

LEADO MARKETING

Competitor report

Warsaw Presidential Hotel vs selected competitors

Analysis covers Meta Ads, Google Ads, and organic Facebook and Instagram for April 2026. The report is built to quickly show your company position, competitor advantages, and concrete moves to test.

META REACH

4.3M

total ad reach

GOOGLE IMPR.

617.5K

estimated impressions

ORGANIC ENGAGEMENT

4.7K

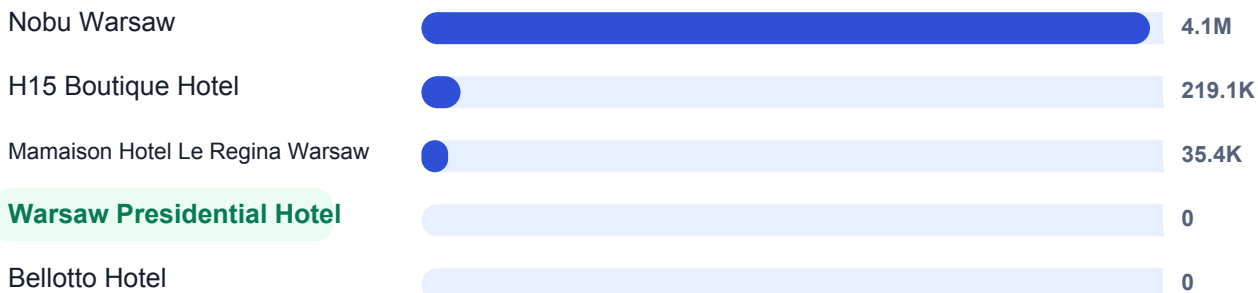
reactions + comments

How to use this report

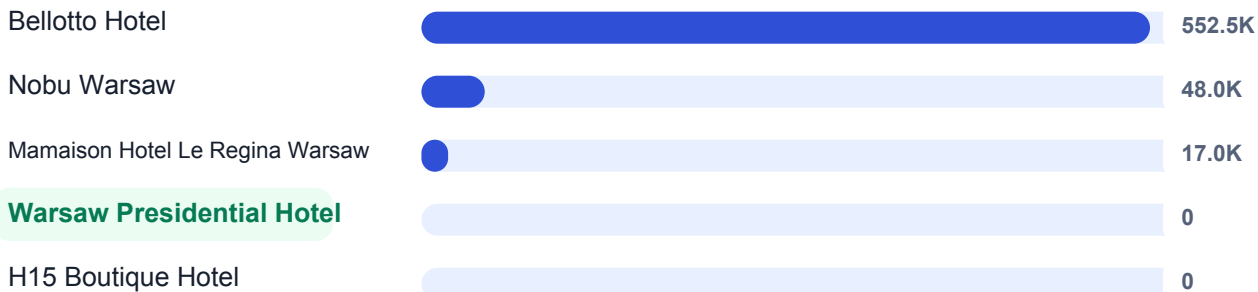
First read the overview and executive summary. Then go to the channels where competitors apply the most pressure. Finally choose 2-3 recommendations to implement.

