

MOBILE

Luxury Collection launches open call for global explorers

April 19, 2016



The Luxury Collection's The Andaman Resort

By STAFF REPORTS

Starwood Hotels & Resorts' The Luxury Collection is inspiring user-generated content from its Instagram community through a social contest.

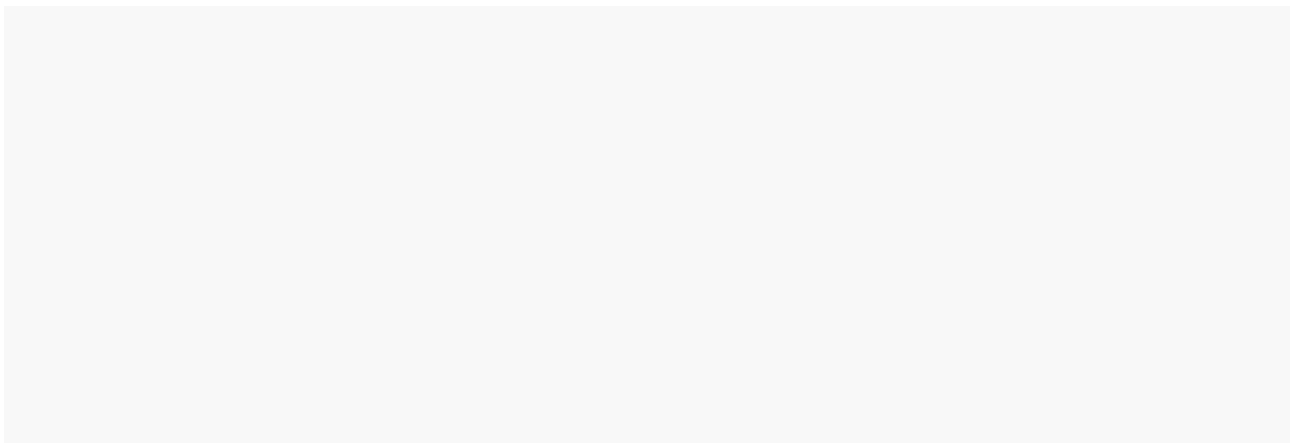
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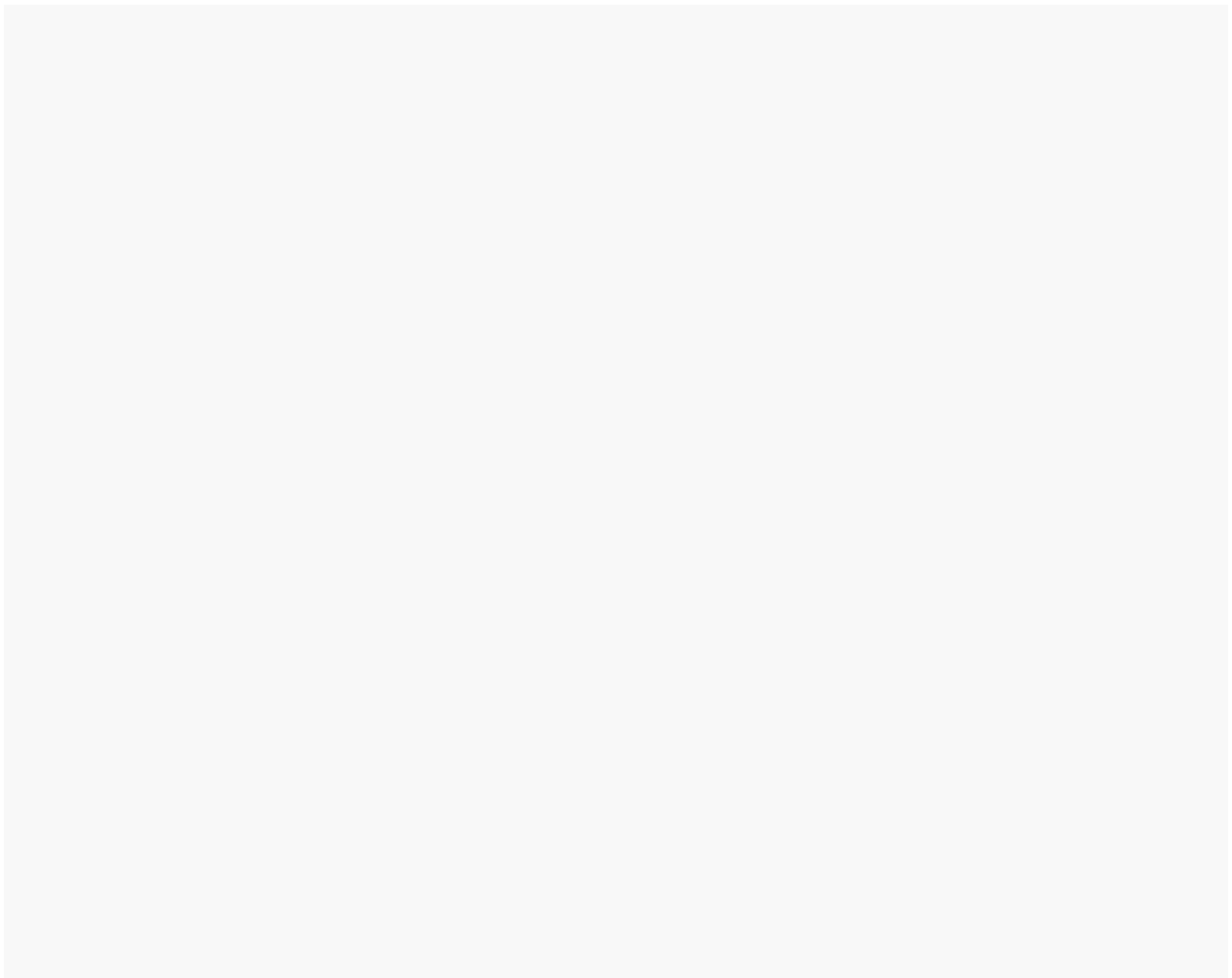
The chain is hosting a social media audition for those who consider themselves "global explorers," asking them to share a photo of their most inspiring travel memory for the chance to stay at one of its hotels. In the next months, Luxury Collection will be sending about 20 travelers on journeys around the world, giving them the opportunity to experience its brand across the globe.

