

KIM HOBSON

CREATIVE COPYWRITER

HOTEL & RESORT MARKETING SERVICES

HAPPY CLIENTS



“We initially hired Kim to work on 12 websites for the Pavilions Hotels and Resorts properties. Kim hit the voice and tone we were trying to achieve across the site and provided engaging content for each web page.

Organised and efficient, we consequently worked with Kim on a number of marketing campaigns. She delivered press releases, social media and brochures for our properties. I'd happily recommend her to anyone in the hospitality sector looking for marketing support.”

**Cécile Fabre. Senior Marketing Manager
The Pavilions Hotels and Resorts**



“We collaborated with Kim on a range of hotel marketing collateral for Rosewood Hong Kong and London. We leveraged her copywriting and marketing skills on email campaigns, website copy and other digital assets. Kim always delivers compelling copy in line with the Rosewood tone of voice, making her an impactful asset to our in-house marketing team.

I would recommend her to anyone in the hotel industry looking to elevate their marketing communications with high-quality copy.”

**Tobias Liu, Marketing Manager
Rosewood London**



“Kim’s knowledge of storytelling, hooks and persuasive copy was invaluable as she collaborated with our team to constantly optimise and improve open and click rates that resulted in a well-engaged list, leads and sales.”

**Rikesh Kisnani
Quintessentially & Rare Whisky Holdings**



“Right from the first post, Kim understood what we were striving to achieve. Her collaboration with the team helped us elevate social media for CHAAT, Darkside, and Asaya Kitchen, even during the challenging times of the pandemic”

**Alice Targett, Corporate Digital
Marketing Manager, Rosewood.**

KIM HOBSON
CREATIVE COPYWRITER



Hello, I'm Kim, a freelance copywriter and marketer.

I help hotel marketing teams drive brand awareness and revenue through digital marketing channels.

Working as an extension of your in-house hotel marketing team, my services cover everything from strategy and campaign planning to content creation and social media management.

Although I specialise in copy and editorial, my multimedia skill set covers social, PR, strategy, and production.

I was formally a Consultant at PR agency Hill+Knowlton and a Copywriter at Imagination and WPP Group agencies. I've spent 5 years consulting for marketing clients and have 10 years of copywriting and digital marketing experience.

Other freelance clients include Google, BBC, Carlsberg, Porsche, Nokia, and various creative and marketing agencies.

Here's a link to [my general portfolio](#).

HOTEL & RESORT CLIENTS

ROSEWOOD
A SENSE of PLACE™



ROSEWOOD
LONDON

ROSEWOOD
VIENNA

DIGITAL MARKETING SERVICES TO MEET YOUR GOALS

INCREASE DIGITAL PRESENCE

Crafting the right strategy is key to increasing awareness of your hotel.

Across social, email, and web I help you leverage digital assets to attract guests, enhance brand visibility, and drive revenue.

STAND OUT IN A CROWDED HOSPITALITY MARKET

Today's guests have more choice than ever.

Beyond setting a distinctive voice, I help you develop marketing campaigns that position you as the go-to choice for your target market.

DRIVE BOOKINGS

It's not just about pushing bookings but warmly welcoming every visitor.

I collaborate with your team to craft compelling content, turning potential customers into cherished guests.

MEET CHANGING CUSTOMER EXPECTATIONS

The hotel experience is about more than a place to rest your head.

I work with your team to conceptualise and create experiences that meet the evolving expectations of business and leisure travellers.

CASE STUDIES



NOT SIMPLY A HOTEL BUT AN EXPERT TRAVEL CURATOR

Client: The Pavilions Hotels & Resorts

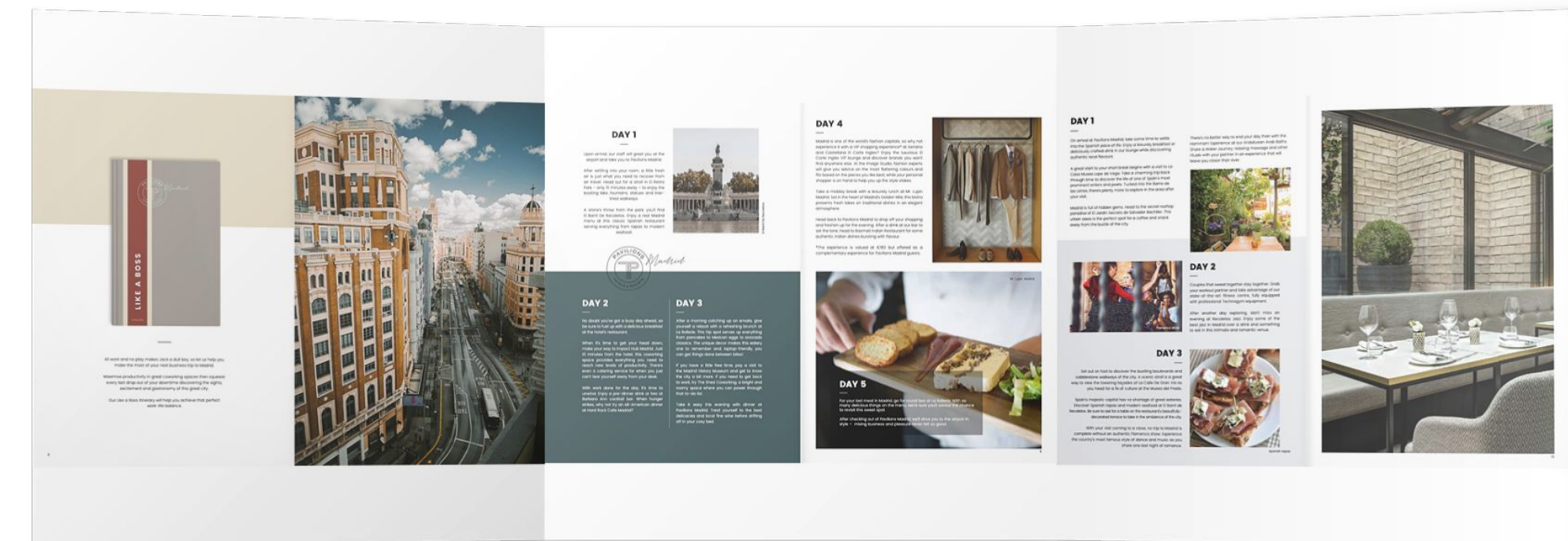
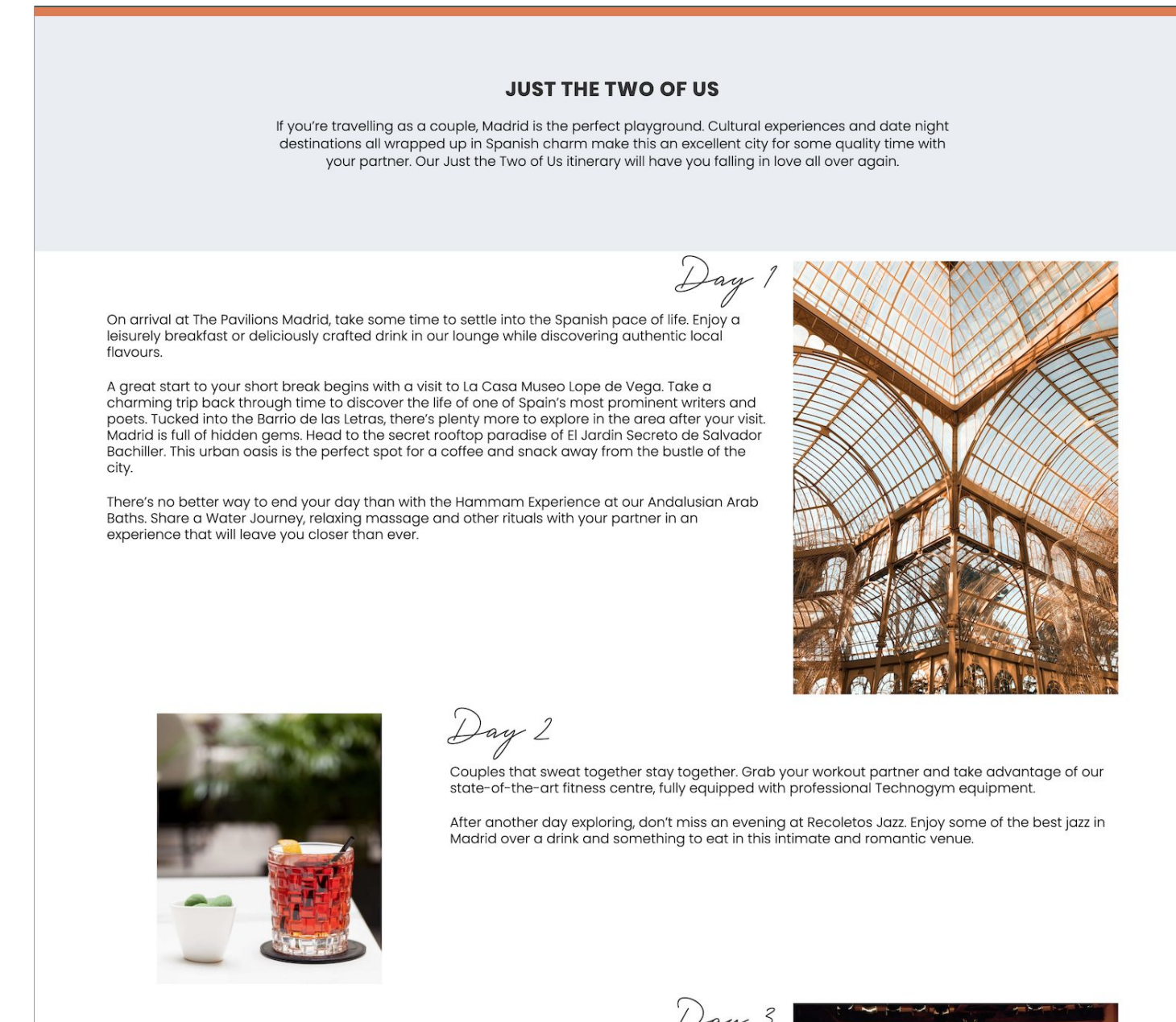
Business Goal: Adapt to evolving guest expectations and distinguish the brand in a competitive market.