Overview: paid channels

Meta reach Ads według strony

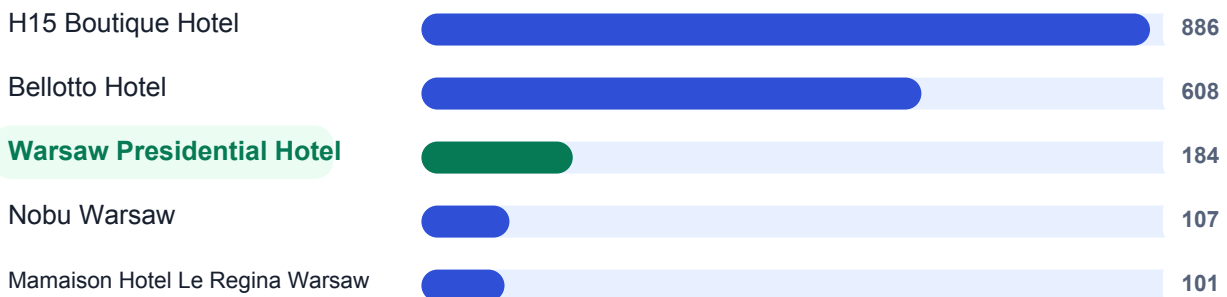


Google Ads impressions by page

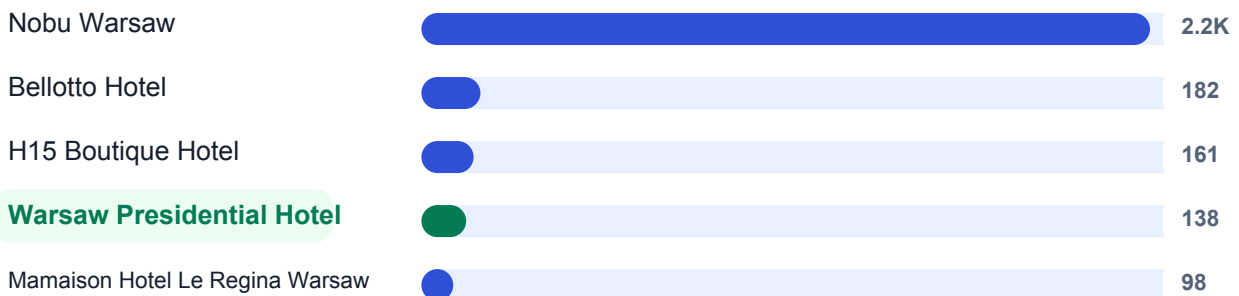


Overview: organic social

Facebook engagement by page



Instagram engagement by page



Executive summary

KEY TAKEAWAY

In April, competitors built attention by consistently selling specific hotel experiences: breakfast, restaurants, events, long weekends, relaxation and location. Warsaw Presidential Hotel already has strong organic proof points, including business partner events, official sports-event hotel status and pool content, but it had no active Meta Ads in the analyzed set. The main opportunity is to turn these real advantages into regular paid campaigns built around clear booking reasons, restaurant visits, business meetings and recovery stays.

Key findings

1

Wniosek

Warsaw Presidential Hotel had no active Meta Ads in the analyzed set, while H15 Boutique Hotel had 23 ads, Nobu Warsaw had 24 ads and Mamaison Hotel Le Regina Warsaw had 7 ads. This creates a practical gap in paid demand building on Facebook and Instagram.

2

Wniosek

H15 Boutique Hotel repeatedly promoted calm everyday stay moments: mornings, breakfasts, coffee, suites, restaurant and events. Its strongest Meta signal was an ad about 47 suites and unique design with 54,580 reach on Facebook.

3

Wniosek

Nobu Warsaw monetizes restaurant and culinary experiences very strongly. Its lunch ads reached 772,244 on Facebook and Messenger and 557,398 on Instagram, targeted to Warsaw.

Executive summary cd.

4

Wniosek

In Google Ads, competitors maintain long-running visibility around hotel intent. Bellotto Hotel has text ads with high impression ranges, including 279,000-352,000, while Nobu Warsaw has 25,000-30,000 for an image ad and 15,000-20,000 for a text ad.

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Reach, ad count, publishing pace, and duration

