ?

- ☐ Les restaurants
- ☐ Exposition d'art
- ☐ Musique
- ☐ Spa
- ☐ Architecture orientale
- ☐ Paysages sauvages
- ☐ Jardins luxueux
- ☐ Piscines

Q13. Comment décririez-vous la vidéo ? Choisissez 3 options au maximum parmi les 8 proposées.

- ☐ Attirer l'attention
- ☐ Creative
- ☐ Émotionnelle
- ☐ Sentiment de bien-être
- ☐ Mémorable
- ☐ Significative
- ☐ Naturelle
- ☐ Satisfaisante

Q14. Quel est, selon vous, le message principal de cette vidéo ?

Q15. Pour vous, le meilleur de cette vidéo est ...

Q16. Pour vous, le pire de cette vidéo est ...

Q17. If you could change something about this video, it would be...

Q18. Would you consider travel to Marrakech after watching this ad ?

☐ Yes

☐ No

Q19. Would you consider travel to Es Saadi Marrakech Resort after watching this ad ?

☐ Yes

☐ No

Q20. Would you consider travel to Marrakech, knowing that Marrakech has been hit by an earthquake beginning of September 2023?

☐ Yes

☐ No

Q21. Would you consider travel to Es Saadi Marrakech Resort, knowing that Marrakech has been hit by a earthquake beginning of September 2023?

☐ Yes

☐ No



0%  100%

We thank you for your time spent taking this survey.
Your response has been recorded.

Q17. Si vous pouviez changer quelque chose à cette vidéo, ce serait...

Q18. Envisageriez-vous de vous rendre à Marrakech après avoir vu cette publicité ?

☐ Oui

☐ Non

Q19. Envisageriez-vous de vous loger au Es Saadi Marrakech Resort après avoir vu cette publicité ?

☐ Oui

☐ Non

Q20. Envisageriez-vous de vous rendre à Marrakech, sachant que cette ville a été frappée par un tremblement de terre au début du mois de septembre 2023 ?

☐ Oui

☐ Non

Q21. Envisageriez-vous de vous loger au Es Saadi Marrakech Resort, sachant que Marrakech a été frappée par un tremblement de terre au début du mois de septembre 2023 ?

☐ Oui

☐ Non



0%  100%

Merci d'avoir pris le temps de participer à cette enquête.
Votre réponse a été enregistrée.

Annex F. Interview to Es Saadi Marrakech Resort Project Manager

- **Questions on Strategies Used**

1. **Can you describe the key digital marketing strategies you implemented in the "Winter Sunbliss" campaign following the earthquake?**

- What were the main platforms used (e.g., social media, email marketing)?

In a complicated context due to the earthquake, at the beginning of September 2023, and secondly to the Israeli-Palestinian war, we felt a drop in reservations and cancellations within the hotel and the palace. Indeed, we thought that our main target, visitors, were afraid to come to a country where an earthquake had just taken place and what's more, an Arab country. The confusion between this war exploding in the Middle East and us could be possible just because we are all Arab countries when in fact we are not even neighbors geographically speaking. To counteract this decline in reservations due to the earthquake but also, secondly, to this possible amalgam, we decided to launch, with the help of a French communications agency 'Intercept', a communications campaign to reassure the French about Morocco in general and attract them back to the Es Saadi Marrakech resort. As part of our digital marketing strategy, we utilized several key platforms, including Meta, with a particular focus on Facebook and Instagram, as well as Google Ads. On the latter, we leveraged advanced features such as Demand Gen and Performance Max to maximize our reach and the effectiveness of our actions. Four distinct types of campaigns were launched to diversify our acquisition channels: a Discovery campaign, a Search campaign, a Display campaign, and a YouTube campaign. Each campaign was designed to target specific audience segments, based on their behaviors and interactions with the brand, with the aim of maximizing engagement and conversions.

- How did you tailor the messaging to address the post-earthquake context?

Right after the earthquake, our primary objective was to convey our deep support and solidarity, on social media, to the families, victims, and our employees affected by it. This first phase focused on demonstrating empathy and commitment to those impacted.



Source: Es Saadi Marrakech Resort's LinkedIn Post

Then, our goal evolved to reassuring potential visitors that, despite the challenges faced by the earthquake, Marrakech remained a safe destination. We aimed to emphasize the importance of continuing to visit the city and promote the hotel, highlighting its resilience and ongoing appeal as a vibrant and welcoming location, especially during winter season cause it is way less cold here than in Europe. In agreement with the agency, we decided to divide our campaign into 2 phases: firstly, with the aim of raising awareness so as to be visible for the 2023 Christmas festivities and make the French understand that Marrakech is safe. Then, in a second phase of acquisition, we adjusted the targeting according to what worked best in the first phase, in order to drive as much traffic and conversions as possible to the landing page offering specially-designed holiday deals.

2. What role did content creation play in the campaign?

- How did you decide on the types of content (e.g., videos, images, testimonials) to use?

The creation of content was a key factor in the success of this campaign. This involved meticulously selecting images—whether photos or videos—to effectively reflect the identity and authenticity of the Resort. Additionally, the choice of textual elements was crucial; the messaging had to embody the core values of Es Saadi while also encouraging potential visitors to return to Marrakech, and specifically to Es Saadi Marrakech Resort. The content strategy was designed to resonate with the target audience by highlighting the unique attributes of the Resort and reinforcing its appeal as a premier destination. The choice naturally fell on the use of images and videos. Images were selected for their ease of distribution in advertisements through Google, while videos were prioritized for their ability to help targeted consumers visualize the experience more effectively. Videos offer a more comprehensive view of the locations and, in today's digital landscape, are particularly effective on social media platforms such as Instagram. This visual content not only enhances engagement but also helps in creating a more immersive and compelling narrative for the audience.

- Were there specific themes or narratives that you aimed to emphasize in the campaign?

The campaign titled 'Winter Sunbliss' was designed to highlight several key themes, giving to the French audience, the idea that they can go on vacation to a warm, sunny destination in the middle of winter. It emphasized the appeal of sunny weather with messaging such as « S'évader au soleil », « Un hiver au soleil », and « Travailler au soleil ». Additionally, the campaign focused on the concept of escape, using phrases like « S'évader au soleil », « Partir fissa » and « Envie d'ailleurs ». Most importantly, it underscored the theme of well-being, incorporating terms like « Se ressourcer » and « Parenthèse bien-être » to promote the idea of rejuvenation and relaxation.

3. How did you leverage social media in the campaign?

- Which social media platforms were most effective, and why?