Services: Comprehensive digital comms - website copywriting, social media management and brochures for 12 distinct properties.

Strategy & Implementation: Recognising the modern guest's desire for genuine, location-specific experiences, we introduced 'Curated Journeys'.

Curated Journeys are thematic travel itineraries designed for specific guest demographics (professionals, families, couples). Across 12 locations, travel itineraries—such as 'Just the Two of Us' and 'Into the Wild'—immerse guests in authentic local encounters tailored to their unique interests.

Outcome: Our Curated Journey itineraries not only differentiated The Pavilions in the marketplace but resonated with customers pursuing immersive travel. This elevated the brand's stature, presenting The Pavilions as not just a hotel chain but an expert travel curator.



HISTORIC CHARM & MODERN LUXURY: CREATING ROSEWOOD MUNICH'S DIGITAL FOOTPRINT

Client: Rosewood Munich

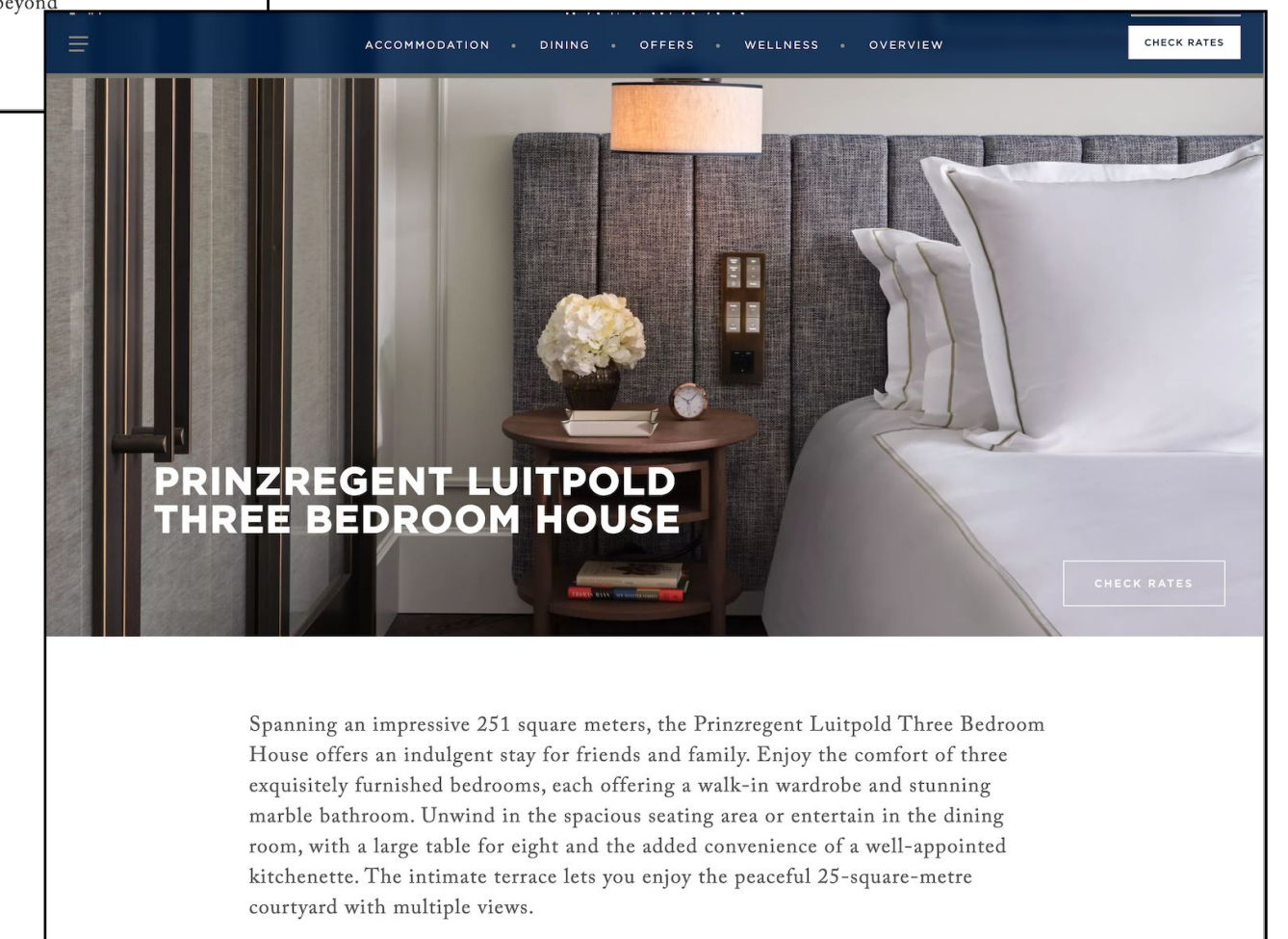
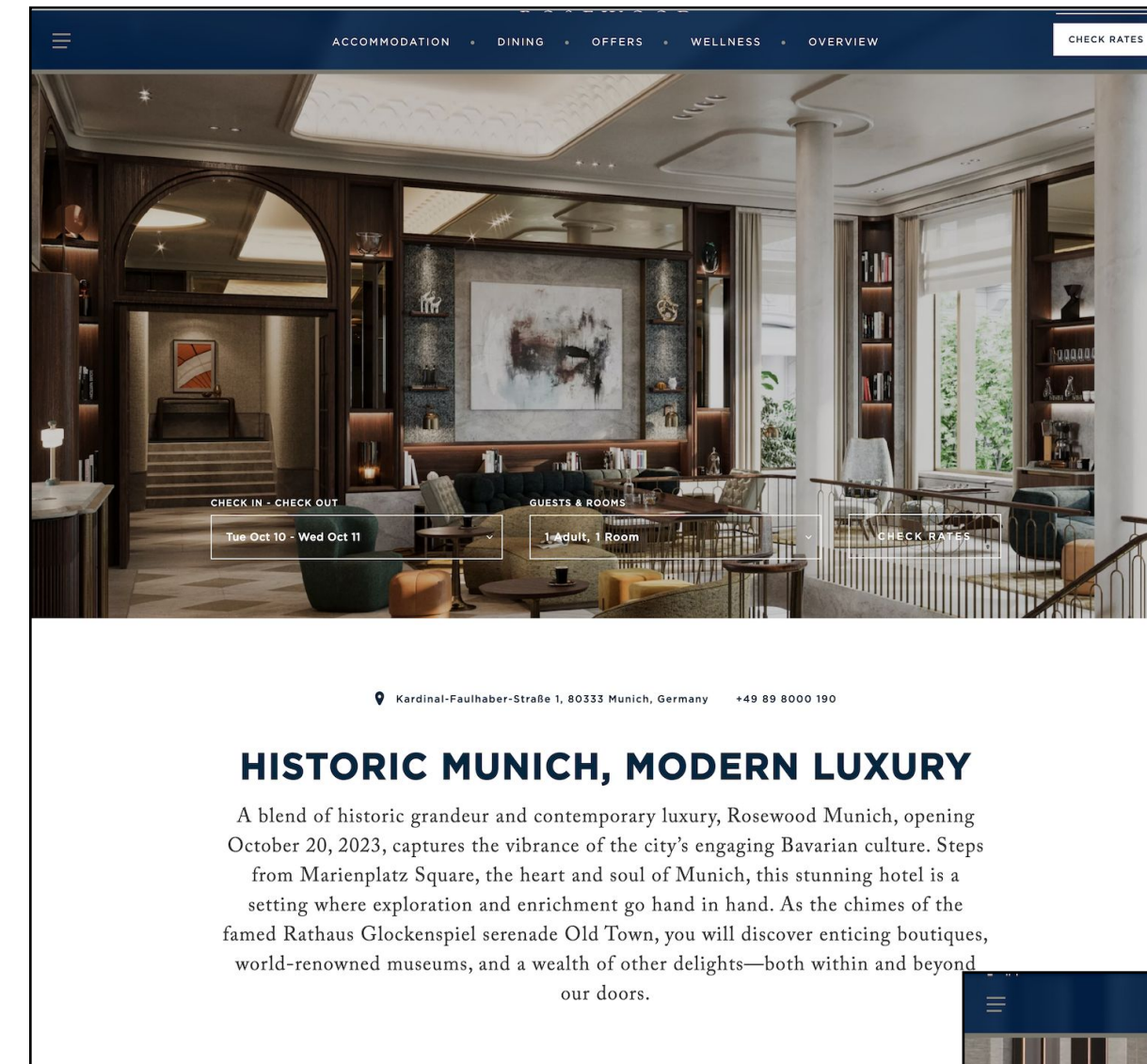
Business Goal: Amplify digital presence and drive online bookings.