Meta Ads: scale and pace

TOTAL REACH

4.3M

EU reach

ADS

54

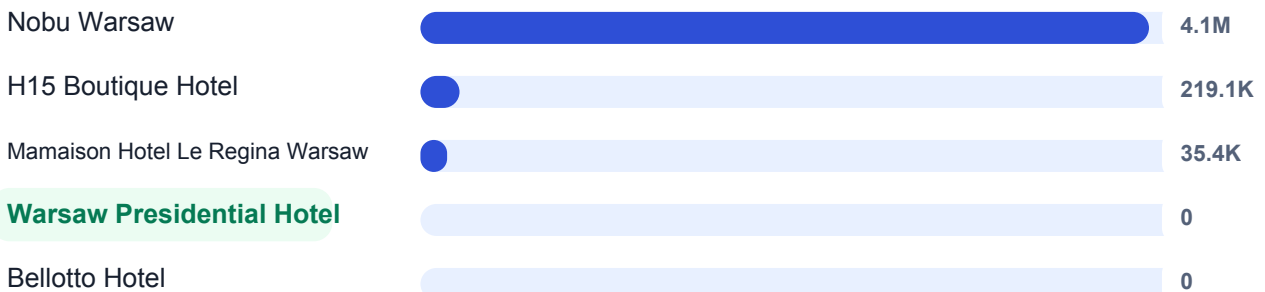
visible ads

AVG. REACH/AD

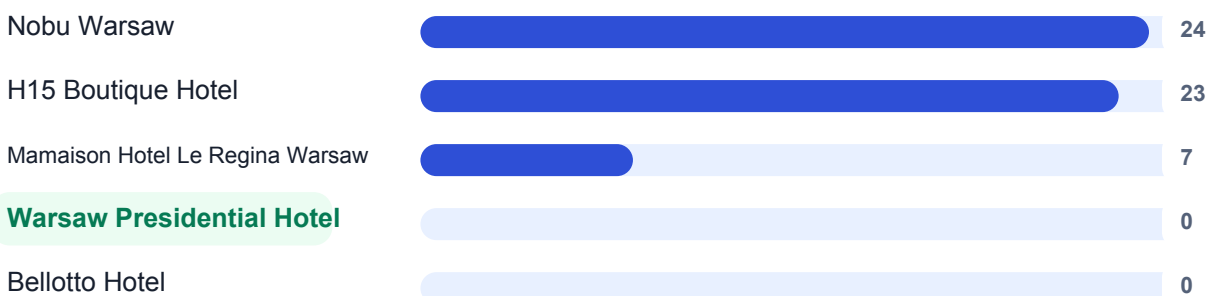
61.6K

average per company

Total reach według strony



Ad count by company

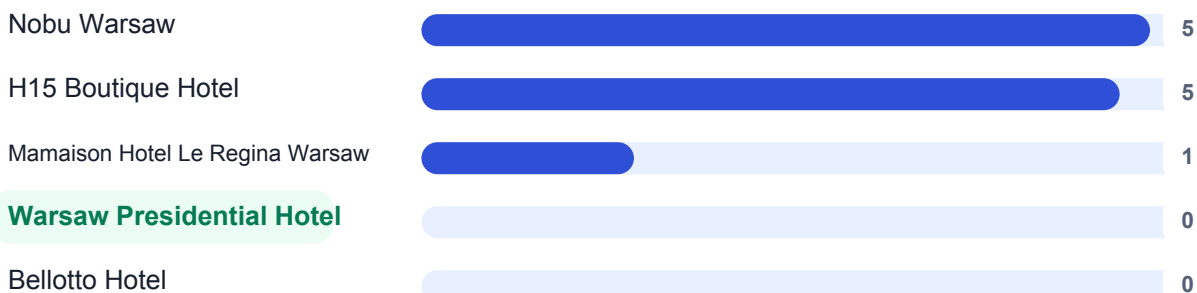


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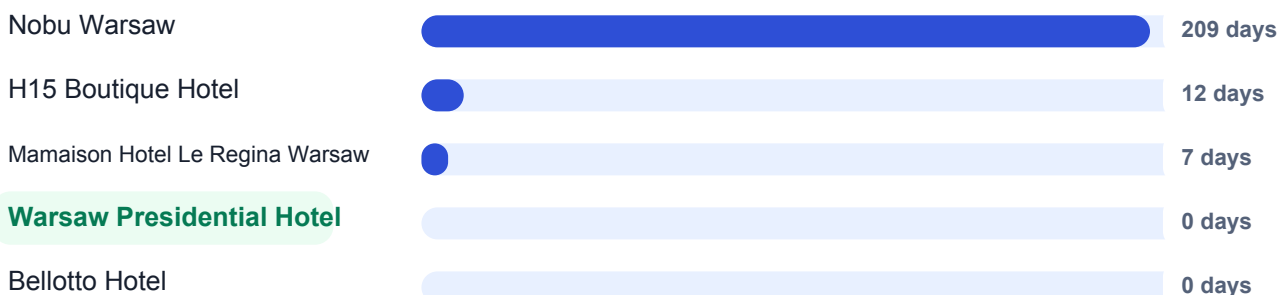
New ads, duration, reach per ad