The results varied significantly depending on the diversity of the target audiences and the content used. Specifically, the video campaign distributed on Meta platforms demonstrated particularly strong performance at the national level. In contrast, the Google Ads campaign proved to be more effective and yielded better results on an international scale. Indeed, Meta (including Facebook and Instagram) proved to be the most effective social media platform. The campaign achieved over 6.5 million impressions on Meta, reaching 2.4 million unique users, which highlights its vast audience reach and strong engagement capabilities. The platform also generated more than 304,000 interactions, including likes, shares, and comments, indicating high engagement levels from the target audience. Meta was particularly effective due to its ability to target specific demographics, in this case, French-speaking travelers, through precise targeting and tailored content. The platform's advanced advertising features, including audience segmentation, made it easier to focus on users who had expressed an interest in travel, luxury experiences, and premium accommodations. Additionally, Meta's visual nature allowed the campaign to showcase Es Saadi's luxurious facilities and unique offerings through high-quality images and videos, which resonated well with the audience. Google Ads was also an effective platform, generating 2 million impressions and resulting in 334 booking intentions. However, Meta's capacity for visual storytelling and its larger user base in the target market made it the top-performing social media platform in terms of reach, engagement, and driving intent-to-book. As a result, Meta played a crucial role in enhancing brand visibility and fostering customer engagement during the campaign.

- How did you ensure engagement and interaction with your audience on these platforms?

To sustain engagement and interaction with our audience, our social media manager was responsible for addressing every question and comment received on social platforms. Simultaneously, our reservations team was briefed with specific guidelines to ensure they could effectively respond to inquiries both over the phone and through our website. This dual approach helped maintain a high level of responsiveness and customer satisfaction, reinforcing our commitment to addressing the concerns of our audience promptly and effectively.

- **Questions on Challenges Faced**

4. What were the main challenges you encountered while designing and implementing this digital marketing campaign?

- How did the post-earthquake situation impact the usual marketing processes?

The most significant impact was on the choice of words, the way the message was addressed and constructed. It was crucial to avoid alarming potential visitors while continuing to persuade them to choose our Resort. Prior to the earthquake, communication was already complex due to intense competition. However, the situation was further complicated by the earthquake, which affected travel to Marrakech and Morocco more broadly. As a result, the careful selection of phrasing, choice of words, and reassurance of potential visitors became even more critical in our marketing efforts. The messaging needed to be thoughtfully crafted to both address concerns and convey the city's resilience, ensuring that it remained an attractive and safe destination.

- Were there any specific challenges related to consumer perception and trust?

Yes, although relatively minor, some visitors expressed concerns regarding the safety of the destination and the potential for additional seismic activity in the weeks following the initial earthquake. However, over time, these fears were alleviated as the situation stabilized and reassurance measures were effectively communicated massively online through social media from campaigns implemented by other hotels.

5. How did the geopolitical situation, particularly the Israel-Palestine conflict, affect your marketing efforts?

- Did it influence the choice of marketing channels, post ideas or the timing of the campaign?

Similarly to our approach regarding the earthquake, our goal was to maintain total transparency and provide reassurance about the safety of the city and the country. We prioritized clear and honest communication to address concerns and build trust among potential visitors. This approach was designed to mitigate any lingering fears and affirm the commitment to ensuring a secure environment for all. The timing of the campaign was significantly influenced by several factors. In addition to the primary goal of boosting bookings for the winter season—a traditionally quieter period when winter sports such as skiing are more popular—there was a pressing need to reassure potential visitors, particularly those from France, about the safety of traveling to the country. Given the general apprehension towards visiting Middle Eastern countries due to ongoing conflicts, it was crucial to address these concerns directly. Launching the campaign during this period was therefore both strategic and necessary. Furthermore, the geopolitical conflict played a role in accelerating the campaign's launch. Although the campaign was already planned, the evolving geopolitical situation underscored the urgency and relevance of its deployment, thereby facilitating its execution.

- **Questions on Objectives Set**

6. What were the primary objectives set for the "Winter Sunbliss" campaign?

- How did these objectives align with the overall recovery strategy for the resort?

The primary objectives were to stimulate bookings for the winter season, particularly in January and February, which are typically slower months for the resort. Additionally, the campaign aimed to enhance brand awareness on the first phase and then acquisition driving conversion rate on the created landing page and therefore bookings. By focusing on these goals, the campaign sought to address the seasonal downturn in reservations and expand the resort's reach to attract a broader audience. These objectives were perfectly aligned with the company's revitalization strategy, which was designed to reposition the brand by emphasizing authenticity and well-being. By focusing on these elements, the strategy sought to enhance the brand's overall market presence and appeal, aligning with the broader objectives of the company's recovery and growth plans.

- Were there specific targets related to visitor numbers, engagement rates, or brand perception?

During the initial phase of the campaign, the primary objective was focused on enhancing brand visibility and establishing trust. This phase aimed to increase awareness, reassure potential customers, capture their attention, and reposition the brand positively in their minds. In contrast, the second phase of the campaign shifted its focus towards customer acquisition. This phase utilized targeted advertisements that directed users to a dedicated landing page featuring special offers and tailored stay packages created specifically for this campaign. The goal was to attract new clients by presenting them with compelling and exclusive opportunities to engage with the brand. This strategic shift aimed not only to redefine the brand's image but also to achieve a 10% increase in brand awareness, a target explicitly outlined in the campaign's goals.

7. How did you measure the success of these objectives throughout the campaign?

- What key performance indicators (KPIs) were tracked?

First, we closely monitored impressions, which represented the number of times the ads were shown across platforms. For instance, on Meta (Facebook and Instagram), the campaign achieved 6,559,520 impressions, while Google Ads accounted for 2,020,553 impressions. Alongside impressions, we also measured the campaign's reach, which is the total number of unique users who saw the ads. On Meta platforms alone, the campaign reached 2,482,134 unique users.

Another crucial metric we tracked was the number of clicks and traffic directed to the Es Saadi website. The Meta campaigns generated 34,666 visits, while Google Ads contributed 25,546 clicks. Intent to book was another critical KPI, measured by the percentage of users who interacted with reservation buttons or visited landing pages. The Google Ads Search campaigns performed particularly well, with 334 recorded intentions to reserve, accounting for 18.25% of interactions.

We also tracked the actual number of completed reservations stemming from the campaign. Overall, the campaign led to 20 total reservations, of which 8 were directly traceable through

ad clicks, resulting in a total of 83 room nights booked. Return on investment (ROI) was another vital KPI, and the media investment yielded an ROI of 0.3%, based on the revenue generated from the reservations.

