



Warner Hotels themed weekends

Partnership Case Study • December 2023–September 2024



imagine

IMMEDIATE
a Burda company



The Warner Hotels partnership marked a huge first for Immediate. It was the first time that our BBC brands worked with a commercial client to put on co-branded events.

And what better way to introduce our audiences to the joys of a Warner Hotels break, than by inviting them to passion-led weekends? They boasted big names, such as Ken Bruce, Jonathan Dimbleby and Frances Tophill, and a variety of activities, from Q&As, book signings and tours to talks, quizzes and West End-style performances. Better still, they were hosted by our trusted editors and members of their teams.





The brief in a nutshell

Warner Hotels is known for its nationwide locations offering beautiful gardens, historic buildings and plenty of luxurious facilities, but it wanted to expand its reach and appeal to a new audience who hadn't stayed at one of its hotels before.

Bringing it to life

To inspire our audiences to experience how great Warner's hotels are for themselves, we created weekend breaks at different Warner venues themed around their key passions – history, gardening and entertainment – with each featuring relevant itineraries and talent.

We organised the weekends, promoted them via print, digital and social to ensure they were a success, and created assets for each, including guides and banners, while the editorial teams curated the events, sourcing the talent and building the schedules.

There were eight weekends in total:

- Three for BBC History
- Three for BBC Gardeners' World
- Two for Radio Times (one quiz themed and the other comedy)



So, how did it do?

All the weekends sold out, we had some incredible feedback from attendees and the events were effective at attracting new guests.

In short, they were a great success – so much so, we’re doing it again in 2025 with two more BBC History Weekends headlined by Ruth Goodman, Tracy Borman and other top British historians.

"We were really pleased with how well these themed weekends went down with our existing guests, as well as attracting new guests to try a Warner Hotels break. The passion points of history, gardening and entertainment aligned perfectly with the uniqueness of our hotels, so it was a fitting partnership, which we look forward to continuing."

Laura Stone
Head of Brand and Campaigns



Our guests thought the Warner venues, including Bodelwyddan Castle and Nidd Hall, were exceptional and found the talent and editorial hosts incredibly engaging.

42%

The proportion of new-to-Warner guests vs 29% in the same period the previous year

3%

Of guests attended more than one weekend



48

Average NPS score
Showing overall guest experiences were positive

100%

Delivery on all KPIs