Meta Ads: creative pace and efficiency

Average new ads per week



Average ad duration by company

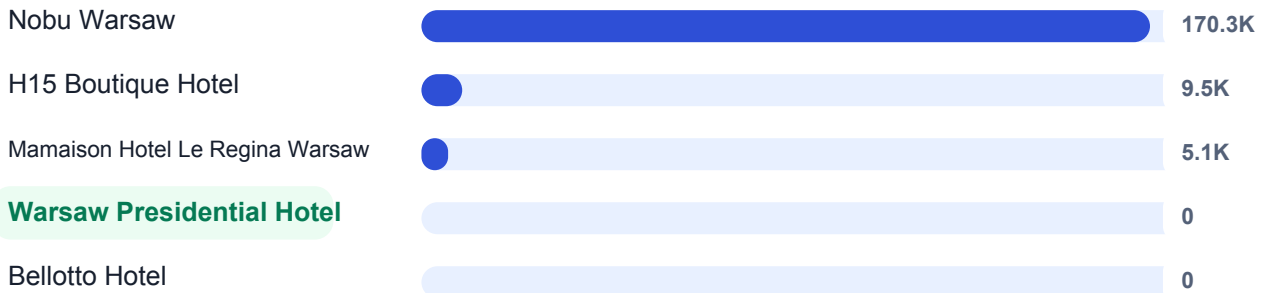


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Average reach per single ad by company

Meta Ads: reach per ad

Average ad reach by company



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Platforms, locations, age, and gender by ad count

Meta Ads: targeting

Platforms by ad count



Locations by ad count



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Age, gender, and ad examples

Meta Ads: targeting cd.

Age by ad count



Gender by ad count



Example links

Example 1

H15 Boutique Hotel · 2026-04-02 · facebook · Poland, 25-44

Reach 54.6K · facebook.com/ads/library / ID 816808251461833

Open

Example 2

H15 Boutique Hotel · 2026-03-16 · facebook, instagram · Warsaw, Poland, 18-65

Reach 33.5K · facebook.com/ads/library / ID 1460509968897996

Open

Example 3

H15 Boutique Hotel · 2026-03-16 · facebook, instagram · Warsaw, Poland, 18-65

Reach 24.7K · facebook.com/ads/library / ID 4209884069263918

Open

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Impressions, ad count, pace, and duration

Google Ads: scale and pace

TOTAL IMPR.

617.5K

estimated impressions

ADS

23

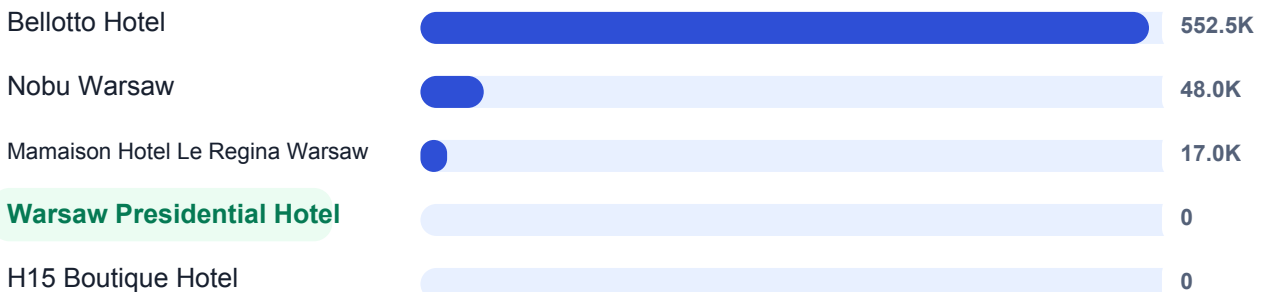
visible creatives

AVG. IMPR./AD

27.7K

average per company

Total impressions by page



Ad count by company



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New ads, duration, formats, and impressions

