

# GOT GUESTS?

AN INSIGHT INTO THE BOUTIQUE INSTAGRAM SCENE

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- *Why a good story is the basis of success*



## THE HOTEL INDUSTRY

by Tristan Bourgoïn

Providing hospitality to travelers is the continuation of a very ancient craft. Nowadays, you don't have to send your overbooked guests to a stable; but the essentials of the business remain the same. What continues to change and influence your business however are the different, modern new aspirations of your clients, guests, and employees.

In the hospitality industry, many competitors are so busy trying to provide the latest amenity in order to

obtain higher scores than their competitor; they sometimes forget that what they should really be focused on is to satisfy customers and guests by solving their problems and staying original and relevant.

Where are you located? Where are your guests traveling from? Who are they? How long do they intend to stay? Where you are stationed makes all the difference in the world! Whether you are near the ocean, in the mountains, in the countryside, or in the city. Depending on how long you've been open you should have a pretty good understanding of who your customers are and why they chose to visit your location.



# The whole point of "Boutiquing-up"

A boutique hotel has a unique image and brand that appeals to a new generation of customers by attempting to offer a more gentrified experience without losing the essence of the spirit or "the Soul of the Land". That's where aesthetics comes in. To be aesthetic is to, let's say; find the perfect balance between the natural and the man-made, in order to please the eye and the camera. Making use of space to be creative with design and having a theme to create an attraction.

Do you have a story to tell? What historical details of the surrounding area are worth telling? Let people know the origins of your property and demonstrate pride about what your destination has become - or is in the process of becoming; even if your vision of it is not completely finalized. Let your customers know that you are carrying your brand's name with pride.



There is a boutique hotel in San Antonio, Texas; that has done extraordinarily well in the 5 years since it opened in 2015. Here is why. Hotel Emma is a redevelopment of the Historic Pearl Brewery, built along a new extension of the San Antonio Riverwalk, and repurposed as a 146 room specialty boutique hotel. The story of Hotel Emma is one that is insanely remarkable.

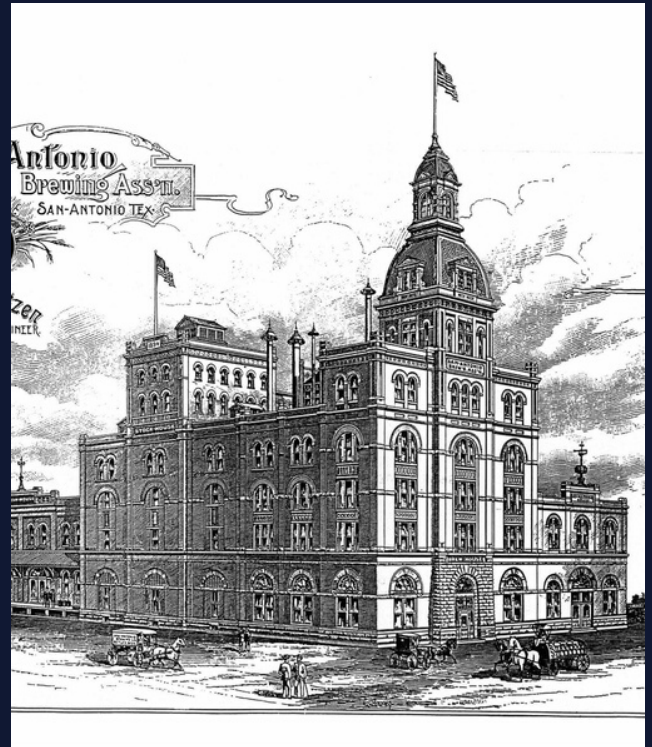




THE STORY THAT MORE  
PEOPLE SHOULD KNOW

Born in 1855, Otto Koehler, an immigrant from Germany, came to America to seek his fortunes. Otto was able to obtain a great job as the manager of Lone Star Brewery. He eventually learned everything there was to brewing. Otto then got a job opportunity from the Pearl Brewing Company in San Antonio. It wasn't long before he became the president of the brewing association.

Otto became respected worldwide and for a while was one of the richest man in the southwest. He then married a native German woman named Emma Bentzen. Otto and Emma ran the company together up until Emma was the victim of a horrible car accident. She became bed ridden and Otto hired a nurse to take care of her. The nurse's name was also Emma. Although her presence was of help to Otto's wife Emma, Otto couldn't seem to ignore the fact that she was painstakingly beautiful. Otto and nurse Emma began to have an affair.



Not long after, nurse Emma invited one of her German friends who was also a nurse, to come visit her in San Antonio. Curiously, her friend's name was also Emma. She was also young, beautiful and a German native. Otto was now involved with both of the two younger Emmas. He bought a cottage in town for them and gave them both an allowance. This is where the story goes into a whirl.



THE STORY THAT MORE  
PEOPLE SHOULD KNOW

The first nurse Emma decided to leave. When she did, Otto proposed to the third Emma so he wouldn't lose her, but she rejected him because he was still married to his first wife, the bedridden Emma. Otto did not take the rejection lightly and he started sleeping with other women. The third Emma was afraid she would lose her financial comfort so she gave the relationship a final push, but Otto would only see her on his terms with all of her legal papers on hand.