In terms of engagement metrics, we focused on user interactions such as comments, shares, and likes on Meta platforms. During the second phase of the campaign, there were 93 comments, contributing to a total of 304,534 interactions, highlighting strong consumer interest. Lastly, we tracked brand awareness by monitoring the increase in searches for "Es Saadi" on Google Search Console, where we observed a 15% rise in brand searches during the campaign period. These KPIs allowed us to evaluate and optimize the campaign effectively, ensuring that its goals of increasing visibility, driving traffic, and generating reservations were met.

- Were there any adjustments made to the objectives as the campaign progressed?

In the second phase of the campaign, we refined the selection of visuals to include only those that had proven most effective during the initial phase. This strategic adjustment aimed to optimize visual impact and engagement based on prior performance data. Additionally, the link associated with the advertisements was modified; instead of directing users to the website's homepage, it now led to a dedicated landing page featuring special offers created specifically for this campaign. This change was intended to enhance the relevance of the user experience and drive targeted conversions by presenting tailored promotions directly aligned with the campaign's objectives.

- **Questions on Results**

8. What were the most significant outcomes of the digital marketing campaign?

- Did you see a measurable increase in bookings or inquiries following the campaign?

One of the most measurable outcomes was the increase in impressions and website traffic, specifically 6.5 million impressions on Meta and over 2 million impressions on Google Ads. In

terms of direct bookings, the campaign generated 20 reservations, which led to a total of 83 room nights booked. While this figure may seem modest, the campaign was also successful in driving substantial interest, as evidenced by 334 recorded booking intentions through Google Ads, reflecting a positive shift in customer behavior toward future bookings.

- How did the campaign impact the brand perception of Es Saadi Marrakech Resort?

Regarding brand perception, the campaign significantly boosted visibility for Es Saadi Marrakech Resort. We observed a 15% increase in brand searches during the campaign period, which suggests a positive impact on brand awareness. Additionally, the overall reach of 2.4 million unique users on Meta and the strong engagement metrics — including over 304,000 interactions — highlight how the campaign resonated with the target audience. These metrics indicate an improvement in the resort's brand perception, positioning Es Saadi as a premium and trusted destination in the post-disaster recovery phase.

9. What feedback did you receive from consumers or stakeholders regarding the campaign?

- How did this feedback align with the campaign's initial objectives?

Feedback from consumers was largely positive. Consumers responded well to the creative content and the ad placements, especially regarding the quality of the visuals and the luxury appeal of the resort. The feedback aligned closely with our initial objectives of enhancing brand awareness, generating qualified traffic, and driving customer engagement, demonstrating the effectiveness of our approach.

10. How have the lessons learned from this campaign influenced your approach to future marketing strategies?

- Will any strategies or tactics from this campaign be integrated into future marketing efforts?

The lessons learned from this campaign have significantly influenced our approach to future marketing strategies. One key takeaway was the importance of audience segmentation and targeting specific consumer groups with tailored messages. The success of the campaign in reaching French-speaking travelers indicates the value of localized content and language. Additionally, the ROI data and conversion rates from Google Ads showed the potential for refining our paid search strategy. In future campaigns, we will likely integrate similar digital marketing tactics, especially leveraging Meta for its extensive reach and Google Ads for its precision in driving intent-to-book actions. We will also focus on further optimizing the booking engine process to improve the conversion rate from inquiries to actual reservations.

Annex G. Case Resolution Slides



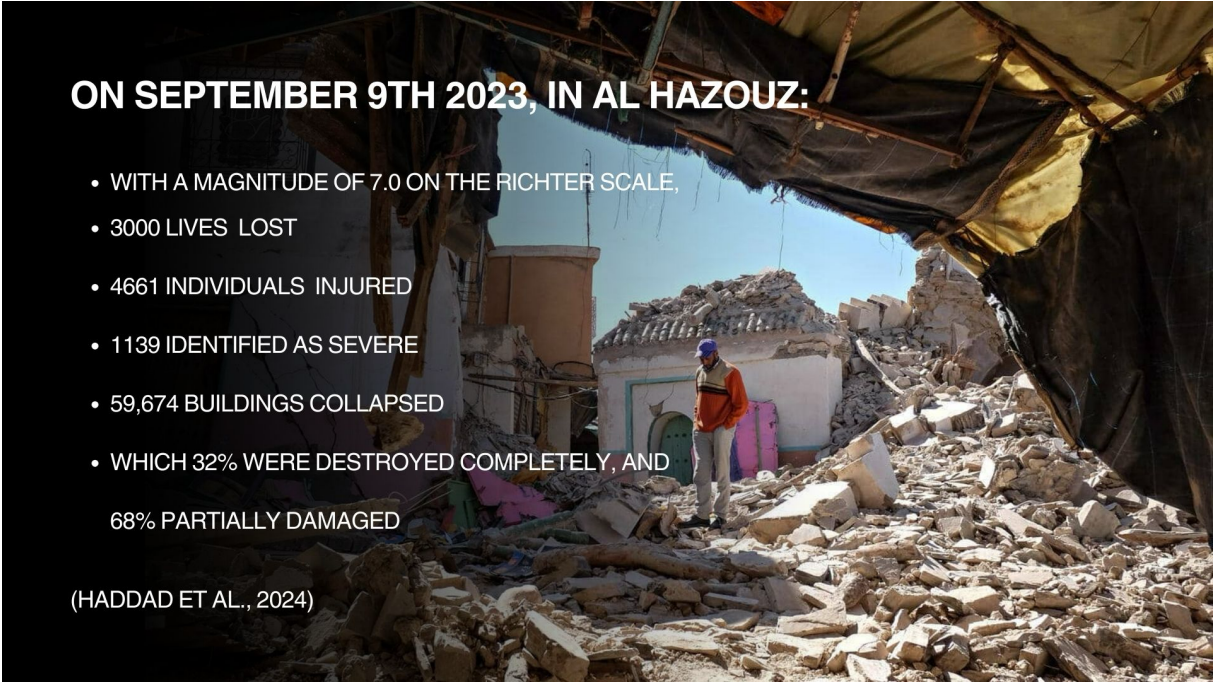
ES SAADI
MARRAKECH RESORT

**ELEVATING THE HOTEL INDUSTRY POST-NATURAL
DISASTER THROUGH CREATIVE CONTENT IN
DIGITAL MARKETING STRATEGIES**

**A CASE STUDY OF ES SAADI MARRAKECH RESORT
DESTINATION**



"DISASTERS HAVE THE POTENTIAL TO DETER VISITORS FROM TRAVELLING TO AFFECTED DESTINATIONS."
(ROSSELLÓ ET AL. , 2020) (PAGE 2)

A photograph showing a person standing in the middle of a vast field of rubble and debris. The debris consists of large concrete blocks, bricks, and twisted metal. In the background, a partially destroyed building with a blue door and a pink wall is visible. The scene is set under a clear blue sky, with a dark, damaged roof structure in the foreground.

