



FOR-SIGHT

St. Patrick's Day

Don't just rely on luck



Although the UK enjoyed an impromptu snow orientated national holiday last week (tip of the cap to all you Working-From-Homers and Skiing-To-Workers) our colleagues on the Emerald Isle have their own (real) national holiday coming up.



With St. Patrick's Day on the 17th March, many hotels will be gearing up for one of the biggest Saturdays, and celebrations, of the year. Whether you're a city centre location that will be the weekend home to the urban revelers, or a countryside setting where guests will be enjoying scenery similar to Hibernia's offerings, it's important to know what your guests will hope for, want, and expect from your hotel.

We all know that St. Patrick's Day weekend has become synonymously tied with sport and a certain Irish Stout, so it's always good to have these options at the forefront of your hotel's provisions.



For you city centre hotels

With widespread St. Patrick's Day celebrations across many major UK cities, your city break guests will be well occupied. However they will need fed and will be gasping for a certain pint from 1759, so granted your bar and kitchen is well stocked, you should be okay. To be on the safe side as their choice of fuel, why not create a new temporary themed menu or meal and drink deal?



For you rural setting hotels

For you hotels out with city limits, you may be providing your own entertainment to attract and occupy your guests. What better way to celebrate the national holiday than with a themed banquet followed by a traditional Irish céilí.



But don't forget!

Now, if you've been paying attention to any of our other insights, you'll know we often talk about the importance of segmenting and targeting your communications. So, don't let this campaign be any different. As a short reminder: pick anyone who celebrated with you last year, any core demographics that likely represent the events that will take place in and around your hotel, and sprinkle the campaign with enticing and relevant offers.



If all else fails...

England take on Ireland live from Twickenham in the Six Nations. Kick Off at 2:45pm on St. Patrick's Day with live coverage from ITV. Simply place your guests in warm comfy chair in front of your hotel's largest television and promote your hotel as a venue to watch the spectacle in the run up, just to be sure.



Happy St. Patrick's Day!