Services: Website copywriting and tone of voice.

Strategy & Implementation: Set in two listed buildings, Rosewood Munich is the latest embodiment of the brand's 'A Sense of Place' philosophy. Its 132 rooms and suites are designed to appeal to discerning business and leisure travellers.

The web copy was tasked with a dual challenge: accentuating the state-of-the-art amenities while paying homage to cultural immersion and the property's rich architectural features (while hitting SEO keywords).

Outcome: Striking a delicate balance between residential luxury and history, the website narrates a captivating story. From the plush guest houses and full spa to gastronomy underscored by locally sourced produce, each element of the website speaks to the property's Bavarian charm.



DRIVING BOOKINGS WITH CULTURAL, GASTRONOMIC & ARTISTIC CAMPAIGN NARRATIVES

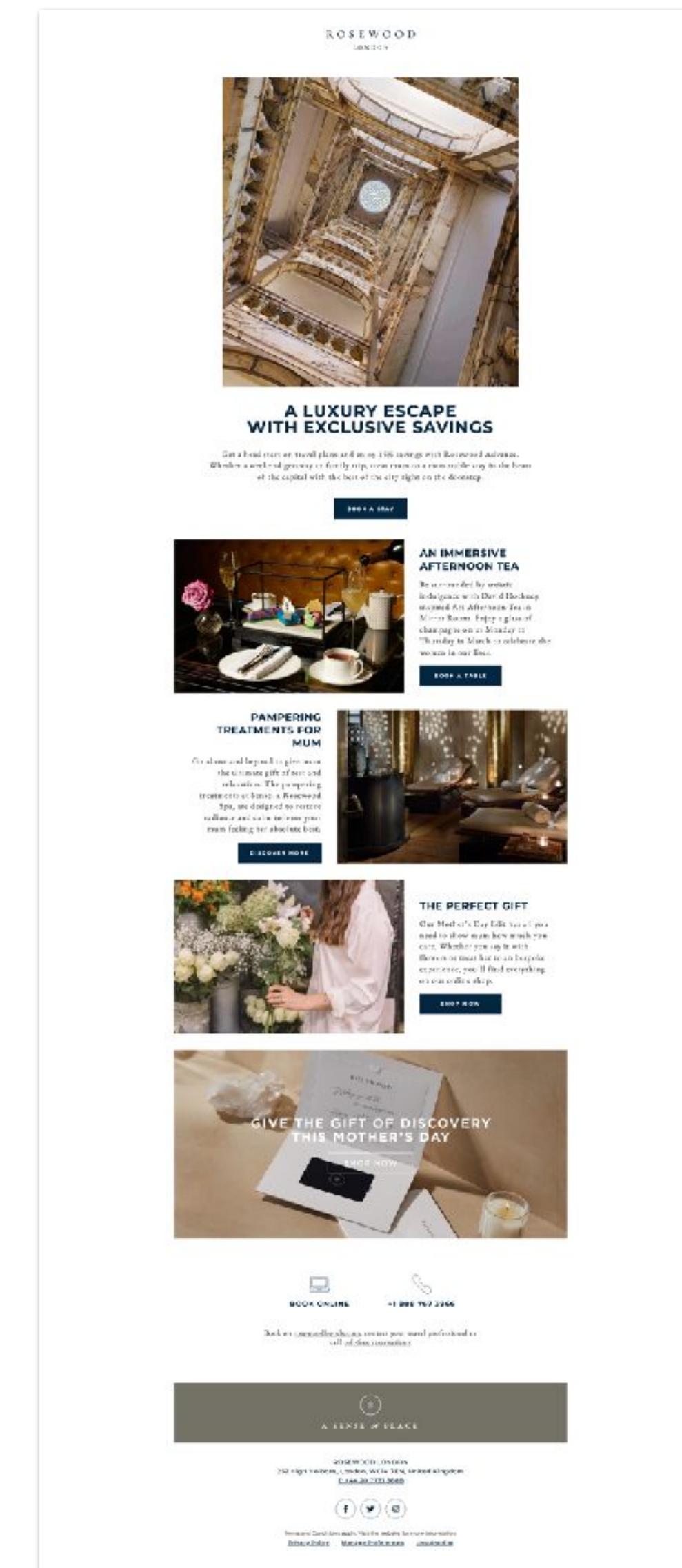
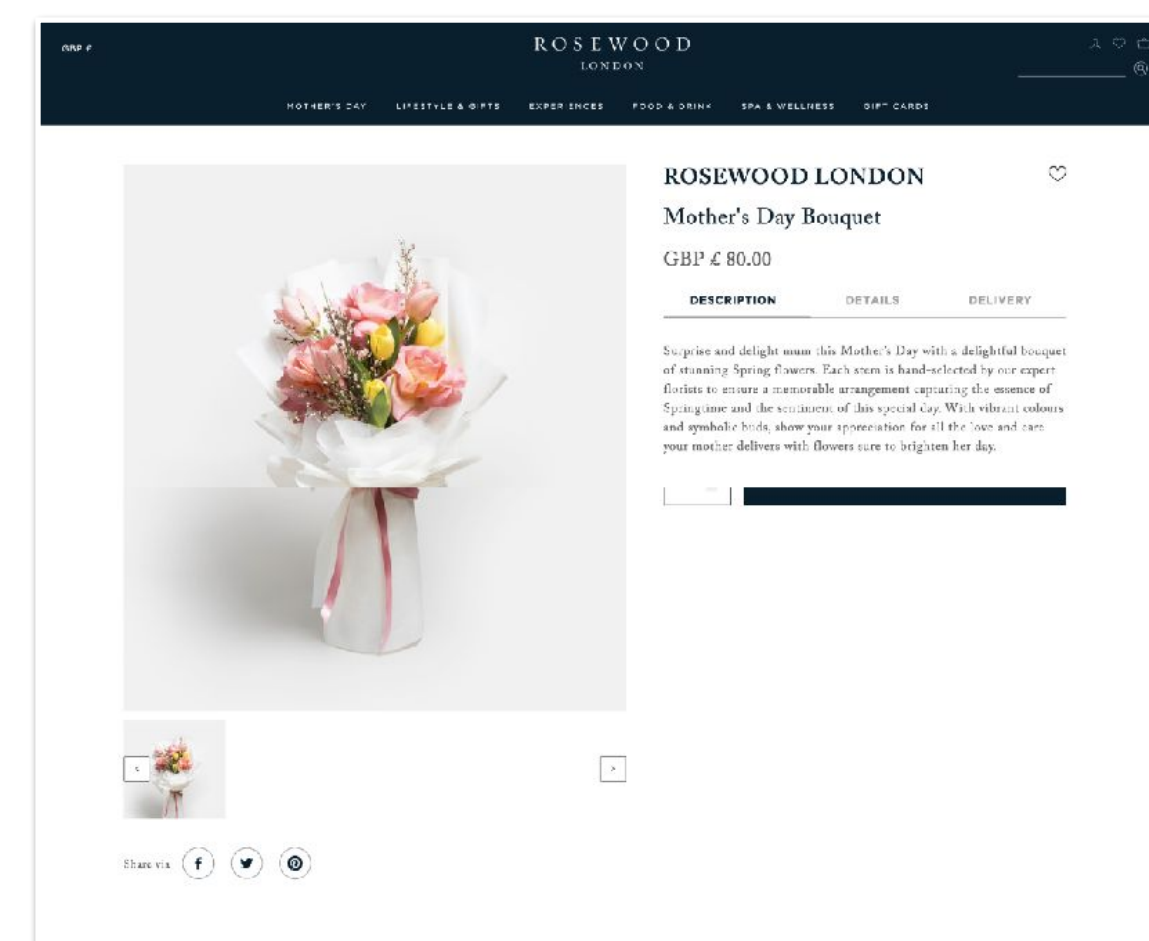
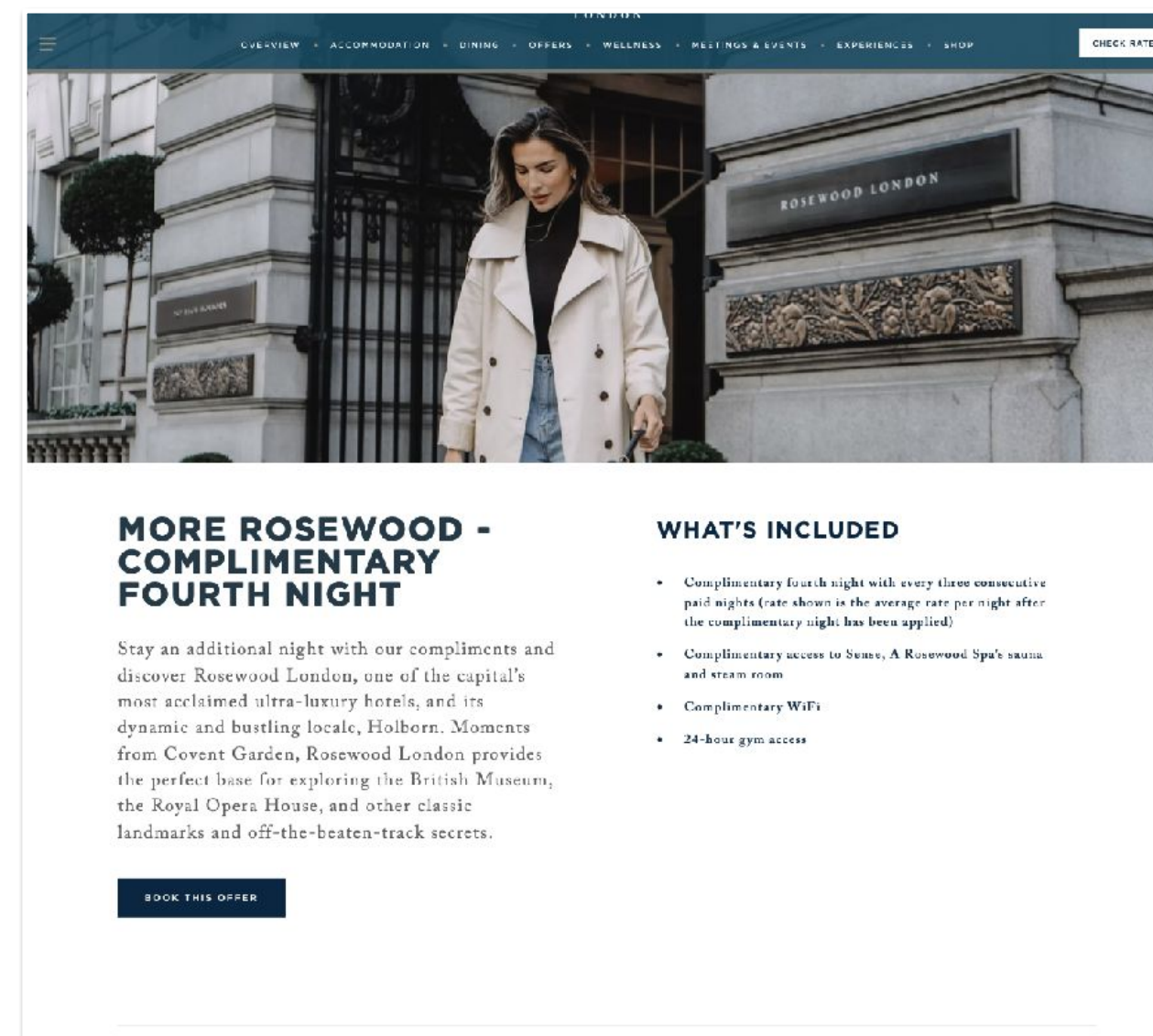
Client: Rosewood Group (Hong Kong, Abu Dhabi, London, Vienna, Paris).

