Title: SANA Hotels launches Christmas campaign with AI and makes Santa Claus its new ambassador

Text:

This Christmas, in response to the growing demand for an authentic digital presence, SANA Hotels created an exclusive Instagram page for Santa Claus, positioning him as a digital figure who shares the magic of the season and inspires his followers. Using images created with Artificial Intelligence (AI), this campaign follows Santa’s visit to the SANA hotels, showcasing some of the memorable moments from his stay. In this way, SANA Hotels aligns with current market trends by launching a campaign that combines Christmas tradition with the impact of social media.

The Instagram page, accessible at @santaclaus\_atsana, portrays Santa Claus as an "influencer" who shares the comfort and hospitality of SANA Hotels, where he feels welcomed and at home. The campaign’s concept, "Feels like home," reflects Santa's experience at each property, highlighting the details that make each space truly special for celebrating this festive season with family.

For families who wish to celebrate Christmas in a special way, SANA Hotels offers a variety of options and experiences, such as: Christmas Eve dinner with a themed menu; Christmas lunch with live music; Christmas brunch with entertainment for children; and accommodation packages. Every detail aims to enhance the family spirit and the warm experience that SANA Hotels provide, ensuring that all guests, just like Santa, feel at home.

Discover all the special offers for this Christmas here:

December 24th - Christmas Eve Dinner
<https://www.sanahotels.com/en/promotions-offers/christmas/24/>

December 25th - Christmas Lunch or Brunch
<https://www.sanahotels.com/en/promotions-offers/christmas/25/>

Accommodation Packages
<https://www.sanahotels.com/en/promotions-offers/christmas-packages/>

For more information and reservations, visit sanahotels.com and follow Santa Claus on Instagram: @santaclaus\_atsana.