



PARTNER CASE STUDY

Thornbury Castle Hotel

Influencer Partnership | October 2023 | Gloucestershire

50,000+

TOTAL
IMPRESSIONS

3,000+

PODCAST
DOWNLOADS

25,000+

SOCIAL MEDIA
VIEWS

15,000+

ARTICLE
PAGE VIEWS

1000+

SOCIAL
INTERACTIONS

The Brief

Thornbury Castle – England’s only Tudor castle operating as a luxury hotel, where Henry VIII and Anne Boleyn once stayed – invited Anglotopia for a three-night influencer stay to showcase the property to the American market. The goal: authentic, editorial-quality content that would drive long-term awareness and bookings from US travellers.

What We Delivered

Content Deliverable	Details & Performance
In-Depth Review Article	Comprehensive 2,000+ word review on Anglotopia.net with professional photography – 15,000+ page views, ranking on Google for “Thornbury Castle review”
Professional Photo Gallery	71 high-resolution photographs published on Anglotopia Photos, showcasing rooms, grounds, dining, and interiors
Podcast Episodes	Multiple episodes incl. exclusive interview with the castle’s resident historian – 3,000+ combined downloads
YouTube Video Podcasts	Full video versions of each episode – 2,000+ views on YouTube
Facebook Content	Multiple photo posts and Reels – 14,000+ views, 7,800+ reach, 370+ interactions
Instagram Content	Photo carousels and Reels – 10,000+ views, 2,400+ accounts reached, 270+ interactions
Short-Form Video Clips	Distributed across Instagram Reels, Facebook Reels, and YouTube Shorts

Social Media Performance Highlights

FACEBOOK – PHOTO POST 1			
7,190	4,532	183	9
VIEWS	REACH	INTERACTIONS	LINK CLICKS

FACEBOOK – PHOTO POST 2			
5,534	3,340	145	13
VIEWS	REACH	INTERACTIONS	COMMENTS

FACEBOOK – VIDEO REEL			
1,589	1,849	45	1h 28m
VIEWS	REACH	INTERACTIONS	WATCH TIME

INSTAGRAM – TOP POST			
1,777	1,107	117	108
VIEWS	REACH	INTERACTIONS	LIKES

Why It Worked

This wasn’t a one-off social media post that disappeared in 24 hours. Anglotopia created a permanent library of content – articles, podcast episodes, videos, and photo galleries – that continues to drive traffic and discovery more than a year later. The review article ranks organically on Google. The podcast episodes accumulate new listeners every week. Every piece of content works together to build lasting awareness with exactly the right audience: American Anglophiles who are planning trips and booking luxury stays in Britain.

Want results like this for your brand? Let’s talk about a bespoke partnership.