

INTERNET

Leading Hotels of the World engages online audience through video

March 8, 2016



Video still from Leading Hotels of the World

By STAFF REPORTS

The Leading Hotels of the World is responding to its increasingly tech-savvy target audience by ramping up its use of video in social media and direct marketing.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The group representing more than 375 properties has selected agency VIP Worldwide to produce 24 clips over the next year, which will then be used within Facebook or emails to spark the curiosity of potential guests. In an industry where seeing is often believing, these videos will help LHW paint a fuller picture of the appearance of its hotels as well as the "Remarkably Uncommon" experiences that can be found at any of its properties.

Virtual travel

VIP Worldwide won the year-long contract based on a non-competitive pitch.

"We are thrilled to be teaming up with VIP Worldwide on this project," said Gerald J. Graziano, manager of social media, The Leading Hotels of the World. "We strive to produce engaging digital content to help tell the story of our brand, member hotels and their destinations. Their video production expertise coupled with their extensive knowledge in luxury hospitality marketing, make them an ideal collaborator."

The agency's focus will now be telling LHW's stories in a 30-second format. These short videos are ideal for consumers' short attention spans, as they are easy to enjoy quickly while scrolling through a newsfeed.

The first film released focuses on Leading Hotels of the World's spa picks for 2016, showing the diversity of the spas and services offered. Guests are seen partaking in yoga classes, swimming in a calm pool or relaxing during a massage.

This film has garnered about 78,000 views since it was posted in January to Facebook.

//

Health & Wellness Getaways Our hotel spa picks of 2016.

Posted by **The Leading Hotels of the World, Ltd.** on Wednesday, January 13, 2016

David Beasley, CEO of VIP Worldwide, said, "Having worked with The Leading Hotels of The World at a corporate

and property level for many years, VIP Worldwide has an amazing video library of some of their most recognizable properties and destinations. Our mission from them was clear; create a series of engaging and inspiring video montages to help them reach curious travelers through social media and direct marketing.

"The content will highlight key elements that make each LHW property unique, such as their impressive bars and restaurants, luxurious spas, the range activities on offer and stunning surrounding areas," he said. "Early data analysis is showing very positive results and we look forward to continuing our work with them."

LHW has been ramping up its digital efforts lately, giving potential guests new ways to explore its properties online before they book.

The Leading Hotels of the World is changing the way consumers conduct travel research with the launch of a platform that can respond to natural dialogue.

The chain has partnered with WayBlazer, which claims to be the first cognitive travel platform, to create a trip discovery tool powered by IBM Watson's language processing technology. Currently in a public beta, this may help potential guests find the best property to fit their needs and desires ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.