Basically he was looking for anything she could have used for blackmail. Their conversation became so heated that Emma #3 started fearing for her life. She did the only thing she could think of and she contacted Emma #2 who had run off; to come to her rescue. Her call for help worked and soon, Emma #2 was back in San Antonio to help her friend. Emma #2, now back in San Antonio convinced Otto to meet with them at the cottage.

What happened next in the cottage that night, is still somewhat of a mystery, but what we do know is that the situation got out of control and that Otto ended up getting shot 3 times, fatally. During the years that followed, an intense legal battle ensued, involving the 2 Emmas. Both were exonerated of Otto Koehler's murder.



Shortly after Otto's death, bedridden Emma #1's health improved dramatically; so much so that she was able to take over managing the brewery. She proved to be an astute business woman who managed to keep the company solvent through the difficult prohibition period by switching the production to soft drinks and food items; eventually turning it into the largest brewery in Texas.

Women couldn't even vote and yet, Emma was leading one of the biggest breweries in the United states. Under pressure from large multinational breweries, Pearl Brewery closed down in 2001. The property sat vacant for a few years, until developers saw an opportunity to gentrify the area; turning it into what it has become today. The Historic Pearl District.



— HOTEL —  
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# BEHIND THE SCENES

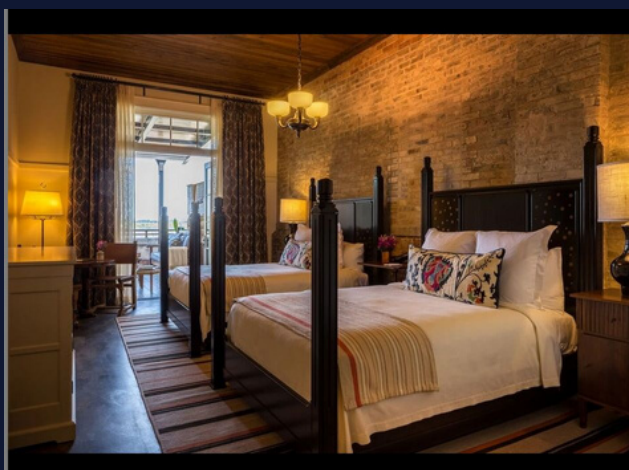
The internet has no doubt, sparked a web of international opportunities in numerous fields and business areas that can be difficult to comprehend, navigate, and/or even use to one's advantage; due to the countless fast paced online communities and endless streams of sources. An essential attachment to this whole internet phenomenon is social media. Social media took over our smart phones by storm and has now become a daily part of social and business life. How can you navigate that? How can you make your hotel succeed?

When people go on trips they tend to take numerous pictures and videos, so that when a guest comes to visit, you have something to give them that's Instagram worthy. Making your hotel "Instagramable" can be done in a number of different ways.

Fully redesigning your hotel is not necessary. Rather, it should be more about adapting your current design and making the necessary tweaks to ensure that it is optimized for your target Instagram users.

Cross-check your entire hotel for an Instagram proof audit. Take an objective view of your hotel, from the restaurant to the bar, from the guests rooms to the lobby, and everything else in between. This way you can change, adapt or obscure those aspects that are less receptive to being showcased online.

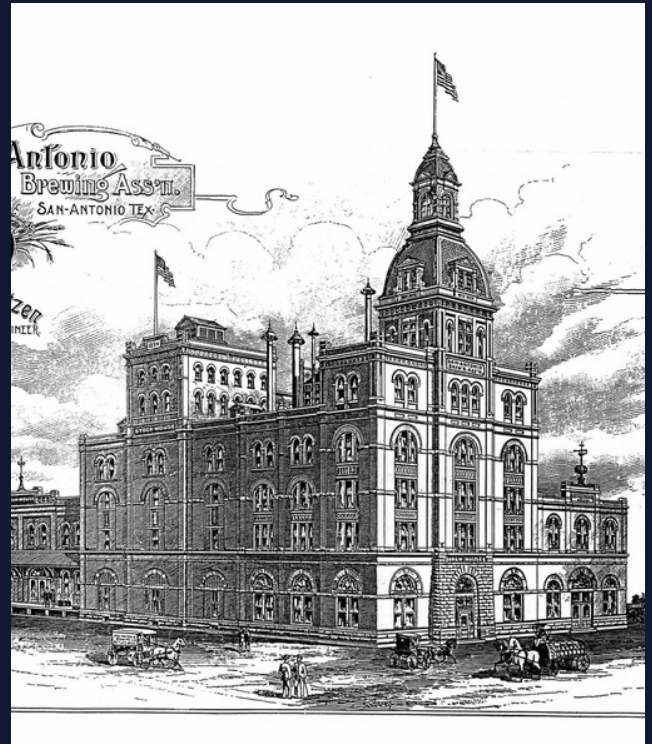
Be detail oriented. A photo can be taken at any moment throughout your guests' stay. It's also worth reminding ourselves here that a considerable cohort of millennials often jump on any excuse to take a photo, so paying close attention to small details like the layout of a breakfast spread, the appearance of a cocktail and the style choice of bedding could make all the difference.





