

MULTICHANNEL

Trump Hotel Collection starts Tumblr to extend consumer experiences

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How to host a tea part on Trump at Home Tumblr

By NANCY BUCKLEY

Trump Hotel Collection is launching a new Tumblr to feature Trump at Home, a lifestyle collection that highlights videos and images from various Trump hotels.

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Luxury Daily

The Tumblr establishes a space for the brand to share and suggest home and lifestyle ideas for guests to bring into their homes. The site will likely inspire guests to interact with the brand after a stay.

"Trump Hotel Collection is dedicated to being more than 'just a hotel' to those that stay with us," said Lisa Potts, senior vice president of sales and marketing at [Trump Hotel Collection](#), New York.

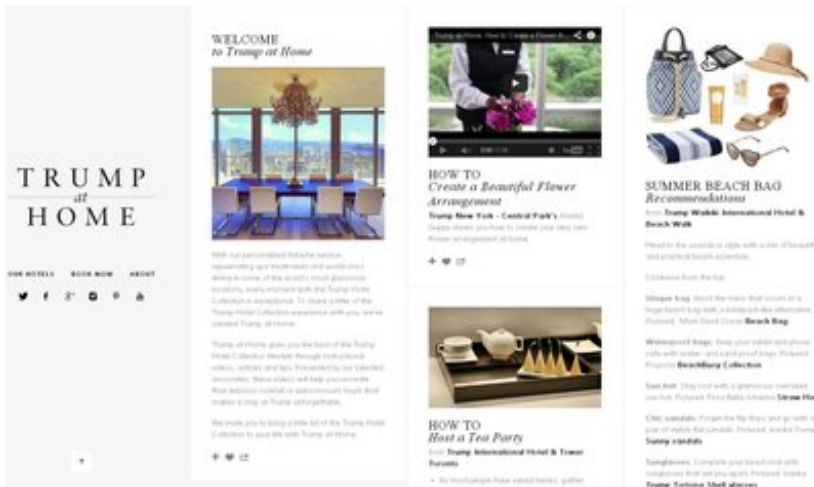
"Guests constantly share how much they've enjoyed a certain experience at one of our properties," she said.

"Just as our signature Trump Attaché and Trump Wellness programs were designed to make the transition from home to hotel as seamless as possible, we wanted to create a Tumblr that allows guests to bring the hotel back home with them in a manner that is quick and easy to incorporate into their life and share with friends."

Bringing it home

The Tumblr is the online component to the Attache service at Trump Hotel Collection. Trump at Home allows guests to bring some of the hotels' services into their own homes.

The instructional videos, tips and articles are presented by hotel employees and help recreate the Trump experience at home.



Tumblr page for Trump at Home

For example, there are a few videos on the blog that focus on how to create a flower arrangement or how to mix a margarita or how to pour a pint of Guinness. Each video is presented by a different Trump Hotel Collection location and an employee from that property.

The Tumblr page also features articles about how to host a tea party and recommendations for a summer beach bag.

Embedded Video: [//www.youtube.com/embed/-uG-12sgf5c](https://www.youtube.com/embed/-uG-12sgf5c)

How to create a flower arrangement

Each item can be shared, liked or expanded. The page also has a link to the hotels and offers the opportunity to go directly to a booking page.

Expanding social media

A Tumblr page allows brands a blog-like platform to share images, videos and links. Having a Tumblr allows consumers to connect and interact with multiple aspects of the brand.

For instance, The Ritz-Carlton provided guests with a deeper meditation on its Reserve properties with a dedicated Tumblr that revolves around long-form storytelling.

The deep-dives into each property will also feature video content and images to give fans a full sense of the destination. The brand's first Tumblr foray was likely to appeal to loyalists who wanted a more sustained interaction with the brand ([see story](#)).

Also, jeweler Tiffany & Co. upped its social media prowess through the creation of a Tumblr page on which it exclusively premiered a new social video and images of its

Legendary Gemstones 175th anniversary collection.

The "From Out of the Blue" Tumblr page launched in dedication to the brand's 175th anniversary and showed its heritage through images and commentary. Tiffany seemed to be keen on longevity in its social media campaigns and likely have kept up its Tumblr page with new content ([see story](#)).

Tumblr pages allow brands to bring an alternative experience to guests.

"While the Tumblr page is focused on bringing home the brand as a whole, each of the individual properties will be highlighted several times throughout the year," Ms. Potts said.

"By introducing on-property experts from each location to the page followers, we aim to further the connection that travelers feel to the brand and its unique destinations," she said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/5i-Xz3NGE6w](https://www.youtube.com/embed/5i-Xz3NGE6w)

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