

## During presidential inauguration, hotel offers social media butler



[Add / Remove](#)

Capturing a trip is an important part of the experience for most travelers, something that the [Ushuaia at a Ibiza Beach Hotel](#) picked up on with its instant Facebook update booths. In conjunction with the presidential inauguration earlier this week, [The Madison Washington DC](#) offered its Inaugural Town and Country package, which included a social media expert to document guests' stays and keep their online profiles updated.

Customers taking up the package received a four-night stay at the hotel, located close to celebrations for the inauguration. As well as a personal shopper courtesy of [Brooks Brothers](#) and a private tour for 22 people of the White House, the hotel also hired Victoria Devine of [Anchor Media](#) to accompany visitors, creating text, photos and video. With access to customers' various social media accounts, Devine updates their friends with details of the trip. The hotel also set up a Media War Room, equipped with complimentary high speed internet and charging stations for phones and laptops to keep guests up-to-date with all of the goings on surrounding the event.

The Social Media Butler aimed to alleviate some of the stress involved in traveling by taking care of the documentation of the trip. Could this idea work as a more long-term offering in the hospitality industry?

Website: [www.madisonhoteldc.com](http://www.madisonhoteldc.com)

Contact: [www.madisonhoteldc.com/contact-us.php](http://www.madisonhoteldc.com/contact-us.php)