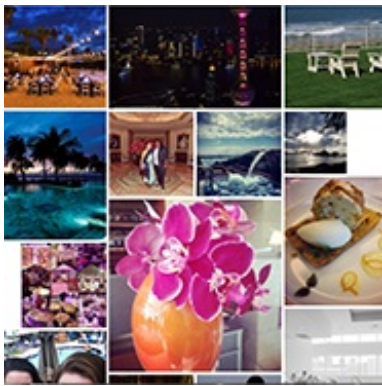


INTERNET

Ritz-Carlton supports photographic passion through cross-country tour

August 6, 2015



"Your Memories" section on The Ritz-Carlton Web site

By STAFF REPORTS

The Ritz-Carlton is celebrating the art of scenic photography by sponsoring Trey Ratcliff's photo walk across the United States.

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During Mr. Ratcliff's 13-city journey, which kicks off Aug. 6 in New York, the photographer will invite consumers to join him on a guided walking tour in the city with the intent to have them capture and share their own images. While this event is not tied to a specific Ritz-Carlton property, being a part of this campaign reflects Ritz-Carlton's social efforts that prompt user-generated content surrounding its brand.

Snap shot

On a microsite for the tour, Ritz-Carlton gets placement as a sponsor.



Ritz-Carlton on Trey USA microsite

Throughout the tour, consumers in any location will be able to enter a photo contest partially sponsored by the Ritz-Carlton. The “Put Your Best Foot Forward” competition asks users to submit their best work for the chance at an all-expense paid trip to New Zealand to take part in his autumn or spring photo adventure.

Embedded Video: <https://www.youtube.com/embed/nMtNBHccPL4>

Trey Ratcliff's Photo Walk Across the USA - Promo

The contest is being hosted on Viewbug, and consumers can peruse other entries as they come in.

To promote its part in this event, Ritz-Carlton shared photos from some of its favorite landmarks in cities Mr. Ratcliff will visit, including Philadelphia and Washington. At each stop, the photographer will be inviting his 254,000 Facebook fans to join him for free with whatever camera they have to capture the city in photos.



The Ritz-Carlton Hotel Company added 3 new photos.

3 hrs · 🌐

Join Trey Ratcliff as he embarks on a photo walk across the United States. First up on the tour, is New York City, Philadelphia, and Washington, D.C. Here are a few of our favorite landmarks to capture while exploring each city. <http://bit.ly/1M6wD9e>



Facebook post from Ritz-Carlton

The Ritz-Carlton created a central location for consumers to share brand memories that likely spurs more social media interaction.

The recently launched “Your Memories” section on the brand’s Web site aggregates social posts with the #RCMemories hashtag and invites manual uploads from consumers. As consumers see the images of other engaged Ritz-Carlton travelers, it may foster a sense of community ([see story](#)).

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