ON SEPTEMBER 9TH 2023, IN AL HAZOUZ:

- WITH A MAGNITUDE OF 7.0 ON THE RICHTER SCALE,
- 3000 LIVES LOST
- 4661 INDIVIDUALS INJURED
- 1139 IDENTIFIED AS SEVERE
- 59,674 BUILDINGS COLLAPSED
- WHICH 32% WERE DESTROYED COMPLETELY, AND 68% PARTIALLY DAMAGED

(HADDAD ET AL., 2024)

A photograph of a city street where the buildings on both sides are severely damaged. The buildings are multi-story and made of concrete, with many windows missing and structural damage visible. Debris is scattered on the ground. In the background, a large plume of dark smoke rises into the sky, suggesting a recent explosion or fire. The sky is overcast with grey clouds.

ON OCTOBER 7TH 2023, THE ISRAELI-PALESTINIAN WAR:



ES SAADI MARRAKECH RESORT

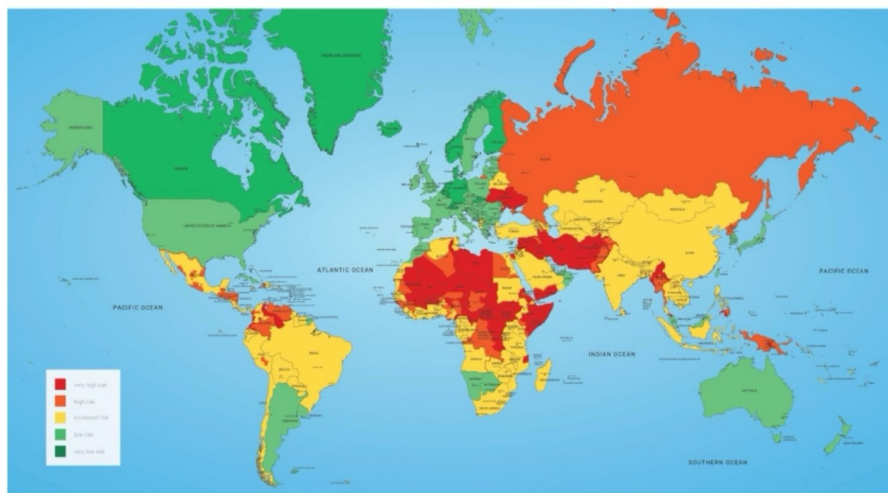
ONLY FEW TILES BROKEN IN FEW BATHROOMS

CANCELLATION BOOKING INCREASING



RISK MAP 2023

Global Monitoring



Travel Security Solutions
Making your world a little safer



Scan and download the latest version
More information on the
www.global-monitoring.com



SOURCE: [HTTPS://WWW.GLOBAL-MONITORING.COM/WP-CONTENT/UPLOADS/2022/12/2022-12-06- A3M-RISK-MAP-2023.PDF](https://www.global-monitoring.com/wp-content/uploads/2022/12/2022-12-06-A3M-RISK-MAP-2023.PDF)

MANAGEMENT DECISION

How should Es Saadi Marrakech Resort leverage digital marketing to effectively overcome the challenges posed by the earthquake?

RESEARCH OBJECTIVE



PEDAGOGICAL NOTE

- **Managers** in **Marketing** department in the **hospitality industry**
- **Managers** in general
- **Marketing team**

CASE STUDY TARGET AUDIENCE



PEDAGOGICAL NOTE

A. To explore the types of **digital communication strategies** hotels implement after a natural disaster
(Manager's interview + Campaign's report)

B. To identify the **effectiveness** of digital communication tools and strategies
(Online survey + Campaign's report)

PEDAGOGIC OBJECTIVES



TRUST

"RE-ESTABLISHING PUBLIC PERCEPTIONS OF SAFETY AND ATTRACTIVENESS FOLLOWING A DISASTER IS CRUCIAL TO ATTRACT AND REASSURE POTENTIAL VISITORS TO TRAVEL TO THE DESTINATION AND, BY DOING SO, ASSISTING THE AFFECTED AREA TO REGAIN FUNCTIONALITY AND ECONOMIC RECOVERY." (PAGE 1)
(ROSSELLÓ ET AL. , 2020)

DIGITAL COMMUNICATION

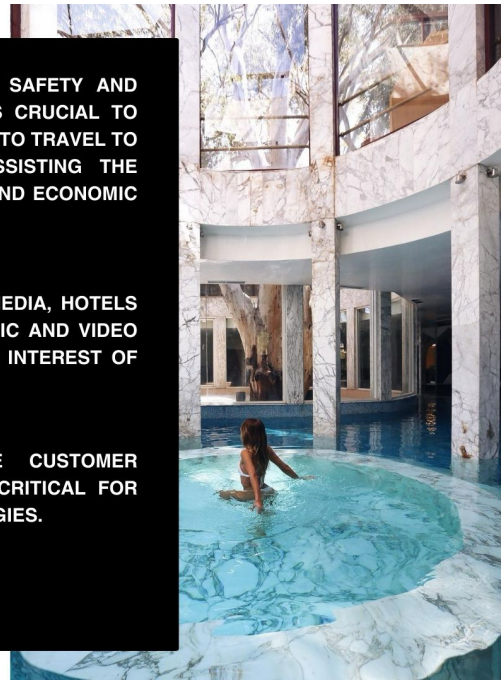
SOCIAL MEDIA

"IN ORDER TO MAKE GOOD USE OF SOCIAL MEDIA, HOTELS SHOULD INVEST IN ATTRACTIVE PHOTOGRAPHIC AND VIDEO MATERIAL, AS THIS MATERIAL ATTRACTS THE INTEREST OF USERS." (PAGE 692)
(DIMITRIOS ET AL., 2023)

EMAIL MARKETING

THE ABILITY TO TRACK AND ANALYZE CUSTOMER ENGAGEMENT THROUGH EMAIL METRICS IS CRITICAL FOR REFINING POST-DISASTER MARKETING STRATEGIES.
(GRETZEL , 2021B)

