

Hotel group's new ad campaign sees guests in tears

aha Hotels and Lodges' latest marketing campaign titled "We Know It's Hard to Say Goodbye" aims to confirm that it always offers what will become previous memories that genuinely affects its guests. What drives the campaign is the readiness to welcome guests back in a heartbeat.

With willing support from hotel and lodge guests, the overriding message resonated with each and every one, so much so the tears and emotion displayed throughout each of the creative executions were anything but contrived. Captured as little 'aha moments', the campaign sees guests break down as a result of having become so enamoured by the various brand touch points, that they are reduced to tears at the thought of having to leave.

The group's new website also makes the many returns principle a heartfelt and emotional reality thanks to its entirely intuitive design. It's dynamic and interactive capability also links all the new and existing aha properties on one single global platform. The aha online booking system has also been streamlined for ease of use, whether users are browsing on a laptop, tablet or smartphone, the site is simple to navigate and places all the necessary information at their fingertips.

Travellers, who are increasingly relying on social media reviews when booking accommodation, can also make an informed decision through links to online guest reviews on sites such as TripAdvisor, GuestReview and YELP. Offering prospective guests an unbiased perspective on any aha destination, agents are also able to connect with aha Hotels and Lodges to check availability or to make reservations.

According to Neil Bald, the managing director of aha Hotels and Lodges, “As we expand and enhance the aha experience by adding more destinations, we want our website to reflect these exciting changes. The launch of our new campaign, coupled with the new site highlights the fact that our entire focus, as a business, is around our most valued guests. Our belief is that time spent with us is precious, both to you and to us, so we’re actively looking at ways of enhancing and improving that, and the new campaign is a comforting confirmation it’s real and happening around us every single day.”



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Share your #ahamoment on Facebook, Twitter and Instagram, between 15 June and 31 August 2016 and stand a chance to win free accommodation, for a year! Simply Like and/or Follow aha Hotels & Lodges, then upload your pic to Instagram, Facebook or Twitter. Then it's tag time. Tag [#ahamoments](#) or [@ahahotelsandlodges](#), and repeat if maximum enjoyment floats your boat and you're in with a real chance to score quality downtime. T's & C's Apply

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