



APEX  
ALLIANCE

Best Accommodation  
Concept *by Courtyard*  
*Vilnius City Center*

**COURTYARD**<sup>®</sup>  
BY MARRIOTT

Vilnius City Center

## CONCEPT

# CINEMA NIGHTS OUT & INTERNATIONAL MOVIE FESTIVAL

Brighten up your everyday life by replacing your home with a four-star hotel room in the city centre of Vilnius!

Enjoy a safe weekend vacation with breakfast in a king-size bed, in-room refreshments during the movie session, and a private "I Believe in Love" movie screening in your room!

### **Launch Dates**

2020 11 27 ; 2020 12 04 ; 2021 03 31

# CINEMA NIGHTS OUT

## NEEDS FOR THE CONCEPT

As the world "shut down" during the pandemic and people were confined to their homes alone, many people felt a need to change the environment. Because all entertainment places, including theaters, were closed, our team decided to safely offer the most popular movies to be aired in room, including snacks, accommodation, and breakfast. **The idea's major focus** - a unique approach to the crisis situation in the hospitality business by delivering "your own private theater" in a hotel room, so guests could enjoy watching the latest movies in the market while feeling safe and comfortable at the four star hotel.

# COMMUNICATION & IMPLEMENTATION

## CINEMA NIGHT OUT

“

Cinemas are still closed?  
Don't worry, we are opening a movie theatre in our rooms!

”

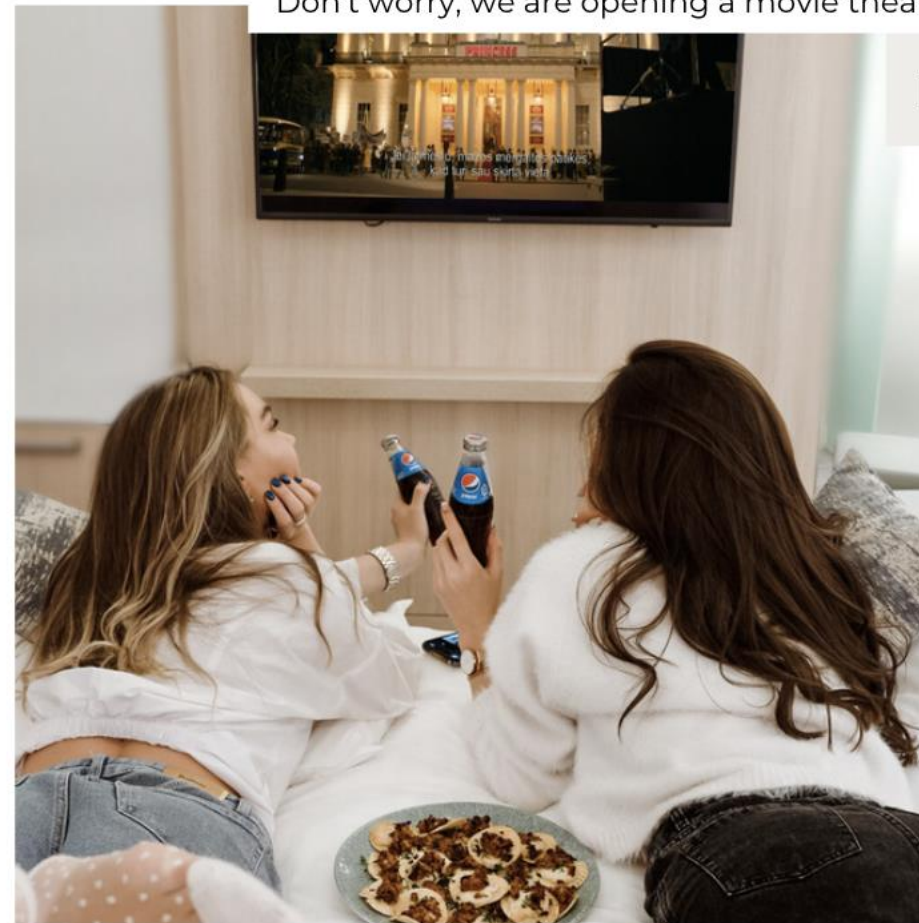
**COURTYARD**  
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### Movie Night Out

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## CINEMA NIGHTS OUT REVENUE (EUR)

EVALUATION

**NOV 2020 – MAR 2021**

28.960 EUR gross revenue  
(Rooms & F&B)

# CINEMA NIGHT OUT

WHY DO YOU  
THINK YOUR  
PROJECT  
DESERVES  
TO WIN?



While the hospitality industry was struck hard by the pandemic, we took a unique approach and created a win-win solution: an innovative opportunity to unwind and safely change the environment, while also benefiting from the campaign outcomes, which we repeated three times!



This campaign and communication had excellent outcomes in terms of revenue growth. Furthermore, our hotel was the first to make such a daring offer during a pandemic, thus we served as a model for other establishments.

**THANK YOU!**