



AGENCY OVERVIEW

Hospitality

2026



Relationships First.
Solutions Always.



You have a story. We're here to tell it.

VVK PR + Creative is an independent, integrated communications agency with Detroit roots and national reach. We help mission-driven organizations clarify who they are, strengthen their voice and build credibility through smart strategy and creative designed to inspire action.





Services Overview

We specialize in industries where communication is complex and trust is essential – working across sectors that include hospitality, healthcare, infrastructure, automotive, philanthropy, higher education, real estate and more. Our team shapes the story, develops the strategy and implements it across channels, platforms and experiences so our clients show up in the right places, connect with the right audiences and build momentum for impact and change.

This work is shaped by the communities we're part of – and the ones we serve. As a Detroit-based agency grounded in inclusive leadership and diverse perspectives, we design work that expands opportunity, elevates voices and deepens connection. We've been recognized as one of the "Michigan 50 Companies to Watch," a "Diversity Focused Company" by Corp! Magazine and a "Best of MichBusiness" honoree in the Marketing & PR Prophets category.

Our Integrated Communications Services

- **Media Relations**
- **Organizational & Executive Positioning**
- **Public Relations**
- **Issues & Crisis Management**
- **Digital & Social Media**
- **Public Affairs**
- **Event Support**
- **Stakeholder & Community Engagement**
- **Video Production**
- **Graphic Design**



Hospitality Communications Expertise for a Dynamic Era

Today's hospitality market is shaped by shifting guest expectations, hyper-competitive destination markets, evolving travel trends and the need to position properties as cultural and economic anchors.

Since its inception, VVK PR + Creative has partnered with premier hospitality brands, hotels, restaurants and destination developers. From boutique openings to luxury flagship launches, every property we support faces distinct priorities, but shared goals: to establish a sense of place, build long-term affinity and convert visitors into brand enthusiasts.

The stakes are high. The opportunities are too.

Strategic communication is more than awareness. **It's about weaving properties into the fabric of regional and national culture, driving bookings and positioning destinations as top choices** for travel, dining, entertainment and events.



VVK PR + Creative: Elevating Hospitality Brands

We position luxury, boutique and lifestyle properties as destinations of choice and their spaces as essential hubs for travel, business and culture.

How we help:

- **Define a Distinct Sense of Place:** Transform architectural and brand features into compelling narratives that resonate across travel, lifestyle, business and culinary media verticals
- **Drive High-Impact Launches + Openings:** Strategize for and execute integrated media relations, influencer strategies, previews and launch events to build immediate momentum
- **Sustain Brand Awareness:** Maintain long-term visibility, drive ongoing bookings and keep properties top-of-mind through continued storytelling and thematic campaigns

You don't just offer a place to stay, dine or gather. You create the experiences that move hospitality forward. We ensure your brand is the one guests trust to deliver on that promise.



Our Approach

Brand Authority + Market Positioning

Strategic Focus

Establishing modern luxury

Core Narrative

Moving beyond traditional promotion to position properties as cultural anchors and hospitality standards setters

Key PR Outcome

Top-tier national, regional and trade earned media coverage in travel, lifestyle, business and culinary outlets as well as lifestyle positioning in competitive travel markets

High-Impact Launches + Milestone Visibility

Strategic Focus

Multi-phased launch strategy from hard-hat previews to grand opening galas

Core Narrative

Generating sustained anticipation, local community support and traveler interest through tailored storytelling

Key PR Outcome

High-visibility press trips, media stays, influencer engagement and sustained pre- and post-opening press coverage

Post-Opening Momentum + Sustained Brand Attention

Strategic Focus

Extending visibility and driving long-term interest beyond the initial launch to ensure consistent market presence

Core Narrative

Keeping properties top-of-mind through ongoing lifestyle storytelling, seasonal campaigns, culinary features and local community integration

Key PR Outcome

Sustained press coverage, repeat media features, ongoing influencer engagement and long-term brand affinity that drives bookings year-round



Deep Hospitality + Destination Experience

Strategic visibility across premier hospitality brands, boutique developments and regional anchors

Marriott Portfolio Brands

- Hotel David Whitney (Autograph Collection)
- AC Hotel Detroit at the Bonstelle
- The Element at the Metropolitan Building
- Aloft Hotels

Retail, Lifestyle + Entertainment Anchors

- The Forbes Company: Somerset Collection (Troy, Mich), Mall at Millenia (Orlando, Fla), The Gardens Mall (Palm Beach, Fla), Waterside Shops (Naples, Fla)
- Edsel & Eleanor Ford House
- Fair Lane Estate

Hospitality, Dining + Social Clubs

- Azul Hospitality
- Cambria Hotel Downtown Detroit
- Curio Collection by Hilton (Broadway Park West Hotel)
- Dirty Dog Jazz
- Griffin Hotel Management
- Haraz Coffee House
- Hotel Indigo Downtown Detroit (IHG Hotel and Resorts)
- Lone Goat English Tavern
- Monarch Club
- Paddle & Par Social Club
- Slows Bar BQ
- Tapestry Collection by Hilton (The Cadillac House)
- Vecino



