

Nintendo x Hotel X

At Hotel X, we partnered with Nintendo Canada to turn our Presidential Suite into the Nintendo Switch Suite, a bookable, immersive space designed for social gaming with friends. The best part of the campaign? Proceeds from each booking were donated to the Starlight Children's Foundation, a charity organization aiding sick children across Canada.

Role: Building awareness for the launch and driving bookings through email and SMS marketing.



Nintendo Switch Suite photo courtesy of Hotel X

The Nintendo Switch Suite campaign allowed Hotel X's Presidential Suite to be reinterpreted from a luxurious escape designed for rest and leisure into a colorful, fun, arcade-style gaming experience.

It reimaged a space exclusively reserved for sophisticated, mature clients, transforming it into one where teens and young adults could hang out, play video games, and feel a sense of community.



Nintendo Switch Suite photos courtesy of Hotel X