LITERATURE REVIEW



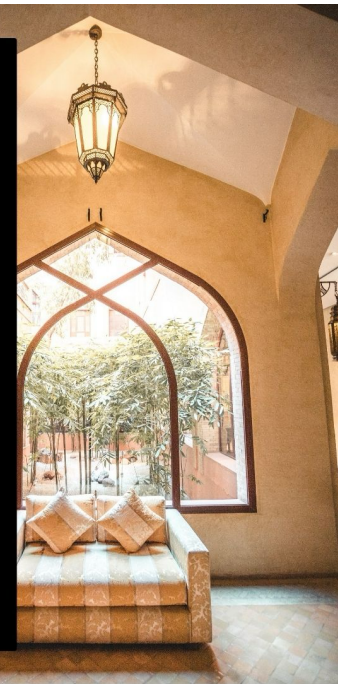
WEBSITE & BOOKING ENGINE

A HOTEL'S WEBSITE SERVES AS ITS PRIMARY COMMUNICATION HUB DURING AND AFTER A CRISIS, MAKING IT A CRUCIAL TOOL FOR MANAGING POST-DISASTER RECOVERY. IT PROVIDES A CENTRALIZED PLATFORM WHERE GUESTS CAN ACCESS UP-TO-DATE INFORMATION ABOUT THE HOTEL'S OPERATIONAL STATUS, BOOK, INFORM... (GRETZEL , 2021B)

AN INTEGRATED BOOKING ENGINE SIMPLIFIES THE PROCESS FOR GUESTS, ALLOWING THEM TO BOOK OR CANCEL RESERVATIONS WITH EASE, WHILE ALSO OFFERING PERSONALIZED DEALS BASED ON THEIR PREVIOUS BOOKINGS (HUANG ET AL., 2023)

ONLINE REVIEWS

REVIEW SITES SUCH AS TRIPADVISOR ALLOW THE EVALUATION OF A HOTEL'S SERVICES BASED ON A 5-STAR RATING SYSTEM, AS WELL AS A DESCRIPTION WITH COMMENTS FROM THE USER EXPERIENCE DURING THEIR STAY AT THE HOTEL » (PAGE 692) (DIMITRIOS ET AL., 2023)



INFLUENCEURS

PARTNERING WITH INFLUENCERS WHO HAVE A NICHE BUT LOYAL FOLLOWING CAN YIELD BETTER ENGAGEMENT RATES, AS THESE AUDIENCES ARE MORE LIKELY TO TRUST RECOMMENDATIONS FROM THEIR FAVOURITE CREATORS. (GRETZEL , 2021B)

VIDEO CONTENT

VIDEO CONTENT PROVIDES A MORE IMMERSIVE EXPERIENCE, ALLOWING VIEWERS TO SEE THE PROGRESS BEING MADE AND FEEL CONNECTED TO THE RECOVERY JOURNEY. (BARBE AND PENNINGTON-GRAY , 2022)

VIDEOS WITH WELL-PLACED CTAS, SUCH AS DIRECT LINKS TO BOOKING PAGES OR EXCLUSIVE RECOVERY OFFERS, CAN DRIVE CONVERSIONS AND INCREASE DIRECT BOOKINGS. (GRETZEL, 2021B)



EFFECTIVENESS

KPI'S

TRACKING WEBSITE TRAFFIC, CLICK THROUGH RATES OFFER INSIGHT INTO HOW WELL DIGITAL CAMPAIGNS ARE DRIVING USER INTEREST.
(GRETZEL, 2021B)

BRAND SENTIMENT

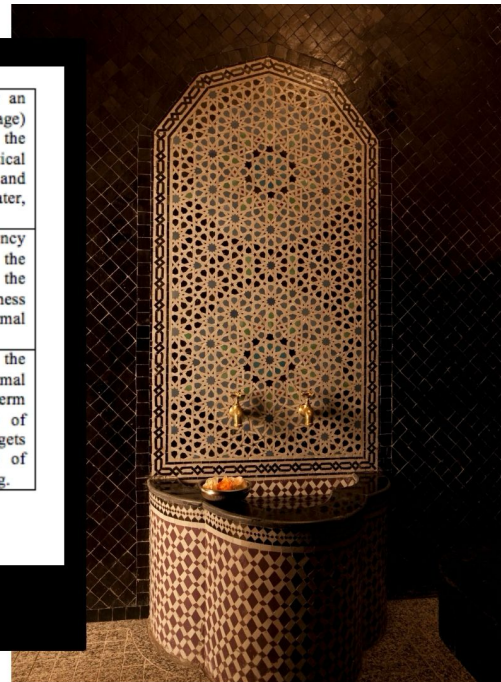
"FOR CONSUMERS, AN ONLINE REVIEW IS THE MOST COMMON WAY TO EXPRESS A COMPLAINT, COMMENT, OR SATISFACTION, AND RATE THE HOTEL OR SERVICE THEY RECEIVED. FOR HOTEL MANAGERS, ONLINE REVIEWS ARE THE BEST CHANNEL TO GET ADDITIONAL INFORMATION ABOUT THE QUALITY OF SERVICES THEY OFFER AND CUSTOMER REQUIREMENTS." (PAGE 692)
(DIMITRIOS ET AL. , 2023)



Short-term recovery stage	During the first hours and days after an emergency event (short-term recovery stage) the principal objectives are to restore the necessary structural (facilities, critical systems/infrastructure, roadways and grounds) and non-structural, (power, water, sanitation, telecommunications).
Mid-term recovery stages	In the first weeks after a major emergency event (mid-term recovery stage), the principal objectives are to ensure the restoration of the all pre-identified business functions considered to be critical to normal livelihood operations.
Long-term recovery stage	During the long-term recovery stage, the principal objective is to resume normal operations integrated with long term development. It is during this stage of recovery that the emergency phase gets deactivated, and pre-disaster structure of governance and delivery comes into being.

Table D. 20 – Disaster recovery phases (Sinha, 2008)