Google Ads: pace and formats

Average new ads per week



Average ad duration by company

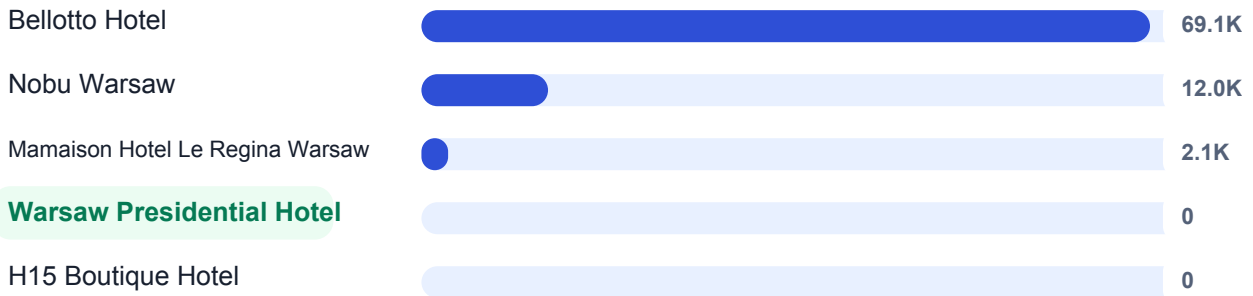


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Average impressions per creative by company

Google Ads: impressions per ad

Average ad impressions by company



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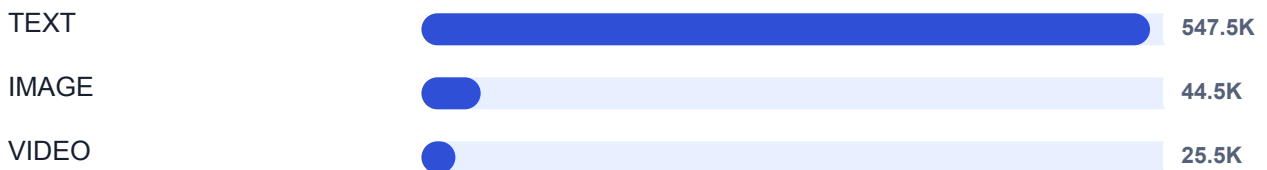
Ad formats and targeting signals

Google Ads: formats and targeting

Ad format by ad count



Ad format by impressions



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Inclusion and exclusion signals visible in Transparency Center

Google Ads: targeting details

Demographics: included/excluded



Geolocation: included/excluded



Contextual signals: included/excluded



Customer lists: included/excluded



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Inclusion and exclusion signals visible in Transparency Center

Google Ads: targeting details cd.

Topics of interest: included/excluded



Example links

Example 1

Nobu Warsaw · 2023-04-30 · IMAGE

Wyśw. 27.5K · [adstransparency.google.com/advertiser/AR12323526950625738753/creat...](#)

Open

Example 2

Nobu Warsaw · 2025-01-29 · TEXT

Wyśw. 17.5K · [adstransparency.google.com/advertiser/AR12323526950625738753/creat...](#)

Open

Example 3

Nobu Warsaw · 2025-04-12 · TEXT

Wyśw. 2.5K · [adstransparency.google.com/advertiser/AR12323526950625738753/creat... /](#)

Open

Example 4

Nobu Warsaw · 2025-08-20 · IMAGE

Wyśw. 500 · [adstransparency.google.com/advertiser/AR12323526950625738753/creat... /](#)