Business Goal: Increase brand visibility and bookings with campaign engagement and conversions.

Services: Website copywriting, package naming and descriptions, product descriptions, email marketing Campaigns (eDMs), and B2B & B2C marketing.

Strategy & Implementation: By creating a rich narrative and using storytelling techniques, each campaign was brought vividly to life. This approach to content resonated deeply with guests, leading my expertise to be sought across the Rosewood Group.

Outcome: The campaigns yielded consistent or heightened engagement and conversions. As well as amplifying brand reach, the campaigns reinforced Rosewood's position as a lifestyle destination in the luxury hospitality sector.





GROWING CHAAT'S FOLLOWERS FROM 0-8,000 DESPITE A PANDEMIC

Client: Rosewood Hong Kong, CHAAT Restaurant.

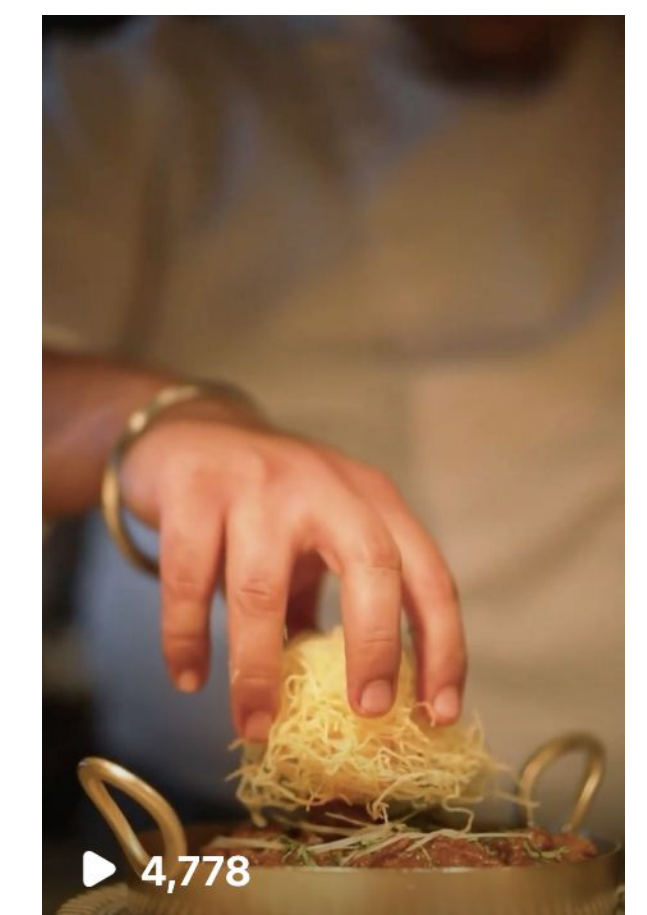
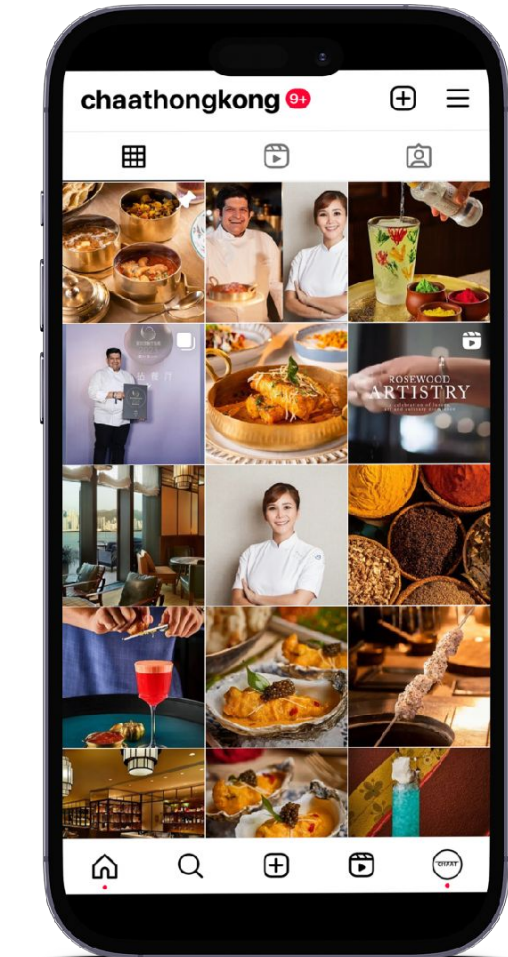
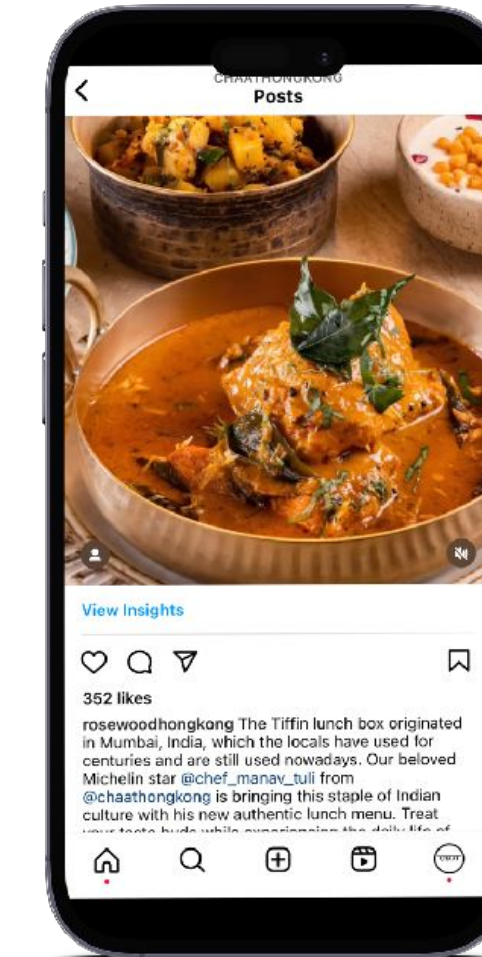
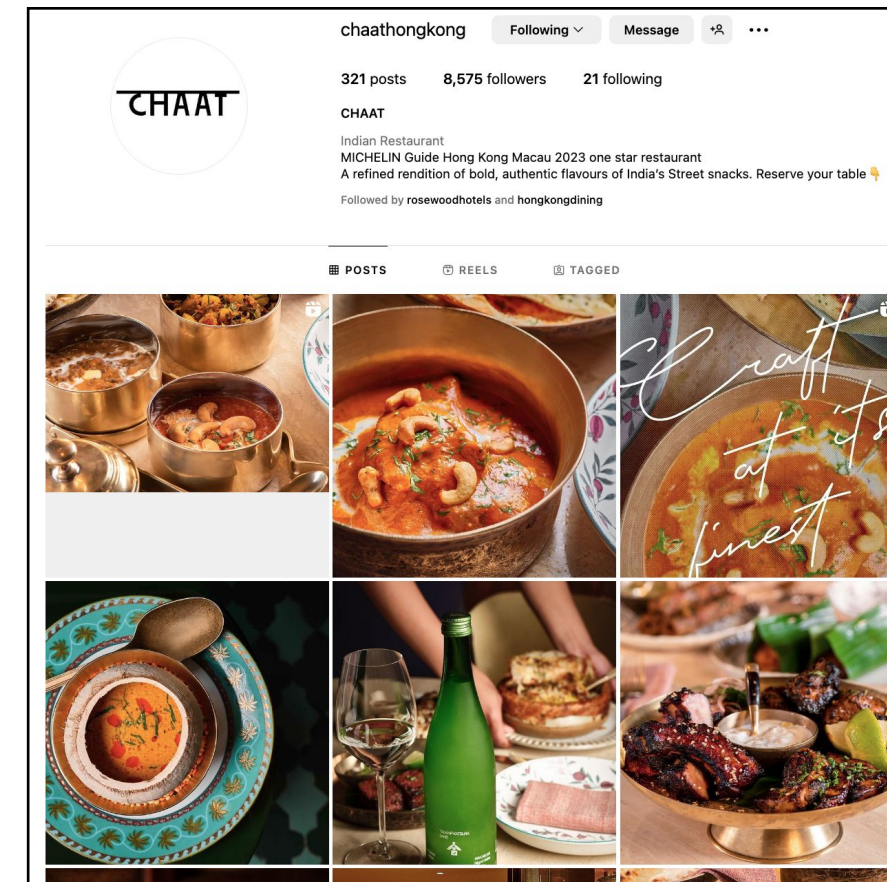
Business Goal: Grow brand awareness and drive bookings in a challenging market.

