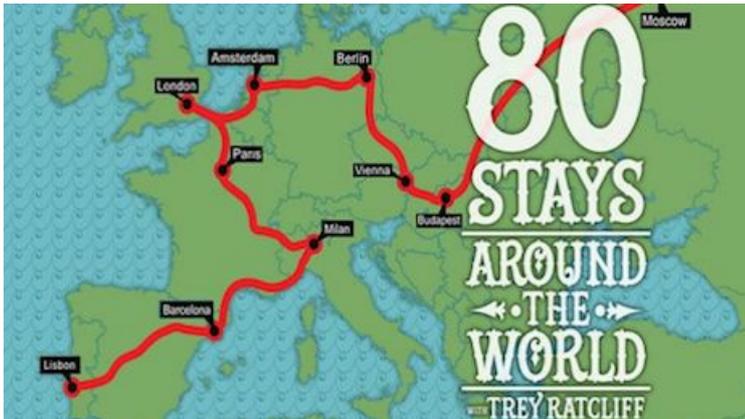


TRAVEL AND HOSPITALITY

Ritz-Carlton bolsters creative expression via European photo tour

April 20, 2017



Promotional image for Ritz-Carlton's 80 Stays Around the World with Trey Ratcliff

By STAFF REPORTS

Hospitality brand The Ritz-Carlton is traveling around the world in 80 stays in its next-phase global partnership with photographer and influencer Trey Ratcliff.

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The Ritz-Carlton is kicking off its "80 Stays Around the World" travel photography initiative with a European photo tour. Much like today's affluent travelers, who rely on their smartphones to capture a trip's sights and personal moments to be shared on social media with their followers, Mr. Ratcliff will document his travels on the hotel brand's accounts.

Picture perfect

In summer 2015, Ritz-Carlton and Mr. Ratcliff collaboration on a United States photo tour ([see story](#)). The concept was then continued to the Caribbean, Southeast Asia and the Middle East, staying at Ritz-Carlton properties along the way.

This spring Mr. Ratcliff will travel to a number of European cities to complete the 80 Stays Around the World campaign.

Between April and June, Mr. Ratcliff will travel from Lisbon and Moscow to tour each city's best landmarks and hidden treasures. Mr. Ratcliff and his team will spend four days in each European city to allow locals and the guests of featured properties to join him for photo walking tours and photography workshops at no cost.

For guests and photography enthusiasts outside the European route, Mr. Ratcliff will host Facebook Live chats from the photo walks and share behind-the-scenes moments and interactions with guests and local personalities.

The tour includes stops in Lisbon, Portugal, Barcelona, Spain, Milan, Paris, London, Amsterdam, Berlin, Vienna, Austria, Budapest, Hungary and Moscow.

"The Ritz-Carlton is focused on encouraging artistic and personal expression through travel, and we're delighted to partner with an artist like Trey Ratcliff who aligns with these ideals," said Lisa Holladay, global brand leader and vice president of The Ritz-Carlton in a statement.

"Following the successes of the U.S. leg of the tour, we very much look forward to seeing how Trey's tour around Europe unfolds this spring," she said.

Trey Ratcliff's 80 Stays Around the World announcement

After Europe, the Asia-Pacific leg of the tour will begin, either in late 2017 or early 2018.

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