LITERATURE REVIEW





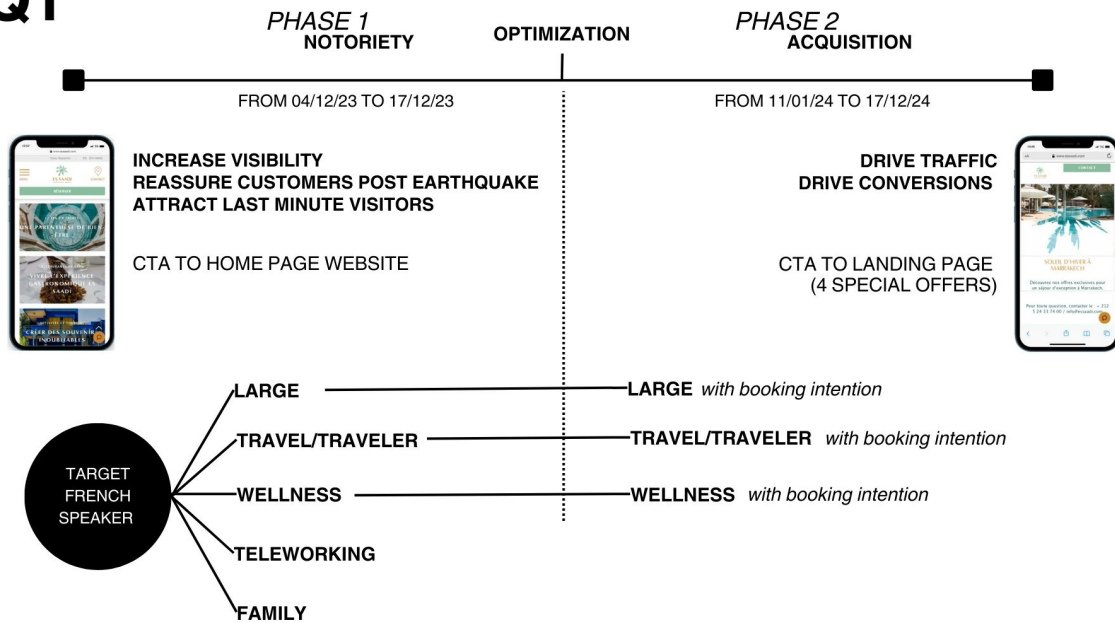
Source: Es Saadi Marrakech Resort's LinkedIn Post

What digital marketing strategies were adopted by Es Saadi Marrakech Resort to rebuild customer confidence and ensure business recovery after the earthquake and how were the formats, content, and messaging approaches designed ?

Question 1



Q1



WINTER SUNBLISS CAMPAIGN VISUALS

"GO ON VACATION TO A WARM AND SUNNY DESTINATION IN THE MIDDLE OF WINTER"

3 VISUALS STOOD OUT IN PHASE 1

The visuals include:

- Changer** (Change): A person relaxing by a pool.
- Bain** (Bath): A person relaxing in a hot spring.
- Douceurs** (Desserts): A plate of Moroccan food.
- S'évader** (Escape): A person looking out over a desert landscape.
- Partir** (Leave): A person relaxing by a pool.
- Un hiver** (A winter): A bowl of fruit.
- Travailler** (Work): A person working on a laptop.
- Se ressourcer** (Recharge): A person relaxing in a hammock.
- Se ressourcer** (Recharge): A person relaxing in a hammock.
- Marrakeech** (Marrakech): A person walking in a city.
- Parenthèse** (Interlude): A person relaxing in a hammock.

WINTER SUNBLISS CAMPAIGN ONLINE SURVEY

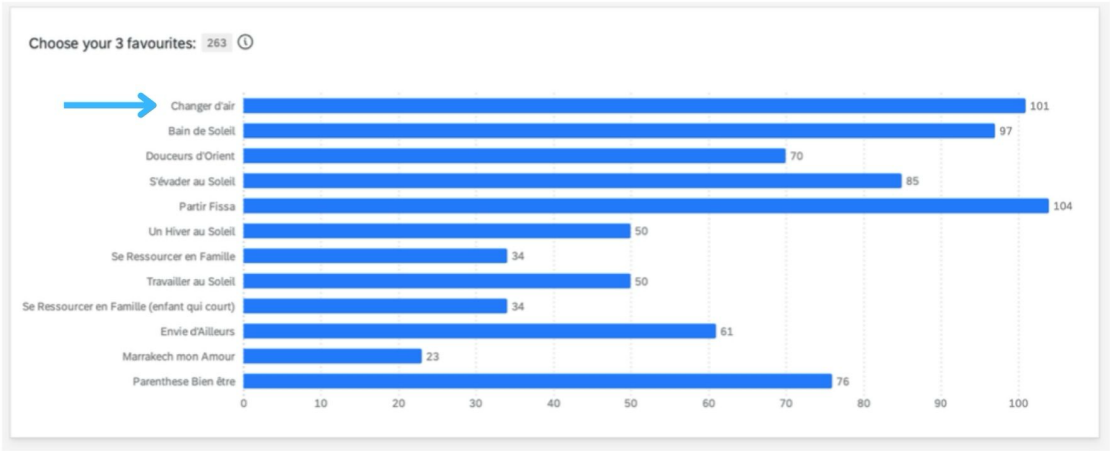


TABLE D. 13 – Q11 CHOOSE YOUR 3 FAVORITES. SOURCE: QUALTRICS

WINTER SUNBLISS CAMPAIGN 4 DIFFERENTS FORMATS

VIDEO

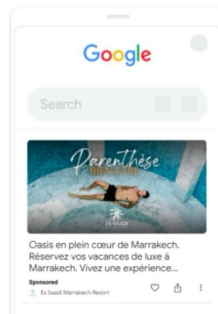
STATIC IMAGES

ANIMATED IMAGES

CARROUSEL (6PIC)

Discovery CAMPAIGN

Google Display Network
(Youtube, Gmail and Discover
Google)
with static visuals featuring the content
validated .



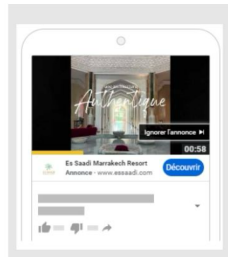
Search CAMPAIGN

Google's search network
targeting with the intention
of a luxury trip
to Marrakech



Youtube CAMPAIGN

to maximise our visibility in
pre-roll video in skippable format.
Here's the pushed video as a reminder



Display remarking CAMPAIGN

targets users who have
already visited
our site or who have
already seen a
YouTube ad



**How did the
implementation of these
tools contribute to the
overall recovery of the
resort's business
performance?**

Question 2



WINTER SUNBLISS CAMPAIGN RESULTS

DATA COMPILED BY GOOGLE AND META

IMPRESSIONS: 8 MILLION
CLICKS: 60,212
ARRIVALS ON THE SITE: 4,437
INTENTION TO BOOK: 9.29%

DATA COMPILED BY GOOGLE

IMPRESSIONS: 2,020,553
CLICKS: 25 546
BOOKINGS: 2 FOR 912 EUROS

DATA COMPILED BY META

REACH: 2 482 134
IMPRESSIONS: 6 559 520
TRAFFIC WEB SITE: 34 666
BOOKINGS: 4 FOR 2 636 EUROS

IMPACT ON TRAFFIC: +100K VISITORS



+365% vs période précédente

4 déc. 2022 - 24 janv. 2023

Acquisition		
Utilisateurs	Nouveaux utilisateurs	Sessions
59 078	58 123	73 482
% du total: 100,00 % (99 078)	% du total: 100,10 % (58 064)	% du total: 100,00 % (73 482)