SOMERSET
COLLECTION



AZUL
HOSPITALITY GROUP



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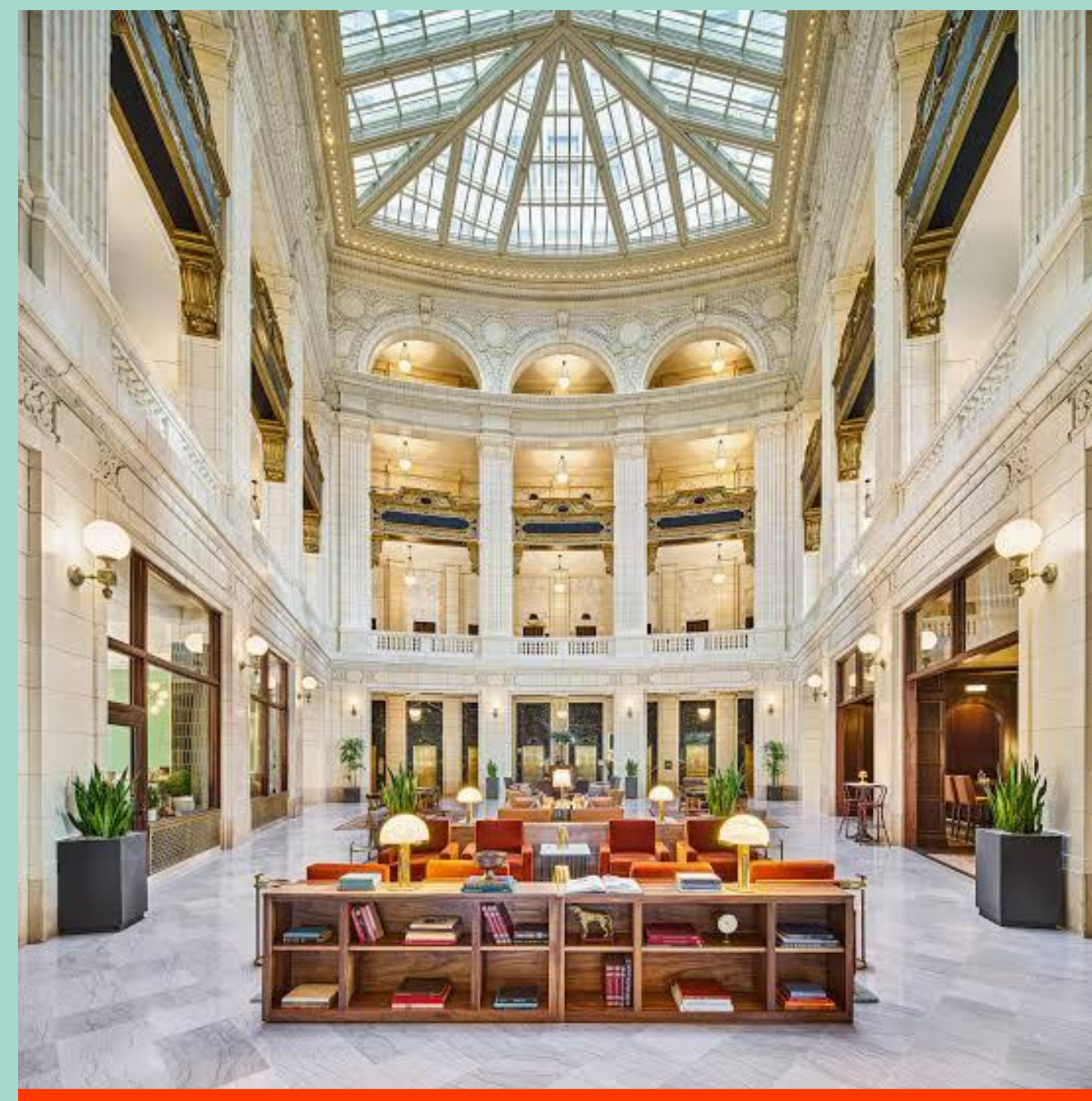




HOTEL
DAVID
WHITNEY

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Case Example: Our Approach





Rebirth of an Iconic Historic Landmark



The Challenge

The historic David Whitney Building sat vacant for over a decade before undergoing a massive \$94 million restoration.

VVK was tasked with managing the building's reputation through its initial opening and leading its 2024 luxury rebranding as Hotel David Whitney, an Autograph Collection by Marriott.



The Strategy

Messaging Architecture: Crafted narrative messaging that honored the property's rich architectural heritage while establishing it as a sophisticated, modern luxury destination

Experiential Media Engagement: Managed media relations and conducted curated hard-hat tours for over 300 media members, travel influencers and civic leaders

Immersive Launch Events: Designed and executed grand opening ceremonies, including the exclusive 2024 Autograph Collection reveal and debut of the Library Bar



Rebirth of an Iconic Historic Landmark



The Results

From vacancy to national spotlight, VVK's campaign supported Hotel David Whitney through the restoration and rebranding process, cementing its status as a must-visit luxury destination. Key outcomes include:



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DAVID
WHITNEY

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Top Tier Media Placements:

Secured 75+ earned media placements across premier national, regional, and trade publications, including Forbes Travel Guide, Architectural Digest and USA TODAY

Massive Brand Impressions:

Generated an estimated reach of over 15 million digital and print impressions

Digital Engagement:

Social media campaigns drove over 5,000 engagements along with significant user-generated content from travelers and locals



Our Leadership

Our team of PR strategists, video producers and storytellers create strategies and experiences that resonate with audiences, drive differentiation and fuel growth.



Peter
Van Dyke
CEO



Laura
L'Esperance
Executive Vice President,
Public Relations



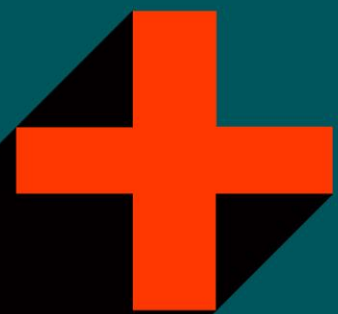
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