

IN-STORE

Shangri-La promises memorable “I Do” at Philippines resort

May 9, 2016



View from entrance of Shangri-La Resort Boracay, Philippines

By FORREST CARDAMENIS

Shangri-La Hotels and Resorts is giving couples a promise of paradise with a social film.

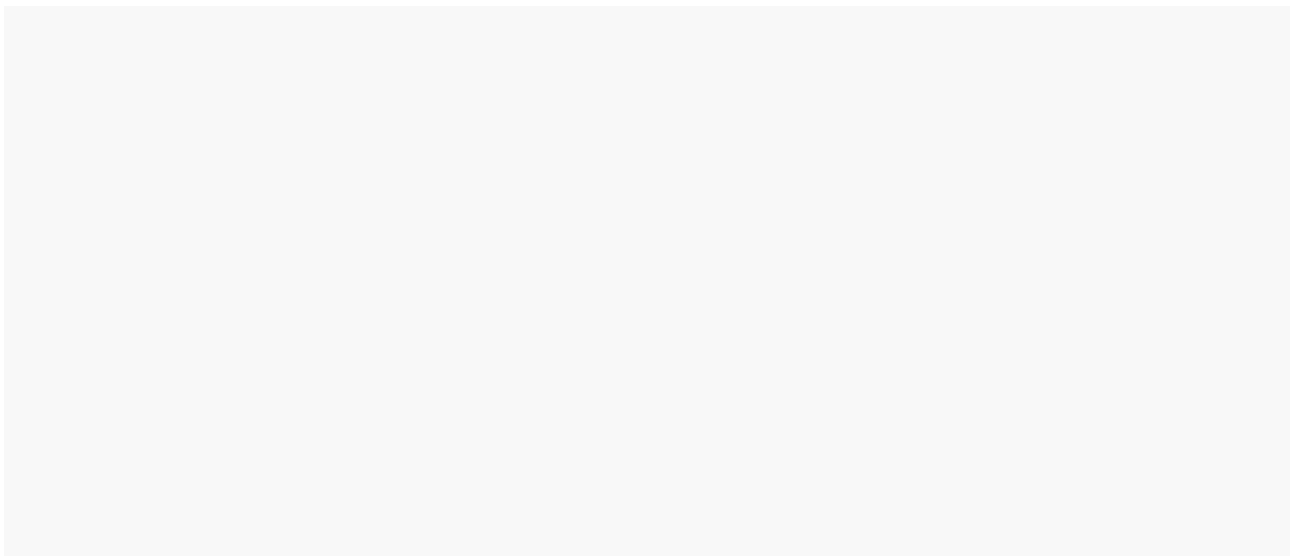
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Shangri-La's Boracay Resort and Spa, Philippines, has created a social video to encourage couples looking for the optimal place to say, "I do." Weddings are not uncommon for luxury hotels, but creating a video around the event gives it a tangibility that is often foregone.

Promise of Paradise

Shangri-La's resort is the only international five-star resort on the island. Accordingly, event managers will attend to details, allowing the couple, friends and families to relax and enjoy a stress-free wedding day.

Boracay's verdant landscape and proximity to the equator make it an ideal wedding destination. The wedding itself will take place at the hotels' pavilion overlooking the sea.