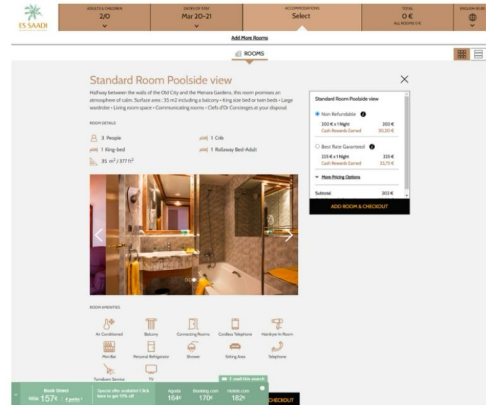
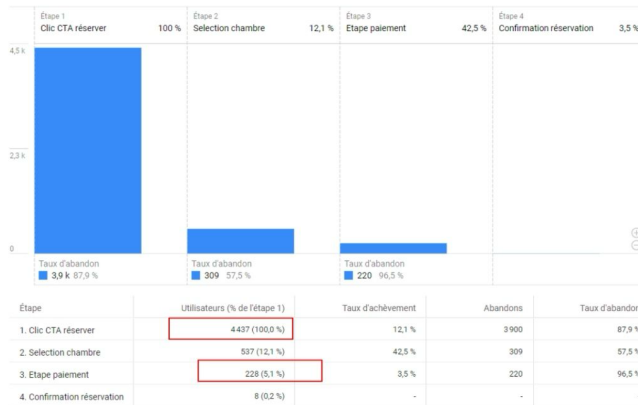
+88% vs l'année dernière

OUR DIGITAL AWARENESS CAMPAIGN GENERATED **X3 TRAFFIC** DURING THE BROADCAST PERIOD COMPARED WITH THE PREVIOUS PERIOD AND **+88% COMPARED WITH LAST YEAR.**

WINTER SUNBLISS CAMPAIGN A BOOKING ENGINE TO BE OPTIMISED

THERE IS A BARRIER TO CONVERSION, WITH A ABANDONMENT RATE OF 99%.

THE BRAKE COULD BE LINKED TO THE BOOKING ENGINE AND/OR THE OUTDATED, LOW-QUALITY APPEARANCE OF THE CURRENT PHOTOS, WHICH COULD AFFECT THE DESIRABILITY OF THE VENUE.



WINTER SUNBLISS CAMPAIGN

BOOKING ON WEBSITE

20 RESERVATION FILES, 8 OF WHICH ARE TRACEABLE
TOTAL OF 83 ROOM NIGHTS

THE 12 NON-TRACEABLE CONVERSIONS MAY BE THE RESULT OF
RESULT OF A TIMEOUT FOR COMPARISON OFFERS BEFORE
RETURNING TO THE SITE (NOT THE AD LINK)

THIS WOULD EXPLAIN WHY IT CAN'T BE TRACKED.

TOTAL MEDIA BUYING INVESTED: 140,000 MAD
REALISED TURNOVER: 140 385 MAD

Source : Site Web (PALACE)					
1	Mr Jerome Lassalle	04/02/2024	08/02/2024	2	4
2	Mme Anne Daudin	09/02/2024	09/02/2024	2	4
3	Mr Jean Marc Denis	11/02/2024	15/02/2024	2	4
4	Mr Vienne Bonis	08/03/2024	12/03/2024	2	4
Sous Total				16	

Source : Site Web (HOTEL)					
1	Mr Chaouki Messelem	23/01/2024	27/01/2024	2	4
2	Mr Pauli Aakko	25/01/2024	29/01/2024	2	4
3	Mme Sheherazade El fatihi	25/01/2024	29/01/2024	1	4
4	Mr Jean-Baptiste Quinion	02/02/2024	06/02/2024	2	4
5	Mme Valerie Delmas	04/02/2024	08/02/2024	1	4
6	Mme Marine Snape	04/02/2024	08/02/2024	2	4
7	Mr frederic gabriel Conti	08/02/2024	12/02/2024	2	4
8	Mr Pascal Baisset	13/02/2024	20/02/2024	2	7
9	Mme Mina Channane	15/02/2024	19/02/2024	1	4
10	Mr Driss Guerrouj	17/02/2024	21/02/2024	2	4
11	Mr Mohamed Boudedja	18/02/2024	22/02/2024	2	4
12	Mme Amina ben azzouz hasnaoui	23/02/2024	27/02/2024	2	4
13	Mr Philippe Rivollier	03/03/2024	07/03/2024	2	4
14	Mme Helena Yurdakul	16/03/2024	20/03/2024	2	4
15	Mme Catherine Dorvillers	18/03/2024	22/03/2024	1	4
16	Mr Jean Michel Lacourty	18/03/2024	22/03/2024	2	4
Sous Total				67	

Which digital communication tools were most effective in restoring tourist confidence and encouraging them to visit the resort after the disaster?

Question 3



WINTER SUNBLISS CAMPAIGN

BEST PERFORMANCE META

META PERFORMANCE BY MEDIA TYPE

Campagne	Coût	Reach	Impressions	Fréquence	Interactions	Taux d'interactions (interactions/impressions)	Visite site web (landing page views)	Landing page view rate (LP views/impressions)	Comments	Réservations	Valeur de réservation	Intention de réservation	% intention de réservation
Carrousel	370 €	117 558	205 556	1,75	1 521	0,74%	864	0,42%	0	0	- €	96	11,11%
Images	64 €	31 201	58 784	1,88	383	0,65%	237	0,40%	-	-	- €	16	6,75%
Vidéo	4 158 €	1 430 185	3 110 345	2,17	538 420	17,31%	21 076	0,68%	103	3	2 266 €	2 067	9,81%
Images animées	1 637 €	1 786 117	2 962 670	1,66	520 528	17,57%	12 790	0,43%	15	1	370 €	57	0,45%
TOTAL	6 229 €	2 482 134	6 559 520	2,29	1 060 852	18,36%	34 666	0,52%	118	4	2 636 €	2 236	6,45%

VIDEO IS THE WITH 3 BOOKINGS AND OVER 2K BOOKING INTENTIONS.

THEREFORE THE MEDIUM ON WHICH WE SPENT THE MOST.