YOUR PAGE

Take inspiration from the example setters. Identify ultra successful hotels on Instagram that align with your own hotel's business model, client persona and style. What are they doing to drive their success on Instagram? What can you take inspiration from and make your own? This is a fool proof tactic in order to see what is already working which will help you save time and effort from unnecessary trial and error. Use location and trending hashtags.

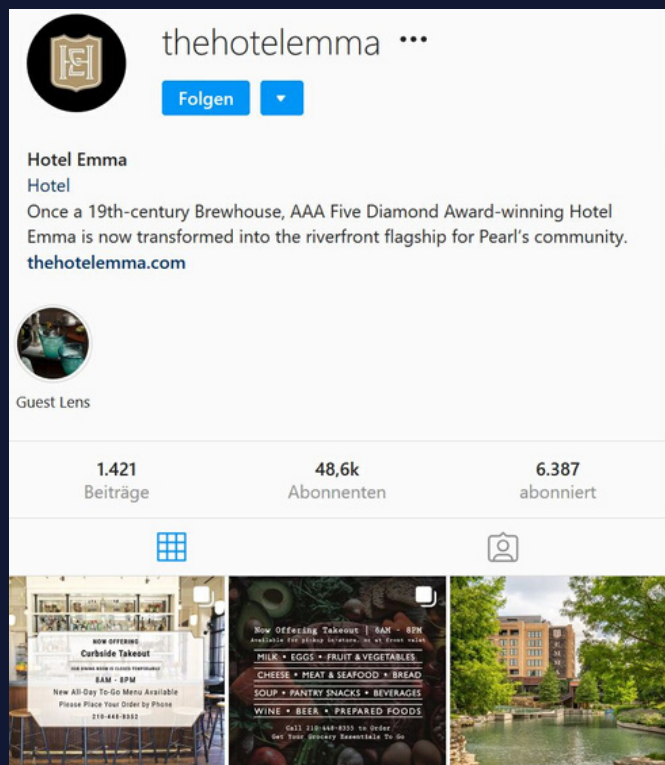


These will allow you to be more visible so potential followers can find you more easily. Write a well thought-out bio with a direct link to your website. You have only a few moments to catch the eye of your future customer.

Choose one specific theme for your feed and stick to it.

Diluting your feed with different post themes is strongly linked to a lack of user engagement and problems with account growth. Best to let users know what to expect from your posts in terms of the type of photo, resolution quality and consistency with your branding objectives. Show off your hotel through Instagram stories, and categorize them in your highlights, a brilliant feature to complement your posts. Post on a regular schedule, ideally with at least two posts per day, to make sure your followers stay as engaged as possible. Adapt your posting schedule to your insights (day and hour of the posts). Also, keep close ongoing reviews of this data.

Measurement is critical to enhanced performance outcomes moving forward. Leveraging Instagram as a springboard to success.



# YOU DON'T NEED IT ALL TO SUCCEED!

Now Hotel Emma has all the right things in place, in order to succeed. A great back story, top notch amenities and a newly gentrified brewery that's home to a Culinary Institute of America campus, a year round weekend farmers market, bistros, bakeries, brew pubs, bars, gastropubs and luxury apartments. There is almost no way the hotel couldn't have succeeded with its location. The thing is though, you don't need The Pearl, some fancy new area in the holdings of history, for you to do every bit you can online and with social media to generate more business and to draw people to you and make individuals and families want to come back for another great experience worth that's worth their time and money. The beast that is known as the hospitality industry will continuously advance as technology continues to dominate our vision. So stay relevant and receive your just reward ... tons of guests.





## About the Hotel

Hotel Emma is a 146-room, 4 star boutique hotel in the Pearl District of San Antonio, Texas. The hotel was originally built in 1894 on 23 acres as the City Brewery and in 2012 converted into a hotel, keeping the atmosphere of the brewery while converting the building into a hotel of high modern standard.

The hotel ranks among the Top 10 hotels in the USA on the U.S. News and World Report.



The hotel is renowned for its high standards and special atmosphere and the great service, earning it mentions in magazines and media such as Forbes, Home Journal, CNN Travel, Bloomberg, Harpers Bazaar, Wall Street Journal, Readers Digest and others.

And leading to a rating of 9,6 in Booking.com and 5.0 in TripAdvisor, the number 1 in hotels in San Antonio.

Also many celebrities choose to stay in the Emma Hotel when in San Antonio: Cher, Samuel Jackson and Spike Lee stayed there, and many more.

### **Address:**

The Hotel Emma  
136 E Grayson St, San Antonio, TX 78215,  
United States  
Telephone: +1 210-448-8300

You can book directly via Hotel Emmals website:  
<https://www.thehotelemma.com/>







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