Open

Example 5

Bellotto Hotel · 2024-07-09 · TEXT

Wyśw. 315.5K · [adstransparency.google.com/advertiser/AR04086376402473975809/creat...](#)

Open

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Engagement, post count, followers, and engagement rate

Facebook organic

ENGAGEMENTS

1.9K

reactions + comments

POSTS

59

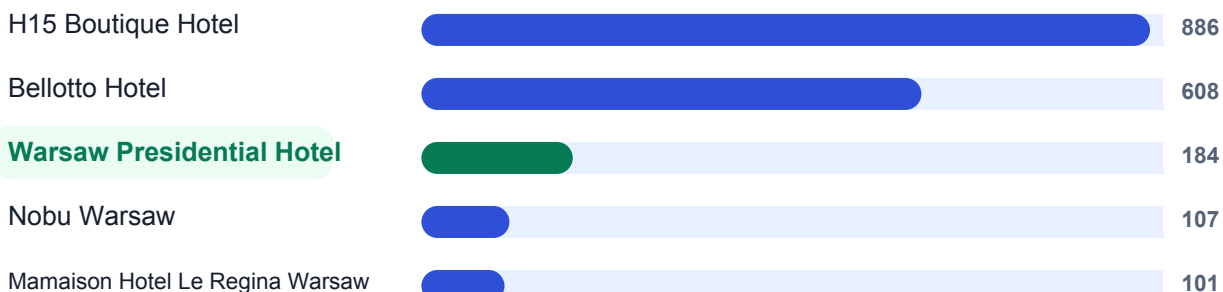
posty

FOLLOWERS

51.0K

if available

Łączne zaangażowania według strony



Post count by page

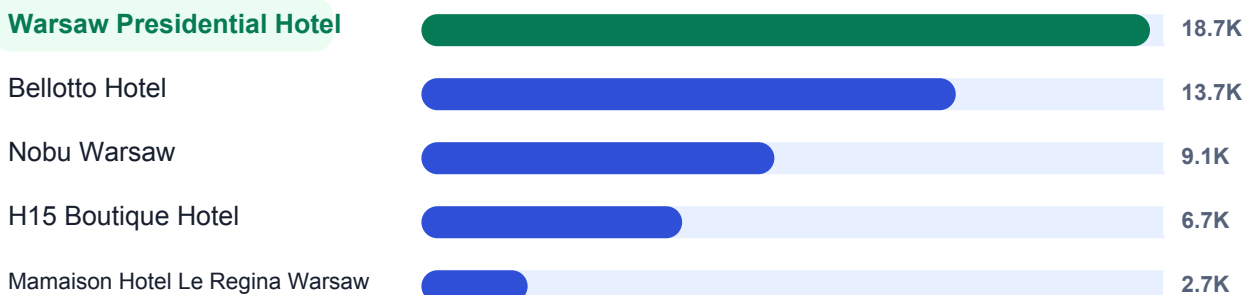


LEADO MARKETING

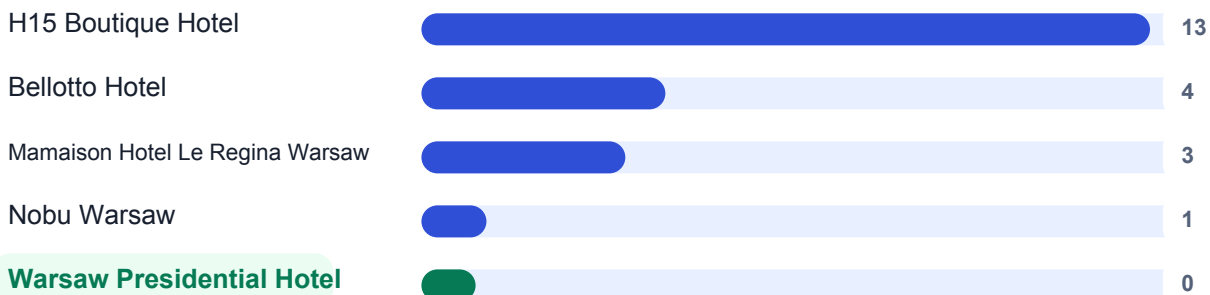
Engagement rate is shown when follower count is available