WINTER SUNBLISS CAMPAIGN

BEST PERFORMANCE GOOGLE ADS

GOOGLE ADS PERFORMANCE BY MEDIA TYPE

Campagne	Impressions	Interactions	Taux d'interaction	Clics	CTR	CPC moy.	Coût	Valeur de réservations	Réservations	Clics bouton réserver LP + header	Taux d'intention de réserver
Display Remarketing	115 935	531	0,46%	525	0,45%	1,15 €	604 €		0	66	12,57%
Discovery	512 369	18 290	3,57%	17 986	3,51%	0,03 €	542 €		0	13	0,07%
Search - Générique	19 957	1 830	9,17%	1 830	9,17%	1,66 €	3 043 €	912 €	2	334	18,25%
Search - Marque	1 725	564	32,70%	564	32,70%	0,62 €	348 €		0	284	50,35%
Youtube	1 370 567	522 601	38,13%	4 641	0,34%	0,40 €	1 846 €		0	28	0,60%
TOTAL	2 020 553	543 816	27%	25 546	1,26%	0,25 €	6 384 €	912 €	2	725	2,84%

THE YOUTUBE CAMPAIGN WAS THE MOST WIDELY DISTRIBUTED WITH 1.3M IMPRESSIONS AND 522K INTERACTIONS (+10 SEC VIEWS). THE VIDEO WAS VIEWED 200K TIMES OVER 30 SECONDS, GIVING AN EXCELLENT VIEW RATE OF 15%).

AS A REMINDER, GOOGLE HAS ANNOUNCED THAT A GOOD VIEW RATE IS GREATER THAN 10%. WHAT'S MORE, THE CPM FOR THIS VIDEO WAS VERY LOW (€1.35), WHEREAS THE BENCHMARK IN FRANCE IS MORE LIKE €3.8

WINTER SUNBLISS CAMPAIGN ONLINE SURVEY

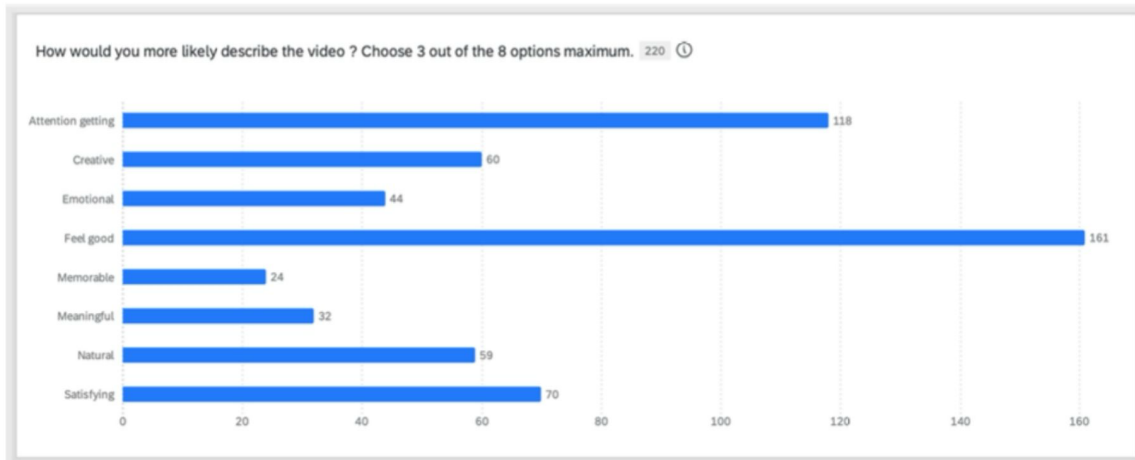


TABLE D. 15 – Q13 DESCRIBE THE VIDEO. SOURCE: QUALTRICS

WINTER SUNBLISS CAMPAIGN ONLINE SURVEY

Would you consider travel to Es Saadi Marrakech Resort after watching this ad ? 220 ⓘ

Q19 - Would you consider travel to Es Saadi Marrakech Resort after watching this ad ?	Percentage	Count
Yes	73%	161
No	27%	59

TABLE D. 17 – Q19 TRAVEL TO ES SAADI AFTER WATCHING THIS AD. SOURCE: QUALTRICS

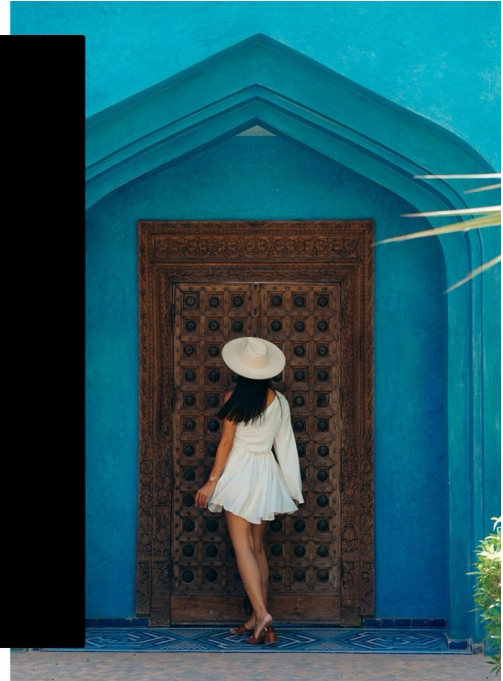
Would you consider travel to Es Saadi Marrakech Resort, knowing that Marrakech has been hit by a earthquake beginning of September 2023? 220 ⓘ

Q21 - Would you consider travel to Es Saadi Marrakech Resort, knowing that Marrakech has been hit by a earthquake beginning of September 2023?	Percentage	Count
Yes	71%	156
No	29%	64

TABLE D. 19 – Q21 TRAVEL TO ES SAADI POST EARTHQUAKE. SOURCE: QUALTRICS

What lessons can be drawn from this disaster recovery context regarding the role of digital within the hospitality industry?

Question 4



CONCLUSION

LAST BUT NOT LEAST

immediate communication and transparency in post-disaster scenarios

the power of targeted advertising and remarketing

the significance of visual and video content

seamless booking experience

The target for the questionnaire has been chosen to fit with the main Es Saadi's target, which is the French population

Cultural part: Tool to adjust according the target nationality

THE OVERALL CAMPAIGN ILLUSTRATED THAT DIGITAL MARKETING IS NOT ONLY A TOOL FOR IMMEDIATE RECOVERY BUT ALSO A STRATEGIC ASSET FOR LONG-TERM BRAND HEALTH IN THE HOSPITALITY SECTOR POST NATURAL DISASTER.

==> BRAND AWARENESS AND CONSUMER TRUST



SOURCES

- immediate communication and transparency in post-disaster scenarios
- <https://www.unicef.fr/article/urgence-seisme-au-maroc-nos-equipes-mobilisees/>
- <https://www.ouest-france.fr/monde/israel/guerre-israel-hamas-la-diplomatie-fonctionne-a-plein-regime-pour-eviter-une-catastrophe-a-gaza-4b66ddaa-1a96-460c-b7cf-89a6864927b1>
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ES SAADI
MARRAKECH RESORT

THANK YOU

BENJAMIN POSTEL

