**Task 5: Influencer Marketing**

**Influencer**

***Influencer 1: Manuel Feller, Ski racer***

* Who is Manuel Feller?
  + Austrian Alpine Skier, won the Slalom World Cup 2023. Manuel Feller is from Tyrol and does a sport that is well suited for the mountains, where our hotel is situated.
* Why a Cooperation Makes Sense?
  + He is pretty well known across Austria and the Alpine countries.
  + In 2017, he famously won the silver medal at the world championship after having diagnosed an herniated disc just a year before. He often has to deal with back pain, which can be cured/treated at our resort.

***Influencer 2: Wim Wenders, filmmaker***

* Who is Wim Wenders?
  + Acclaimed German filmmaker known for iconic films like Wings of Desire, Paris, Texas, and The Salt of the Earth.
  + Renowned for capturing breathtaking landscapes and telling deeply emotional stories.
  + A master of visual storytelling, appealing to artistic and global audiences.
* Why a Cooperation Makes Sense?
  + Perfect Setting: The resort’s stunning mountain and lake surroundings align with Wenders’ preference for unique, serene locations.
  + Brand Alignment: Associating with a globally respected filmmaker elevates the resort’s image, emphasizing sophistication and exclusivity.
  + Target Audience Reach: Wenders’ films attract high-end, culturally engaged viewers who align with the resort’s affluent clientele.
  + Organic Exposure: Featuring the resort in a Wenders film creates subtle, yet impactful, global advertising.
  + Artistic Prestige: Collaboration adds cultural value to the resort, making it a desirable destination for other filmmakers and creatives.

***Influencer 3: Nils Henkel, cook***

* Who is Nils Henkel?
  + Renowned Michelin-Starred Chef: Known for his modern, innovative approach to fine dining, Henkel has earned multiple Michelin stars.
  + Specializes in "Pure Nature" Cuisine: Focuses on seasonal, regional, and sustainable ingredients, creating dishes that highlight natural flavors.
  + Award-Winning Culinary Artist: Recognized with awards like "Chef of the Year" in Germany, further solidifying his reputation.
  + Social Media Presence: ~100K followers on Instagram (@nilshenkel), with an audience that appreciates high-end, sustainable dining.
* Why a Cooperation Makes Sense?
  + Philosophy Alignment: His "pure nature" cuisine mirrors the resort’s focus on wellness, exclusivity, and the untouched natural environment.
  + Affluent Audience: Henkel’s followers and clientele are affluent individuals interested in luxury and fine dining, matching the resort’s target group.
  + Cultural and Regional Relevance: As a German chef, his proximity to Tyrol adds authenticity and appeal to the collaboration.
  + Enhances Prestige: A partnership with a Michelin-starred chef elevates the resort’s reputation as a destination for world-class experiences.
  + Engaging Promotional Ideas: Henkel could host exclusive gourmet weekends, create a signature resort menu, or offer seasonal cooking workshops, seamlessly blending with the spa’s luxury wellness theme.

**Possible cooperation:**

We propose an exciting collaboration with renowned filmmaker Wim Wenders, where parts of his next movie could be shot at the spa resort. Known for his visually stunning films that showcase unique and serene locations, Wenders could use the resort’s breathtaking mountain views, tranquil lake, and luxurious ambiance to bring his cinematic vision to life.

In return, the spa would provide Wenders and his team with exceptional accommodations, world-class service, and access to the resort’s wellness facilities during the shoot. This collaboration would not only enhance the resort’s prestige but also introduce it to an international audience, elevating its profile as a destination synonymous with art, exclusivity, and natural beauty.

**Useful hashtags:**

The useful Hashtags include:

* #FilmingInTyrol
* #LuxuryFilmLocation
* #CinemaAndNature
* #BehindTheScenes
* #MountainRetreat
* #ExclusiveCollaboration
* #CinematicWellness
* #SereneFilmingSpot
* #ZenVibes
* #TranquilOasis