Facebook organic: wskaźnik i typy postów

Follower count by page



Engagement rate by page



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Engagement by content type and example posts

Facebook organic: typy postów

Engagement rate by post type



Example links

Example 1

H15 Boutique Hotel · 2026-04-27 · video

Zaang. 183 · facebook.com/reel/1687961682337143

Open

Example 2

H15 Boutique Hotel · 2026-04-09 · video

Zaang. 151 · facebook.com/reel/3074478589417882

Open

Example 3

H15 Boutique Hotel · 2026-04-20 · video

Zaang. 119 · facebook.com/reel/1351352436822082

Open

Example 4

H15 Boutique Hotel · 2026-04-01 · video

Zaang. 112 · facebook.com/reel/1567232521044354

Open

Example 5

Nobu Warsaw · 2026-04-14 · video

Zaang. 21 · facebook.com/reel/1456011535446886

Open

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Engagement, post count, followers, and engagement rate

Instagram organic

ENGAGEMENTS

2.8K

likes + comments

POSTS

58

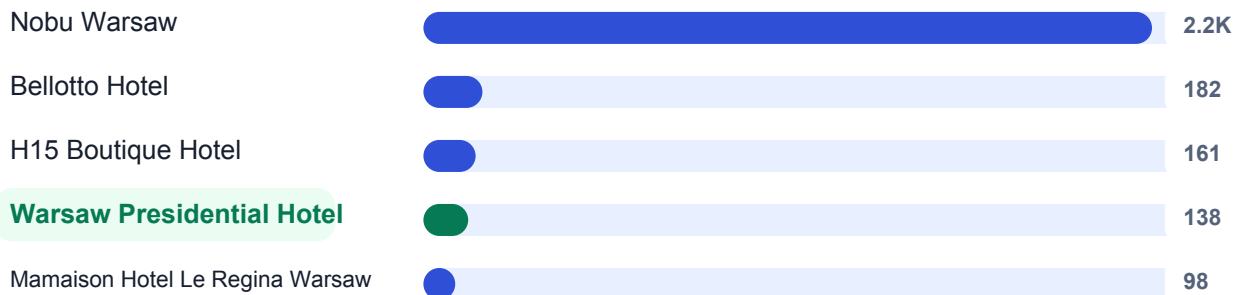
posty

FOLLOWERS

50.1K

if available

Łączne zaangażowania według strony

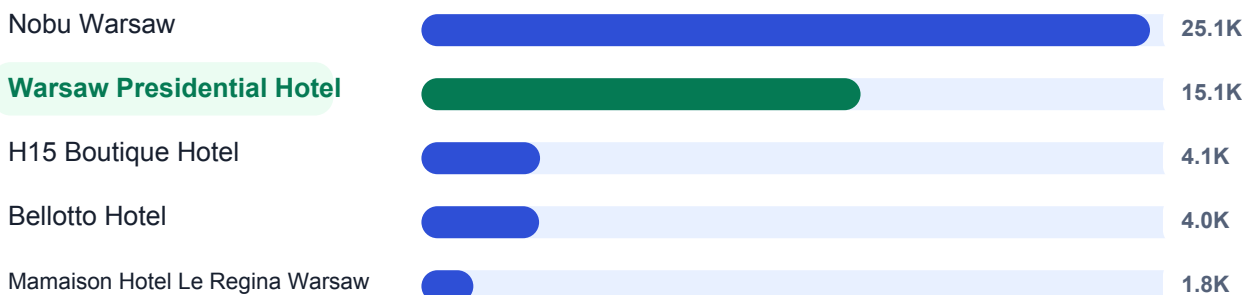


Post count by page



Instagram organic: wskaźnik i typy postów

Follower count by page



Average engagement rate by page



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Engagement by content type and example posts