Services: Social media strategy, content production, social media management.

Strategy & Implementation: From its opening in 2020, CHAAT rapidly earned citywide acclaim, culminating in a coveted MICHELIN Star in 2022. I worked to grow CHAAT's social following from ground zero to 8,000, culminating in consecutive fully booked months.

Crafting content pillars from scratch and managing diverse content formats such as Reels and Stories, we emphasised genuine user engagement over quick wins. Despite a constrained production budget and strict pandemic protocols, we innovatively repurposed content and harnessed UGC to ensure steady growth.

Outcome: CHAAT's social metrics reached industry standards within a year. Our holistic approach—from spotlighting launches and brand campaigns to leveraging new content formats—ensured CHAAT's position as a premier dining destination, reflected in its packed reservation books.





SELLING A MONTEGRIN PARADISE: PROMOTING LUSTICA BAY WITH STRATEGIC CONTENT & ADS

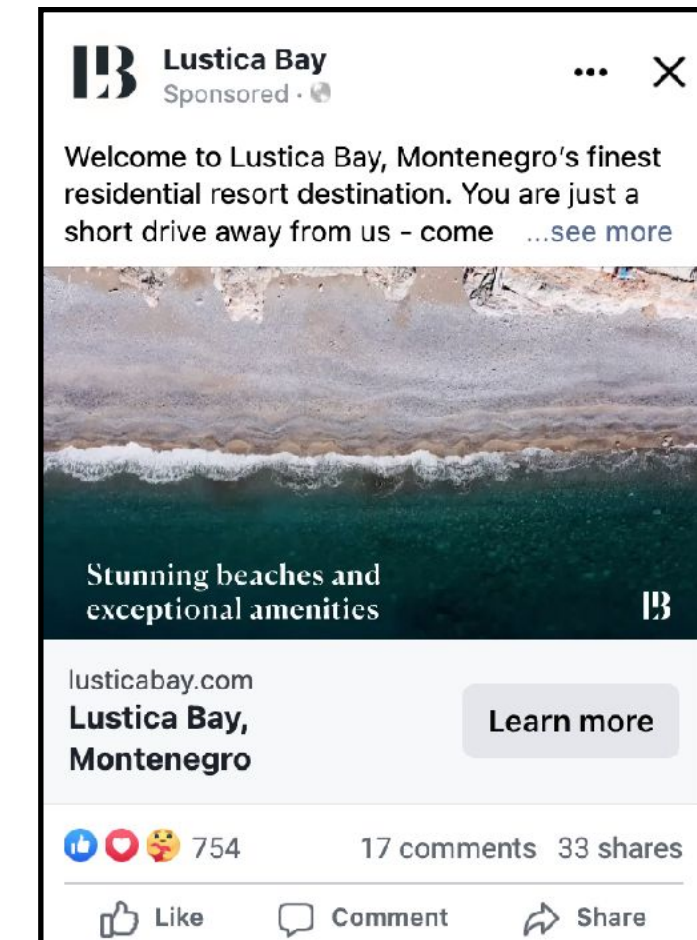
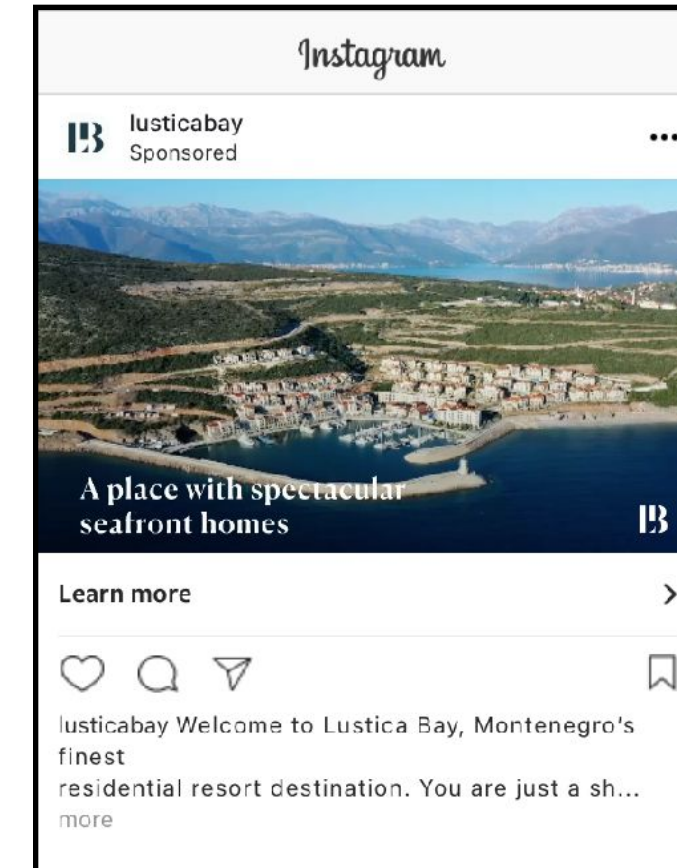
Client: Lustica Bay, Montenegro

Business Goal: Drive brand awareness for Lustica Bay resort and promote Montenegro as a destination for Western European and Balkan audiences.

