

INTERNET

## Luxury hotels enlist bloggers to reaffirm service

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*Peninsula Hotels Instagram post from FashionToast*

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By NANCY BUCKLEY

As spring approaches travelers are thinking about summer vacation options and luxury hotels are looking to ease decision making through the reassurance of bloggers.

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**Luxury Daily**

Four Seasons properties turned to mommy bloggers, while Peninsula Hotels took advantage of fashion weeks to hand over controls to a style blogger. Reaffirming guests' decisions with personal blog experiences will spur interest among guests as summer plans are cemented.

"Fashion Toast is a blog we admire for its elevated content and emphasis on luxury, explored through the unique lens of Rumi Neely," said Tricia Rosentreter, regional director of communications of **The Peninsula Hotels**. "She brings a fresh aesthetic through her blog and social channels and we were excited for her to experience The Peninsula Paris and in turn to share that experience with our social media followers.

"Rumi's coverage of the Chloe fashion show gave our followers an "insider" opportunity to sit up front at one of Paris's most anticipated shows," she said.

Blogger's advice

La Jolla Mom is a regular Four Seasons traveler and writer. She has written for the Four Seasons magazine, Taste by Four Seasons and other travel publications. She once lived in the Four Seasons Hotel Hong Kong and is very familiar with its hotels.

Her post about her trip to Four Seasons New York speaks about her love for the hotel's location and her experience with her young daughter in the property.



### *LaJolla Mom*

The post lists the closest shopping and activity locations and speaks about her favorite parts of the hotel. Also, she mentions the customer service she experienced, such as an upgrade and extra bath bombs.

La Jolla Mom even speaks to the hotel's dedication to Clean the World Foundation with the donation of leftover shampoo and conditioner.



### *Mums of the World*

Four Seasons Dubai also enlisted a mommy blogger, Mums of the World. The bloggers acknowledge the stereotype that travel bloggers are expected to say the experience was amazing, but also admit that they cannot say anything else.

Mums of the World also traveled with young kids and spoke about the experience of the hotels accommodation for children, such as child-size slippers, toys at the pool and a kid's club. This blog was full of image of the children, food and scenery at the hotel.

Peninsula Hotels chose a different strategy for a blog partnership by handing over the control of its Instagram to Rumi Neely of FashionToast for Paris Fashion Week.

Ms. Neely provides a backstage look at Paris Fashion Week with images posted showing runway shows, meals and sites around the city and event.

Blogosphere

Other luxury industries have seen influences from bloggers.

Since fashion bloggers arrived on the scene about a decade ago, they have gained influence and grown to be leaders in the industry, says a report by Fashionbi.

As these bloggers gained an audience, brands began to partner with them for advertising campaigns, events and other marketing efforts. While it may seem that fashion bloggers are losing their luster, they still have large followings that can rival magazines, creating an opportunity for luxury brands to reach a large, fashion-focused audience ([see story](#)).

Department store chains are increasingly partnering with fashion bloggers to promote new initiatives and publicize their stores.

Fashion bloggers often have a large degree of influence and many followers, making them the ideal spokespeople for high profile marketing campaigns and events.

Retailers such as Bergdorf Goodman, Harrods and Bloomingdale's have recently partnered with a variety of bloggers to promote their products ([see story](#)).

Choosing the right blogger for the directed cause can make the whole campaign worth it.

"Rumi's takeover showcased not only her experience at the hotel, but to the city of Paris, and I believe it's these types of collaborations that help us continue to inspire and delight our guests as they plan their travel to our hotels worldwide," Ms. Rosentreter said.

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

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