Instagram organic: typy postów

Engagement rate by post type



Example links

Example 1

H15 Boutique Hotel · 2026-04-09 · VIDEO

Zaang. 23 · [instagram.com/reel/DW6RBDiY-K](https://www.instagram.com/reel/DW6RBDiY-K)

Open

Example 2

H15 Boutique Hotel · 2026-04-01 · VIDEO

Zaang. 21 · [instagram.com/reel/DWmPcoeEYEG](https://www.instagram.com/reel/DWmPcoeEYEG)

Open

Example 3

H15 Boutique Hotel · 2026-04-23 · IMAGE

Zaang. 20 · [instagram.com/p/DXeFSEaiQgE](https://www.instagram.com/p/DXeFSEaiQgE)

Open

Example 4

H15 Boutique Hotel · 2026-04-29 · VIDEO

Zaang. 16 · [instagram.com/reel/DXtoKNPgSeD](https://www.instagram.com/reel/DXtoKNPgSeD)

Open

Example 5

Nobu Warsaw · 2026-04-29 · VIDEO

Zaang. 1.1K · [instagram.com/reel/DXuNKRgDGtR](https://www.instagram.com/reel/DXuNKRgDGtR)

Open

Summary and recommendations

1

Rekomendacja 1

Launch an always-on Meta campaign around concrete hotel experiences rather than a generic brand message. H15 gained reach by showing suites, breakfasts and calm mornings; Warsaw Presidential Hotel can answer with pool and recovery, Lobby Bar breakfasts, view and location, business events and sports stays.

H15: suites and design with strong reach

2

Rekomendacja 2

Build a separate ad line for the restaurant and bar with offers that are easy to buy: breakfast, business lunch, evening menu and packages for non-hotel guests. Nobu shows that gastronomy can independently drive reach and demand, while Warsaw Presidential Hotel already has organic proof around BreakfastWeek.

Nobu: paid lunch promotion in Warsaw

3

Rekomendacja 3

Use official sports-event hotel status as a trust campaign for events, sport and groups. Instead of leaving it as one organic post, create ads showing recovery, logistics, safety, event facilities and large-delegation service.

Own post: official sports-event hotel

Summary and recommendations cd.

4

Rekomendacja 4

Maintain and expand Google Ads visibility around booking intent: luxury hotel in Warsaw, business hotel in Warsaw, hotel with pool in central Warsaw, conference hotel and hotel for sports delegations. Competitors show long-running visibility, so copy should emphasize real advantages instead of generic travel language.

Bellotto: high Google Ads visibility

5

Rekomendacja 5

Develop organic Instagram around people, events and recognizable partnerships. Nobu shows how strongly this can work; Warsaw Presidential Hotel can use partners, athletes, event organizers and behind-the-scenes service moments in a similar but ownable way.

Nobu: strong organic Instagram result

Data notes

- Public data does not include budgets, costs, clicks, bookings or campaign revenue, so conclusions focus on visible messaging, reach and activity rather than full sales...
- Google Ads Transparency Center data for newer ads can be incomplete or delayed; zero values for Warsaw Presidential Hotel ads are not evidence that ads did not run...
- Follower counts are missing for some profiles, so engagement rates cannot always be compared reliably against community size.

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Want to learn more?

This report shows the most important starting insights. In Leado Marketing, you can return to the data, filter competitor ads and posts, monitor new moves, and turn insights into briefs, campaigns, and marketing actions.

1

Continuous monitoring

New competitor ads, formats, and organic activity in one place.

2

More detail

Clickable examples, metrics, targeting, test pace, and change history.

3

Implementation decisions

Insights you can turn into briefs for campaigns, creatives, or landing pages.

[Explore the tool](#)

[Contact us](#)

office@leadomarketing.com

+48 500 442 950

If you want to discuss the report, compare the category in more detail, or build competitor monitoring for your company, contact us directly.