



# ASSOCIATION OF MILTON KEYNES HOTELIERS

Showcasing Milton Keynes: Turning a Day Destination into a Must-Stay Destination.

## The Journey

We set out on a mission to turn Milton Keynes into more than just a day trip spot – we wanted it to be where people choose to stay. Between April and December, we teamed up with influencers from MK and nearby areas, reaching audiences in London, Cotswolds, Essex, Surrey, Nottingham, Northampton, and beyond.

We focused on showcasing the city's charm and inspiring more people to check out Milton Keynes. We brought together a diverse group of influencers – families, couples, and individuals and sent them on an exciting journey through Milton Keynes, encompassing hotel stays, dining experiences and exciting activities - to spread the word about the city's inclusivity and accessibility.

The aim? To create engaging content that highlights the city's unique attractions.

And did we succeed? We think so!

For the campaign to date, we have had a combined follower count of 479.8k, with an average reach on reel content of 18.4k!



Total content reach:

**145,281**



Influencers engaged:

**16**



Combined follower count:

**479.8K**



Above average engagement rate:

**2.6%**



**Jon Kett-Reynolds**

*Chairman, AMKH*

"Spinks Creative have been a pleasure to work with. Their professionalism was immediately apparent and this, along with their collaborative spirit, creativity, and ability to drive impressive engagement with a reach of nearly 480k have made this project a standout success. They were engaged from day one on the goal of shifting perceptions of MK from a day destination to a stay destination and were very keen to support the local hotel association members and other local businesses. It's been a great project."