Services: SEO-driven blog content strategy and writing, comprehensive social media ad campaigns (LinkedIn, Facebook, Instagram, Google) video copywriting, carousel ads, and responsive display ads.

Strategy & Implementation: Collaborating with Lustica Bay's marketing team, I crafted SEO-friendly blog posts designed to boost brand visibility. Beyond content marketing, we conceptualised and executed a paid ad campaign. The focus was twofold: raising awareness about Montenegro's allure and spotlighting the unique selling points of Lustica Bay and Marina Village. These strategic ad placements spanned across various social media platforms, incorporating diverse ad formats, from video to responsive display ads.

Outcome: Our approach blended content marketing with targeted advertising, amplifying Lustica Bay's digital footprint. By emphasising the resort's standout features and the broader appeal of Montenegro, we saw a significant uptick in website visits and heightened interest from our target regions.



5. Taste the Local Wine and Gastronomy

Montenegrin wines have a long tradition and the country's mild climate is ideal for wine production, from indigenous wines like Vranac to Plavac iz Crnogorjima. Montenegro boasts a diverse and delicious wine scene. There are wine tours all around the country, taking you on walks through old towns to small boutiques or into the countryside to expansive vineyards.

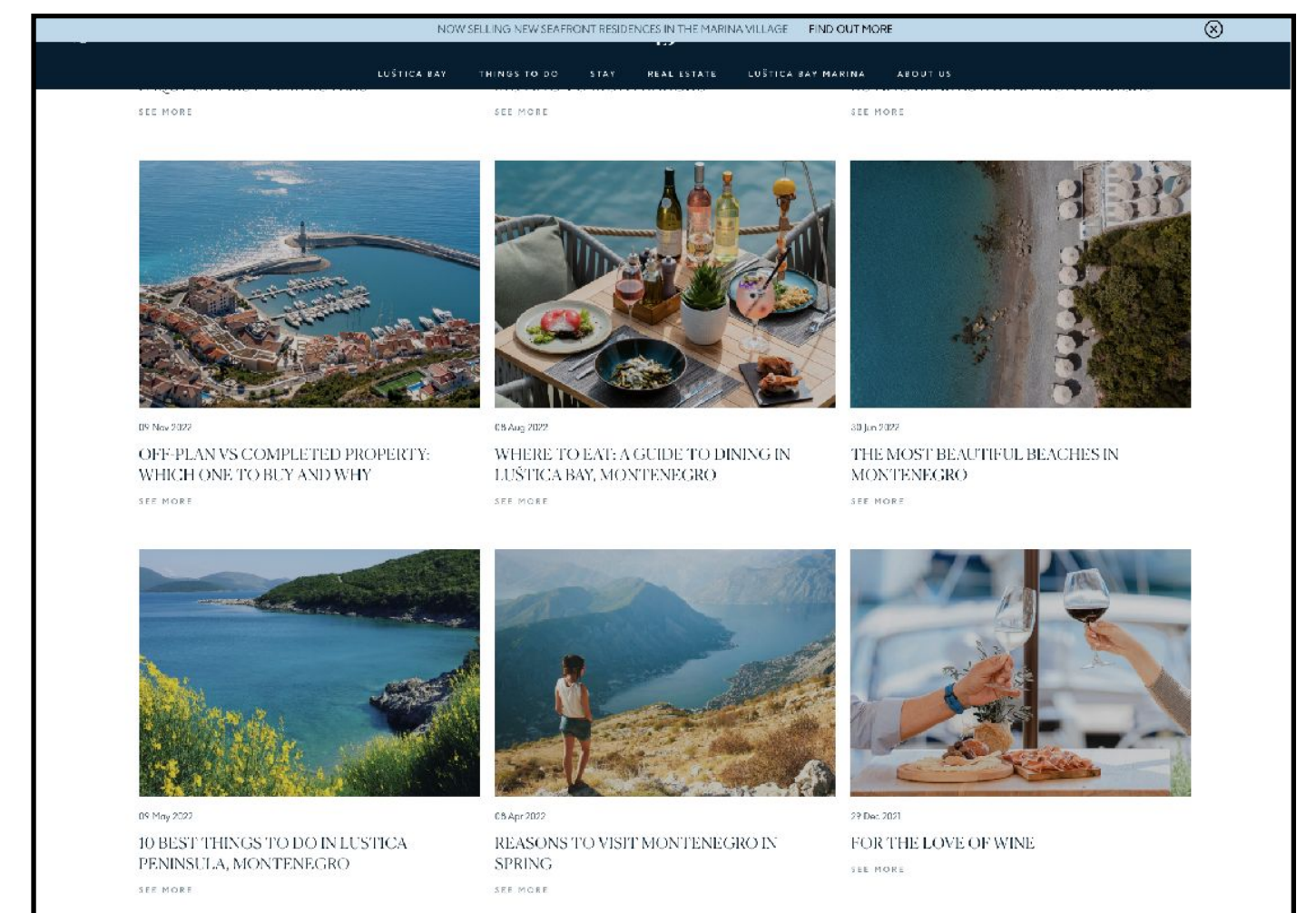
Plantaze winery has a long wine-growing tradition and Savina winery, located at the entry to the Bay of Kotar alongside Savina Monastery is another not to be missed. Close to Podgorica, Krković boasts 12,000 grapevines of many varieties and Mlča winery is an important stop on Montenegro's wine road recognised for its views over the Roman Dočlao and Moraca canyon.

As well as plenty for oenophiles, foodies can rejoice too because Montenegrin gastronomy is certainly worth exploring. Top recommendations include Njeguši prosciutto and cheese from the mountain village of Njeguš, both delicacies and a long part of the Montenegrin culinary tradition. Isprati sarma – a clay pot dish with lamb, veal or goat roasted with vegetables – is certain to satisfy meat lovers, while Buzara, a coastal speciality where shellfish, usually prawns, is cooked in a red or white sauce will tempt seafood fans.

While the coastal regions offer an abundance of freshly caught seafood and Mediterranean-inspired dishes, farms all across the country offer fresh fruit and vegetables for sale and open markets are bursting with colourful produce. Montenegro is famous for its olives and some of Europe's most delicious olives and olive oil hail from its groves. Honey is another delicacy which makes the perfect sweet souvenir unique thanks to its dark, thick appearance and herbal aroma.



Food and wine of Montenegro





CREATING A MEDIA NARRATIVE FOR THE UPPER HOUSE'S ANDRÉ FU SUITE AND RESTAURANT.

Client: The Upper House.

Business Goal: Amplify brand presence and highlight the launch of new premium offerings in the luxury hospitality market.

Services: Press release creation.

Strategy & Implementation: In collaboration with The Upper House marketing team, I crafted press releases spotlighting the debut of the André Fu Living Suite and the opening of the Salisterra restaurant. Each press release was tailored to underscore the elegance, theme and offering of these latest additions.

Outcome: The successful media coverage (mainstream and industry-specific outlets) from our press releases, helped spread awareness of the opening and complimented The Upper House's stature in the luxury hospitality sector. By emphasising the distinctiveness and sophistication of the new offerings, we achieved heightened brand recognition and reinforced The House's position as a leader in luxury experiences.

Press Featured in:

design
anthology

Forbes



LIFESTYLE ASIA



South China
Morning Post



THE UPPER HOUSE
HONG KONG
奕居

An Experiential Journey at the André Fu Living Suite

A new and coveted experience awaits guests at The Upper House with the arrival of the André Fu Living Suite. The 1,960-square-foot suite combines the understated luxury of The Upper House with the André Fu philosophy for living, paying homage to the Hong Kong designer and his enduring relationship as the architect of The House.

Perched high above the city on Level 48, the André Fu Living Suite presents a completely new experience from The Upper House and acts as an aspirational space that is a testament to what a suite can offer. As guests explore and interact with the surroundings during their stay, they enter and discover the world of André Fu and his story with The House. Framed sketches of the architect's original concept designs from 15 years ago adorn the walls, the homeware and furniture are curated from the André Fu Living Collection and hand-selected books from the architect's personal library each translate the shared vision and history of André Fu and The House into a living experience.

Combining the refined experience of a luxury hotel with the privacy and comfort of a contemporary residence, the André Fu Living Suite offers guests a true home away from home. The space draws on the philosophy shared by both brands that true luxury is in the experience and not just the aesthetics. As such, the suite is designed to act as a conduit for experiential and authentic connections to people and place.

A dining table, set for 20, is the perfect background for entertaining, whether dinner parties, celebrations or more formal business lunches. The intimate and inviting space is intended to give visitors the sense of walking into somebody's home, and enables hosts to embrace their personal expression of living.



SERVICES OVERVIEW

SEO-DRIVEN BLOG POSTS

Blog posts are a great way to increase brand awareness, build trust and establish your hotel as an expert in the industry, setting you apart from the competition. Even one high-ranking blog post can provide never-ending leads to your website booking page.

