

NOTHING SELLS BETTER THAN YOUR STORY



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At L.E/Miami, you're not just meeting buyers. You're meeting the people who shape what gets seen, remembered, and booked.

The strongest media meetings? They reveal the thinking behind the hotel – the perspective, personality, and story making it worth talking about.

The superpower: **originality.**

Want to pitch with confidence? Follow these top tips...

01 WHAT ACTUALLY MAKES A HOTEL STORY WORTH COVERING

A new opening or renovation may get attention, but editors are really asking:

- Is this distinct enough?
- Does it reflect something bigger than itself?
- Will our audience care?
- Does it feel credible enough to recommend?

Beautiful design, good service, and strong F&B are a given (its L.E/Miami, duh). They are not, on their own, the story.

What cuts through is specificity. A clear point of view. An angle an editor can instantly recognise as worth exploring.

02 WHAT THE LEADING HOTEL BRANDS DO DIFFERENTLY

The hotels that consistently earn meaningful coverage tend to:

- Have a strong, identifiable perspective
- Show a real relationship to place
- Offer a clear editorial angle
- Feel authored and intentional

Generic phrases like “rooted in culture” or “elevated wellness” are overused, interchangeable and they only work when there's substance behind them. Let's stop that: replace it with something specific, and unique.

03 PRESS STAYS: WHERE THE STORY BECOMES REAL

Meetings open the door. The stay is where the story takes shape.

Press stays allow journalists to properly experience the atmosphere, details, personality, and emotional feel of a destination – the things that rarely translate in a pitch.

If the story is compelling from the outset, the stay gives it depth and credibility.

Keep this in mind in your media meetings: say just enough to generate curiosity, then let the press stay do the rest.

04 HOW TO APPROACH YOUR MEETINGS AT L.E/MIAMI

Think less about presenting and more about framing. Be ready to articulate:

1. **Your Story** – Can you explain your hotel in two or three sentences without relying on words like “luxury,” “unique,” or “experience”?
2. **Your Angle** – What is the one idea a journalist could realistically write about?
3. **Your Relevance** – Why does this story matter now?
4. **Your Proof** – Can you back up claims around design, sustainability, or community with something tangible and specific?
5. **Your Edit** – What are you intentionally leaving out? Strong storytelling often comes from restraint.

The best meetings feel like conversations with clarity, not pitches with volume.

GET INSPIRED

Now for some case studies to really paint the picture. The stories that caught my attention are the ones that reveal a worldview, not just a list of amenities.

THE VENICE VENICE HOTEL

A HOTEL LIFE

A masterclass in cultural positioning. Heritage, fashion, art and modern hospitality all woven into one impossibly cool Venetian point of view.

BERLIN'S MOST THOUGHTFUL PLAYGROUND

A HOTEL LIFE

More than design. More than rooms. This story captures the Michelberger's entire creative universe – and why people want to be part of it.

DOWN TO EARTH: THE QUIET COOL OF FOWLESCOMBE FARM

A HOTEL LIFE

Luxury without shouting about it. Regenerative hospitality, intentional living, and a guest experience that's integrated with slowness, peace and nature.

Good Luck!
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