Adventurer audition

Luxury Collection introduced its contest on April 17. The brand instructs interested travelers to first make sure they like its account, so they do not miss any news about winners or other updates.

To enter, consumers are supposed to share an image that recalls a travel memory, sharing both their recollections and stating their case for why they should be one of the global explorers chosen. Along with tagging #TheLuxuryCollection, entrants are prompted to tag three friends' accounts.





Are you a Global Explorer? @theluxurycollection is giving the Instagram community the opportunity to stay and experience how our hotels define destinations in all corners of the globe. Over the coming months we'll be sending over 20 explorers around the world. Have what it takes? To get involved: First, make sure you're following @theluxurycollection - location details and winners will only be announced here! Then, in a new Instagram post, share your most inspirational travel moment and tell us why you should be a Global Explorer. Be sure to mention @theluxurycollection and tag #theluxurycollection in your post. Lastly, spread the wealth - your caption must include 3 tagged friends.

A photo posted by The Luxury Collection (@theluxurycollection) on Apr 17, 2016 at 6:23am PDT

With more than 100 properties across 30 countries, this allows the Luxury Collection to highlight some of its more far-flung locales.

Instagram contests can allow luxury hotel brands to measure the impact of their social media channels and gain a deeper understanding of guests' interests.

With the ubiquity of mobile phones and social media engagement, providing fans and guests with a creative project attached to prizes seems like a simple way to stay relevant. However, beyond the immediate fun, such contests can arm brands with insights into how consumers respond to their social media pages and how they can structure future offers ([see story](#)).