Step 1 Content Audit

Analysis of which keywords you currently rank for and opportunities to get to the first page on Google through relevant search terms.

Identifying the topics your audience cares about and finding relevant keywords to target them with an eye on Google's 'Helpful Content' update and Search Generative Experience.

Step 3 Content Writing

I deliver well-written, well-researched blog posts that provide a fresh angle on the topic.

I complete on-page search optimisation: incorporating keywords into headings, body text, page URLs/Titles, meta descriptions, image/ video descriptions and tags.

Step 2 Content Strategy

A month-by-month blog content strategy to help you achieve higher traffic so guests find you first, not your competitors.

Step 4 Implement & Review

I support you in promoting the post across your marketing channels to boost reach.

We periodically conduct a review of how content the is performing, adjusting the strategy based on data and your evolving needs.

REASONS TO VISIT MONTENEGRO IN SPRING

Boasting medieval towns, miles of unspoilt beaches and picturesque mountains, whether nature, adventure or relaxation, Montenegro has it all. Bypass the Summer crowds and visit **Montenegro in Spring** to embark on a unique experience in one of Europe's most up-and-coming destinations.

If you're wondering why you should visit Montenegro in Spring, here are 10 reasons that will have you booking a flight and packing your suitcase!

1. Montenegro in Spring Means Perfect Weather Conditions

Spring is arguably the best time to visit Montenegro. Montenegro weather in April and May sees the warmer temperatures arrive without the blistering heat of Summer. With temperatures in the low twenties and the days filled with sunshine, it's an idyllic time of year to take a leisurely dip in the Adriatic, explore medieval old towns or head out into nature.



Marina Village, Luštica Bay

Montenegrin wines have a long tradition and the country's mild climate is ideal for wine production. From indigenous wines like Vranac to Merlots to Chardonnays, Montenegro boasts a diverse and delicious wine scene. There are wine tours all around the country, taking you on walks through old towns to small boutiques or into the countryside to expensive vineyards.

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While the coastal regions offer an abundance of freshly caught seafood and Mediterranean-inspired dishes, farms all across the country offer fresh fruit and vegetables for sale and open markets are bursting with colourful produce. Montenegro is famous for its olives and some of Europe's most delicious olives and olive oil hail from its groves. Honey is another delicacy which makes the perfect sweet souvenir unique thanks to its dark, thick appearance and herbal aroma.



Food and wine of Montenegro

EMAIL MARKETING

Email marketing is a great way to build trust, engage leads and warm them up to conversion. It's also a great way to stay in touch with previous hotel guests and inform them about new offers or events.

Trigger Email Campaigns & Email Sequences

I can help you to create trigger emails and sequences that take guests through an engaging journey. Whether on the run-up to their trip or on the anniversary of their last visit, I can help you build excitement or reminding guests about how great their stay was. Together we'll create email sequences that get higher opens, more engagement and boosted sales.

eDMs

I have experience creating weekly and monthly emails informing guests about the experiences on offer at your hotel. From seasonal campaigns to limited-edition events to monthly roundups, I write story-driven emails that get opened and elicit action.

Tracking & Optimisation

With each email, I deliver a selection of subject and teaser lines that you can A/B test. I can help you track opens, clicks and bookings to continually optimise and improve email campaigns through your CRM database.

ROSEWOOD
LONDON

A SPOTLIGHT ON WOMEN IN HOSPITALITY

Join us as we celebrate International Women's Day 2023, sharing the talents, stories and contributions of the remarkable women at Rosewood London. Discover how women are elevating the hospitality experience in a series of special culinary events, experiences and activations throughout March.

WATCH FULL VIDEO

SUPPORTING FEMALE ENTREPRENEURSHIP

Discover the best women-led gastronomy, exhibitions, tours and more to celebrate International Women's Day. Chef Corinne Juslik, Van Der Heijden presents an expert guide to women-owned businesses to support in the capital.

DISCOVER

EASY AS PIE

In celebration of the women shaping what we eat every day, The JW Ross's Chef Mike Mignoli shares her recipe for the perfect pie. Make one of her delicious culinary creations from the comfort of your own home in our loved ones.

LEARN MORE

SAY IT WITH FLOWERS

Impress man with the perfect hand-made bouquet this Mother's Day. Our expert Florie Irma Nache has a step-by-step guide to creating a hand-crafted bouquet made with love.

LEARN MORE

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Book via reservations@rosewood.com, contact your travel professional or call toll free reservations.

GIVE THE GIFT OF DISCOVERY THIS MOTHER'S DAY

BOOK NOW

A SENSE OF PLACE

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WEBSITE COPYWRITING

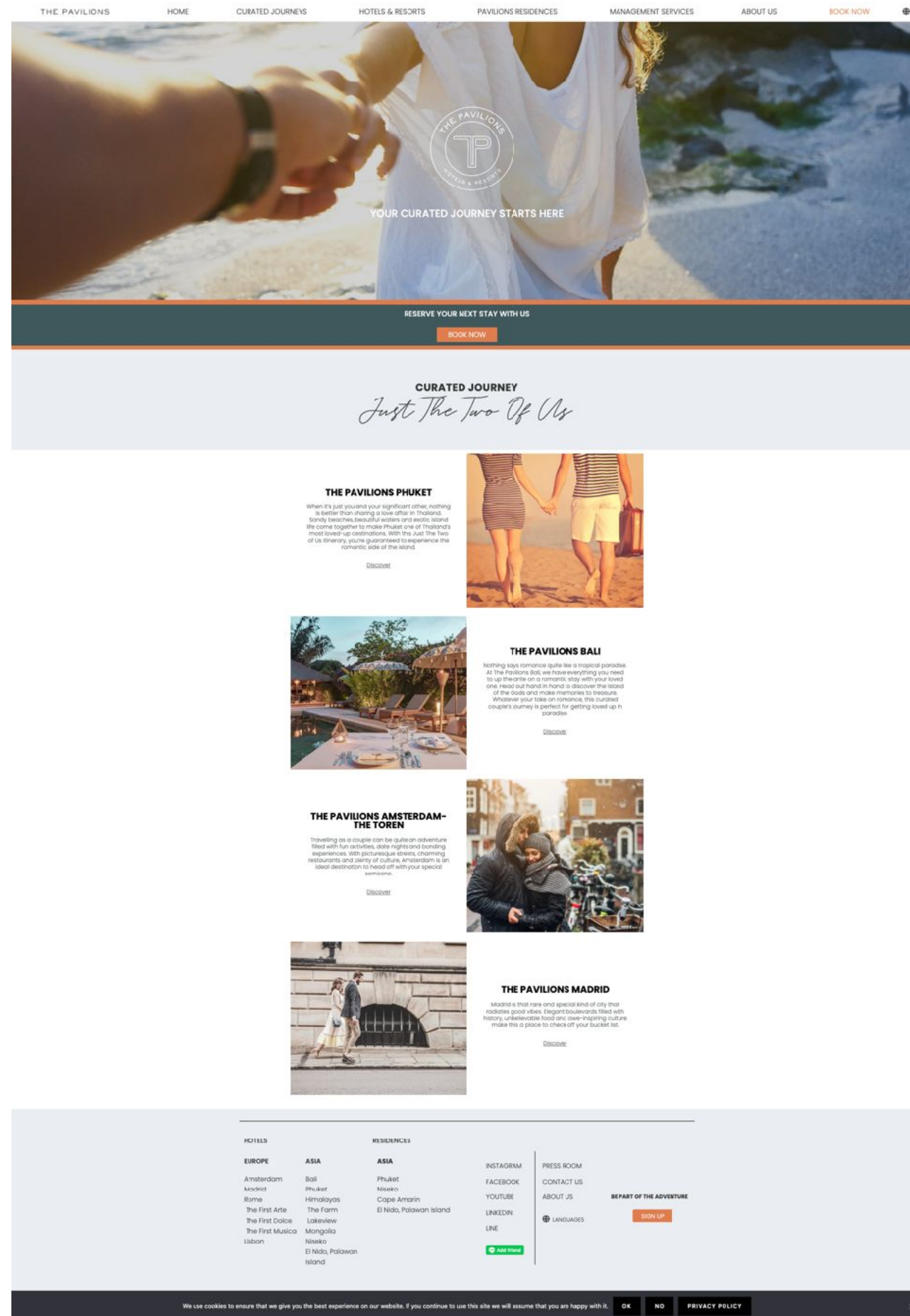
Whether you're looking for a powerful landing page or need copywriting for an entire hotel website, I'll provide words that turn leads into customers. My website copywriting services combine effective copy techniques with SEO best practices.

Hotel Website Copywriting

I can help you write the copy for every page of your hotel or resort. I work closely with your design team to ensure that copy and design work together, increasing time on your site and boosting bookings. I always write for humans, but optimise on-page SEO for your target keywords.

