

Pre opening campaign - new build

Timeline		-24 weeks	-23 weeks	-22 weeks	-21 weeks	-20 weeks	-19 weeks	-18 weeks	-17 weeks	-16 weeks	-15 weeks	-14 weeks	-13 weeks	-12 weeks	-11 weeks	-10 weeks	-9 weeks	-8 weeks	-7 weeks	-6 weeks	-5 weeks	-4 weeks	-3 weeks	-2 weeks	-1 weeks	Opening	Week 1	Week 2	Week 3	Week 4
Foundation	Comment																													
Appointment																														
Audience mapping and fact finding																														
Media list creation																														
Media training spokespeople																														
Establish press office																														
Draft core materials, English and Arabic																														
Typical pre-opening campaign, 3 - 6 months ahead of opening																														
Frequently asked questions																														
Property coming announcement																														
GM appointed press release																														
Media hard hat tour of construction site, if applicable																														
Construction milestone press release																														
Senior executive appointment press release																														
Additional facilities announced press release																														
Design features press release / feature																														
Opening date announced press release																														
Property on sale + special deals release																														
Announce special deals for trade press release																														
Soft opening press release																														
Media preview - invite local media																														
Opening ceremony - media event organisation support																														
F&B - additional announcement release																														
Run knowledge based competitions in trade media																														
Official opening of F&B outlets - events/releases																														
Fam trips*																														
Owner profiling / interviews	Ownerto confirm																													
Core press office materials																														
Hotel factsheet/brochure																														
GM biography, English and Arabic																														
Location factsheet English and Arabic																														
High resolution photography (1mb)																														
• GM																														
• Hotel exterior																														
• Interior: lobby, F&B venue, rooms																														
Hotel renderings (high resolution)																														

* Depending on available budget and as appropriate to the hotel