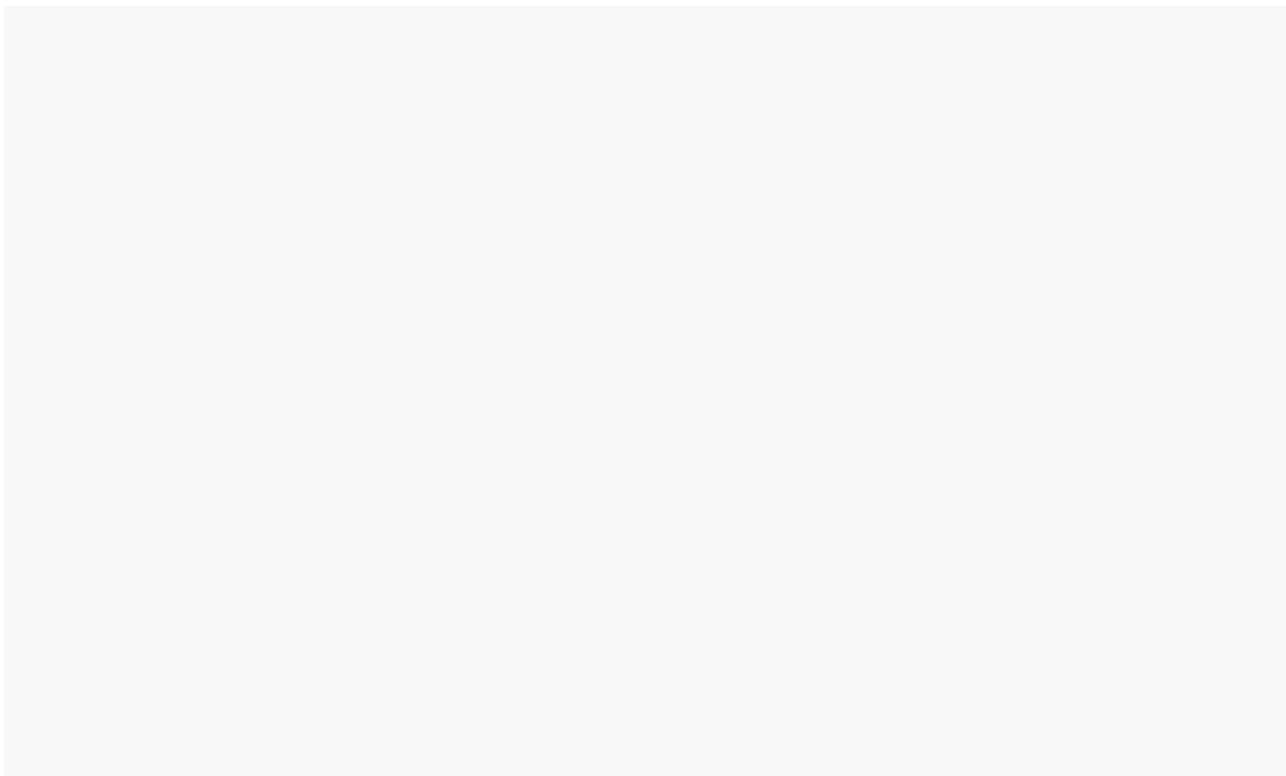
FILL IN THE BLANK: My ideal wedding dress style is _____. #MyShangriLaBoracay

A photo posted by Shangri-La Boracay (@shangrilaboracay) on May 2, 2016 at 5:01pm PDT

After the wedding, the dinner, prepared by the hotel's team, will take place either on the beachfront or in one of the resort's ballrooms.

The video, entitled "A Promise of Paradise," begins with shots of the sea, which gradually cut in closer to the resort. A narrator says, "You've seen this place before no, you've dreamt it ever since he first asked the question."

Shots of the couple interacting, the balconies overlooking the sea and the hotel's employees setting the wedding table and preparing the food tease the wedding, which is promised as "a memory to treasure forever."



She wore flowers in her hair and carried magic secrets in her eyes. Flowers are the best hair accessory for a summer bride and a fresh alternative to a traditional headpiece. Check out @the.indigo.alchemist's gorgeous rose headpiece by @teddymanuel. Visit our website for more wedding ideas: <http://bit.ly/1RHRBgm>.
#MyShangriLaBoracay #WeddingWednesday #WeddingInspiration

A photo posted by Shangri-La Boracay (@shangrilaboracay) on May 5, 2016 at 4:57pm PDT

During the wedding itself, the bride seen walking down the bride, intercut with the groom's reaction, and vows are exchanged. The different locations, from a garden by the beach to a cliff overlooking the water are displayed, and lavish and intimate weddings are contrasted, highlighting the hotel's versatile offerings.

The video concludes with the narrator claiming "In this place you love you will find your every dream come true" and the brand's logo appearing on screen.

"A Promise of Paradise"

In addition to a posting on YouTube, the video was shared on social media, helping to gain visibility. Because hotels do not frequently rely on videos to advertise wedding possibilities, Shangri-La stands to make a stronger impression and remain at the front of the mind of any consumers who may be considering a destination wedding.

Destination wedding

Other hotels have resorted to more viral means of presenting wedding possibilities.

For example, last year Waldorf Astoria Hotels and Resorts highlighted the weddings held at its properties through a collaboration with bridal blog Style Me Pretty.

Shared by Waldorf Astoria's main social channels, the sponsored post explained that Style Me Pretty's post includes the ballrooms of a number of its hotels including its New York flagship. By presenting images of past weddings planned at its properties, Waldorf Astoria may have seen a spike in bookings among readers of Style Me Pretty ([see story](#)).

More commonly, a property will provide a package to encourage seasonal weddings.

Mandarin Oriental, Atlanta is helping newlyweds ensure their special day is as good as they have always dreamed.

All year long, the hotel will offer the Ready to Wed package, priced from \$1,200 for two nights, to give brides and grooms access to the best in styling and clothing. Going above and beyond in making wedding preparations a memorable experience is exemplar of the great service clients expect from high-end hotels ([see story](#)).