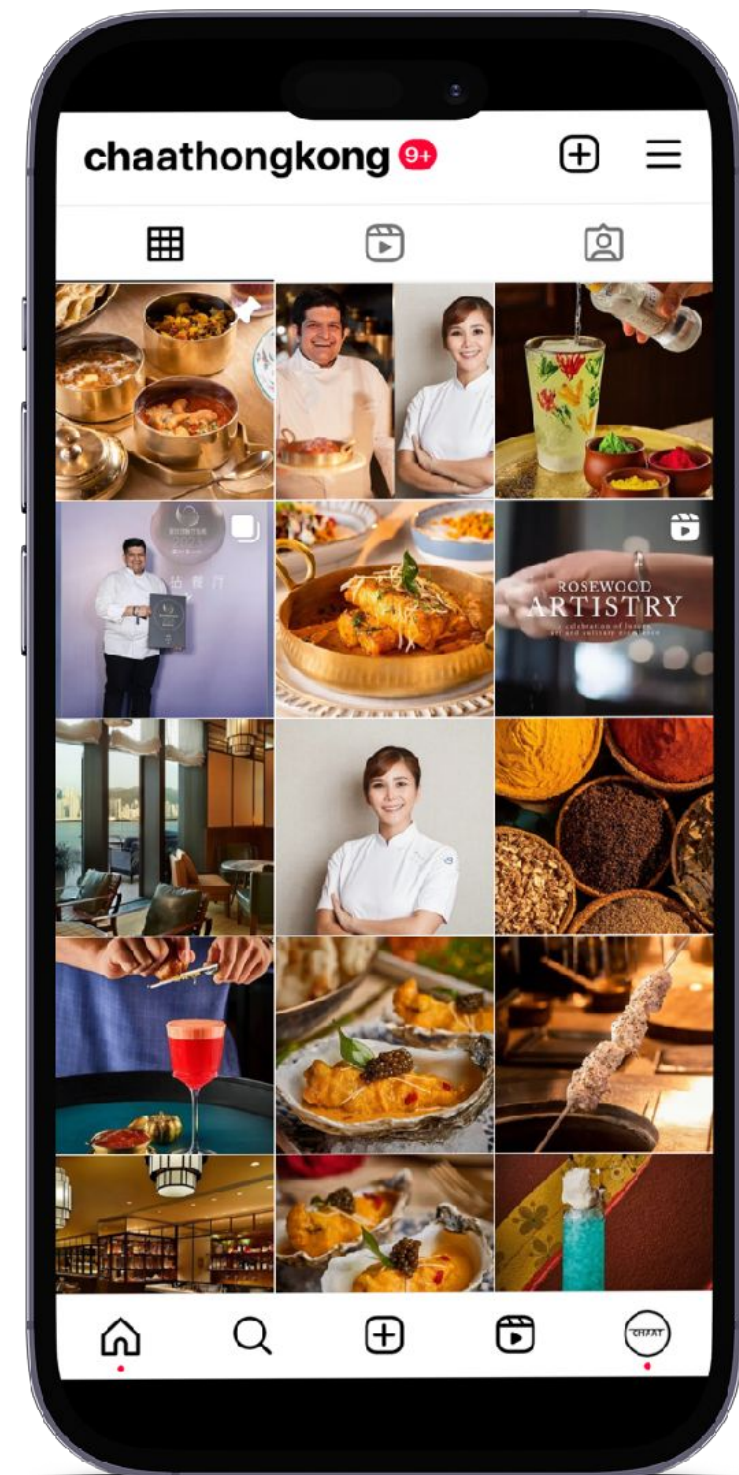
Landing Pages

I regularly help hotels and resorts create seasonal landing pages or web pages for short-term offers and staycation packages. I can be your on-call copywriter, creating engaging pages that make a stay with you irresistible.



SOCIAL MEDIA

With millions of views across platforms, marketing on social media can help your hotel or resort reach a wider audience. As well as building brand awareness, social media marketing can help you connect with guests in a more meaningful way as well as drive bookings through exclusive promotions, special deals and packages.



Step 1 Social Media Strategy

After gathering insights about your hotel brand, I create a social media strategy guide which includes 4 content pillars, the hashtag strategy, image and reel creative direction, stories/ UGC strategy and tone and voice guidelines.

Step 3 Posting & Management

Posts are scheduled and deployed as per the approved staging document. I respond to comments, share reposts and engage with the audience as necessary to grow your reach.

Step 2 Copy & Content

Social media content is staged for internal review and approval on a monthly basis.

Step 4 Review

We set growth and engagement goals and you receive a done-for-you analytics report at the end of each month. We tweak the strategy each based on our aims and targets.

HOTEL BROCHURES

A brochure is a great way to clearly and convincingly state your case to customers and build excitement ahead of their stay. From information about residences, rooms, weddings or facilities, I'll help you make a great brochure that does the selling for you.

Step 1 Aims and Insight

We'll begin with the desired outcome for your hotel brochure then work backwards to create a winning structure and journey for the reader. I understand what you want the brochure to do, then get to know your target audience.

Step 3 Design & Layout

I work with your appointed designer or in-house team to make sure headers, body text, images and diagrams look logical and appealing. Copy and design work together in harmony, cover to cover.

Step 2 Pagination

The Pagination is the page-by-page layout of your brochure. I make sure your brochure is a page-turner by using an effective narrative.

Step 4 Review and Launch

Once approved and ready to launch, I can help you to market your brochure based on your goals.



OVERVIEW

Newly opened in 2019, The Pavilions Himalayas Lake Views is a harmonious hideaway on Phewa Lake surrounded by cascading rice fields. Reconnect with nature without sacrificing the luxurious comfort in a luxurious tented villa. Savor in the laid-back charm of Pokhara in the first luxury tented eco villas of its kind in Nepal, that captures the essence of camping.

At The Pavilions Lake Villas take the path less travelled, sharing exclusive and intimate moments.

Getting there

20 mins paddle boat from Pokhara city shore

Accommodation

8 luxury tented villas

Resort Details

- Restaurant & Bar, featuring fresh organic products from the farm
- In-villa spa treatments
- Nature jungle pool



OVERVIEW

Perched atop Mongke Tengri Hill in the heart of UNESCO protected site in Orkhon Valley National Park, this secluded camp is a pop-up oasis for those seeking serenity, adventure and a connection to life and nature. With a range of all-inclusive activities including equestrian retreats, kayaking, rock climbing, and immersive experiences into Mongolian life, it is sure to be one of the most memorable trips of a lifetime.

Getting there

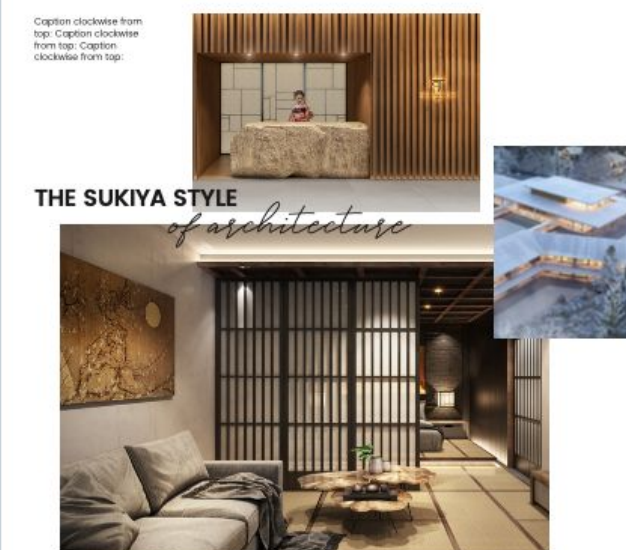
Pick up from the Chinggis Khaan International Airport Ulaanbaatar (ULN) or your hotel

Accommodation

Traditional Mongolian ger with modern facilities, up to 25 guests

Resort Details

- Dining 'Family style'
- Yoga & Wellness
- Outdoor activities: kayaking, horse riding, polo, mountain biking, etc.



OVERVIEW

To be completed in 2020, The Pavilions Niseko Resort and Residences will be designed with a refined, understated elegance, reflecting the sukiya style of architecture.

The 35 beautifully appointed Pavilion Suites will be modern, yet nestled amidst the silent woods, allowing our guests to be at one with nature, the magnificence of Mt. Yotei and the surrounding valleys.

Getting there

International flights available daily into Chitose International Airport

Accommodation

40 rooms and suites

Resort Details

- Restaurant & Bar
- Spa & Wellness (Traditional onsen facilities & spa centre)
- Yoga & Fitness studio
- Private car parking

KIM HOBSON
CREATIVE COPYWRITER



**Thank
You**

To find out more about how my services can help your team let's set up a time to chat.

You can [book a discovery call in my calendar](#) or contact me below:



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kimhobson.com



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