



CASE STUDY

# PENINSULA REDPINE

Since 1989



# What is Peninsula Redpine all about?

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Considered as one of India's oldest, largest and highly respected name in the hospitality business, Peninsula, has grown and branched out at a commendable pace from its inception in the year 1989. Peninsula Redpine located at Marol, the heart of Mumbai's commercial area, the Grand Business Boutique Hotel shares close proximity to the International and domestic airport. The meticulously designed hotel offers 36 lavish rooms each designed to accentuate your stay with its royal and soulful touch.



# Why Peninsula Grand

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The hotel's vision is to be the most respected hospitality provider in the city. The Hotel ensures to exchange mutual respect, build healthy collaborations and long term bonds with Corporate & Guests. Our guests are treated with unparalleled quality of service and experiences round the clock. The core vision is to let our guests feel the warmth of hospitality every time to step into any of our properties..



# Room S

- Peninsula Redpie has newly decor room as compared to other high-end Hotels
- They has excellent Services and well-mannered Staffs.



# CLUB & GASTROPUBS

PENINSULA REDPINE HAS TWO FNB OUTLETS



THE STABLES



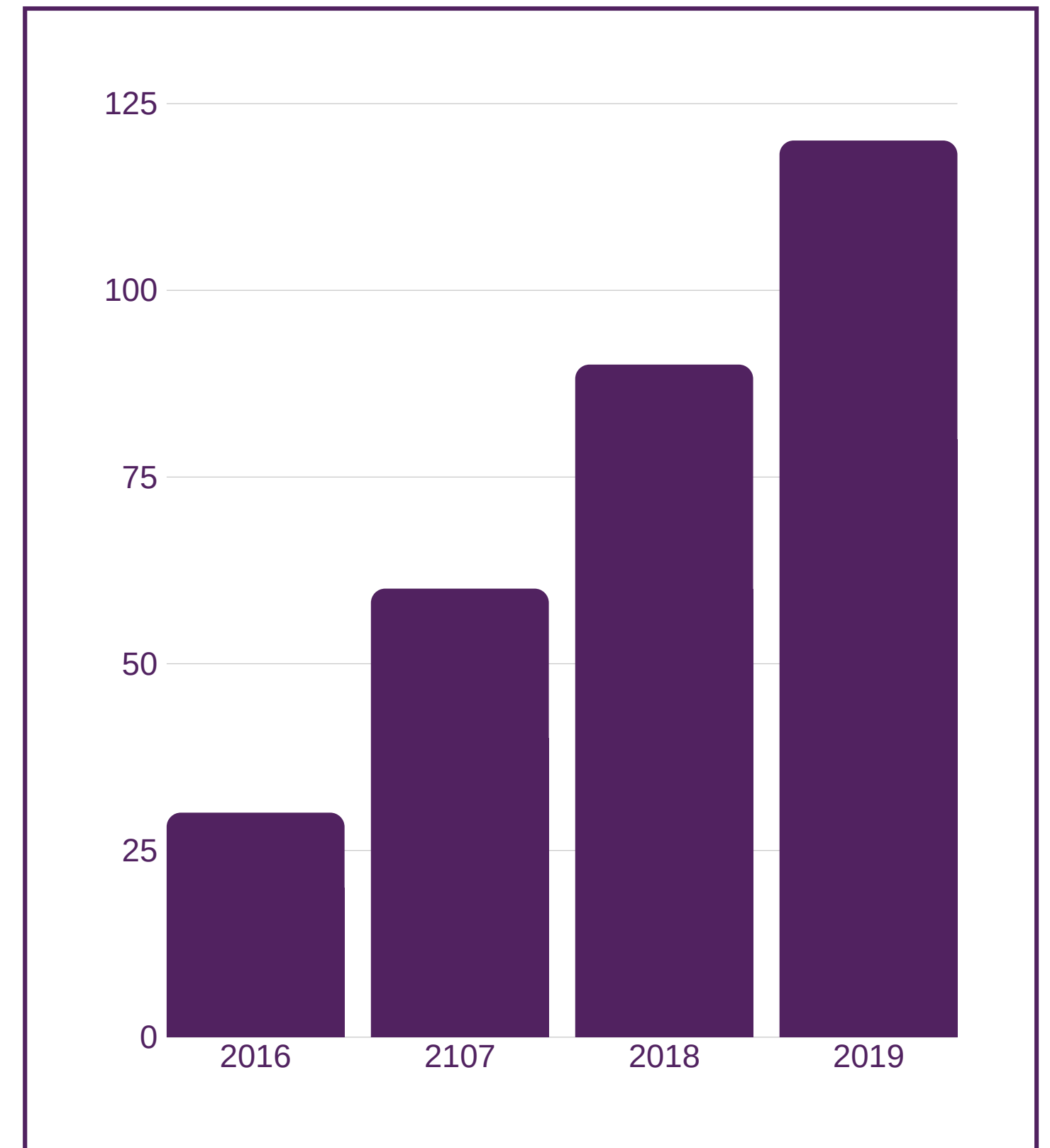
RODEO  
DRIVE





# Social Media Strategy

## Activities and Trends



# Facebook

Rodeo Drive India  
@RodeoDriveIndia

## The Stables

- 9.6k Followers/PTAT
- 9.8k Likes
- Posting done everyday

## Rodeo Drive

- 11k followers/PTAT
- 11k likes
- Postings done everyday



# Instagram

- 2.6k Followers
- Daily postings
- Decents likes and engagement
- Week dedicated days for Live Bands
- Exclusive weekly offers Spontaneous Offers
- Engaging creative post

- 2.5k Followers
- Daily postings
- Decents likes and engagement
- Week dedicated days postings
- Exclusive weekly offers Spontaneous Offers
- Engaging creative post



Search



rodeo\_drive\_india

Follow



621 posts

2,578 followers

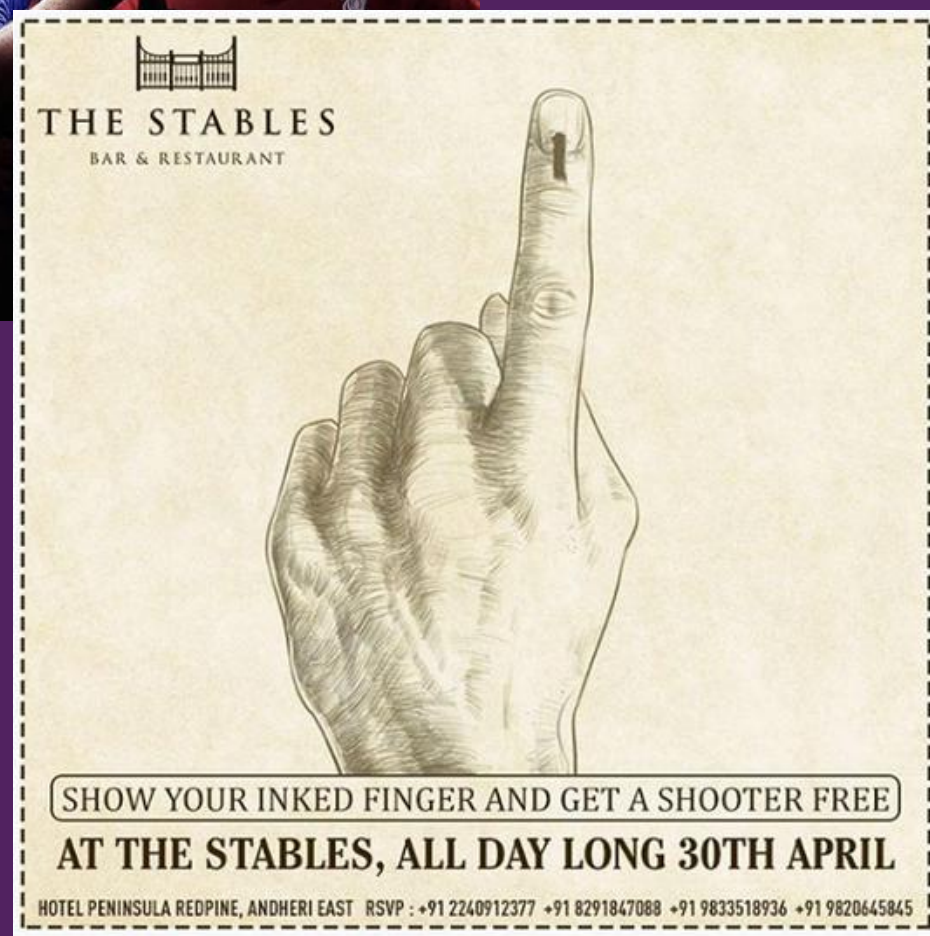
2,831 following

Rodeo Drive





# TRENDY



The Stables and Rodeo Drive engages with their audience by posting on trendy topics. The brand understands audience's nature. Hence, it promotes content which makes users share it, comment on it and view it again and again. It utilises trendy topics and posts simple images in order to interact with viewers online.



# Conclusion

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- Well furnished rooms
- Perfect Restrobars with to attract variety of TG
- Sweet-Street-Smart
- Excellent Service & Food
- Engaging with your audience
- Crispy creatives and posts

