MUST LIST

Every month, W Atlanta – Midtown Insider Dervin Webb will be providing you with his MUST List – things you need to see, eat, do, and drink around Atlanta.
Follow @watlmidtown on Instagram to keep updated on what's NEW/NEXT in Atlanta!

See

Skyview Atlanta- Catch amazing sights 20 stories above Centennial Park in Downtown Atlanta. Relax in their climate controlled gondolas, perfect for date night or just elevating your downtown adventure.

Do

The Walking Dead Zombie Tour- Take a tour of The Walking Dead filming locations in Atlanta with a guide who has starred as an extra on AMC's hit television series. Along the way, get an insider's peek at the hospital where the whole storyline of the show began. Enjoy Walking Dead Trivia against other fans during the tour.

Eat

Barcelona Wine Bar in Inman Park - With it's delicious Spanish style sharable dishes and wide selection of wine list, Barcelona is a "must eat" in Atlanta,

Insider Tip: My favorite sharable dish is the Whole Roasted Branzino-- it's unbelievably good!

Drink

King of Pops - Just when you thought it couldn't get any better, King of Pops is serving up 'poptails.' If you're gonna have a brain freeze, make it count with a splash of booze included!

Insider Tip: Try their Raspberry Old Fashion-- it's sure to keep you cool in this summer heat!

The W Atlanta – Midtown is excited to introduce its new Music Curator, Ally Stevens. The owner of Good Foot Productions, a source for music and events from booking to production management, Ally has a pulse on the local and national music scenes. We're putting her discerning ear to work bringing in curated acts showcasing what's new and next for music in Atlanta! Stay tuned for AMPLIFY and other events featuring the highest quality talent around town for your listening pleasure!

LOCALS WE LOVE - MOLLY ROSE FREEMAN - PAINT & POUR

Join Living Walls and Whitfall Fellowship artist Molly Rose Freeman on Thursday, September 29 for Locals We Love - Paint & Pour in the Living Room from 7-9 p.m..

W ATLANTA – MIDTOWN

E-MAIL MARKETING CASE STUDY

OBJECTIVES

W Atlanta - Midtown, a managed property of Marriott International, is located in the city's most vibrant, culture-rich, and connected neighborhood. Wanting to appeal to both locals and visitors, the hotel promotes itself as the place to 'see and be seen' in Atlanta with a pulse on culture though it's many activations. E-mail marketing was used to position the hotel as go-to source for all things glam in the city, as well as to promote activities and outlets within the hotel, such as its many restaurants, bars, and spa.

OUTCOMES

Goal: To stay top-of-mind for potential guests.

Strategy: We created a twice monthly e-mail "Step Inside" that gave both Atlantans and visitors an insider look to all the exciting things happening at the hotel and in the city. The e-mail became a much loved resource of what to do. Though outreach efforts at the hotel's events, our email list grew from 3K to 22K in four years with an average unsubscribe rate of 1.76% and open rate of 22.44%.

Goal: To increase hotel business.

Strategy: Each "Step Inside" email promoted hotel activations such as parties or art shows that drew guests into the hotel. We consistently had sold out events with wait-lists. Successes included the hotel's grand re-opening after a year-long renovation where 500 guests attended or our sold out NYE party with over 600 guests ready to ring in the new year. All this translated to sales through tickets, food & beverage, as well as room bookings. We also promoted special room rates, which sales reported a measureable increase with bookings every email.