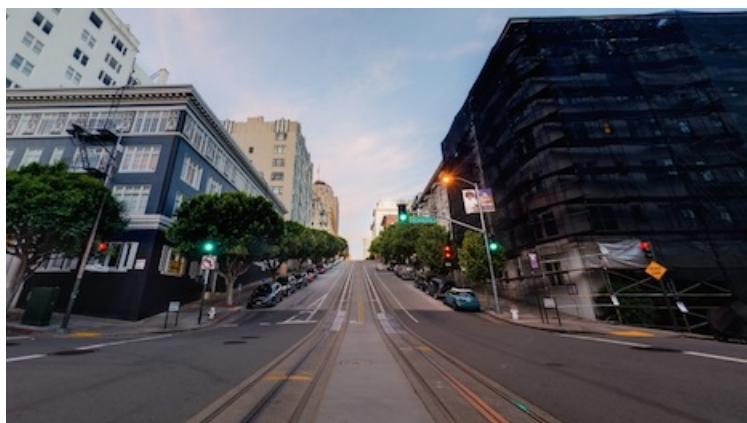


TRAVEL AND HOSPITALITY

Ritz-Carlton offers interactive 360-degree view of three US cities

July 21, 2017



Ritz-Carlton is letting customers virtually explore neighborhoods in three U.S. cities. Image credit: Ritz-Carlton

By DANNY PARISI

The Ritz-Carlton is promoting three of its United States hotel locations with a new interactive campaign in partnership with the Wall Street Journal.

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Through this partnership, potential guests can virtually explore the areas around the Ritz-Carlton hotels in New Orleans, San Francisco and Miami from the Wall Street Journal's sponsored content division. The campaign takes advantage of immersive digital tools to sell a physical experience.

360-degree view

Ritz-Carlton is making use of some interesting new tools in promotion of three locations located on the coasts of the U.S.

Three of its hotels, the ones located in Miami, San Francisco and New Orleans are the subject of a new campaign in partnership with the Wall Street Journal's sponsored content division.

The campaign, titled "Inside the Moment," sees the hotel chain offering up 360-degree virtual tours of three neighborhoods surrounding each of the three properties, which users can explore through the Wall Street Journal's Partners site, where it hosts its sponsored content.

By accessing the Web site, customers can first pick one of the three cities. From there, they are given the option of three neighborhoods within that city.



Each city comes with three explorable neighborhoods. Image credit: Ritz-Carlton

Once a neighborhood has been selected, the customer is taken to a view similar to Google Streetview showing them a bit of the neighborhood. Customers can look all around in real time, exploring the visual space of the area.

Additionally, customers can select different sites, which will offer information on the attractions of the neighborhood, sourced by Ritz-Carlton from locals and influencers who are familiar with the area.

This way, customers can learn more about the area and also be pointed to art galleries, restaurants, parks and historic sights to see when they are there on vacation.

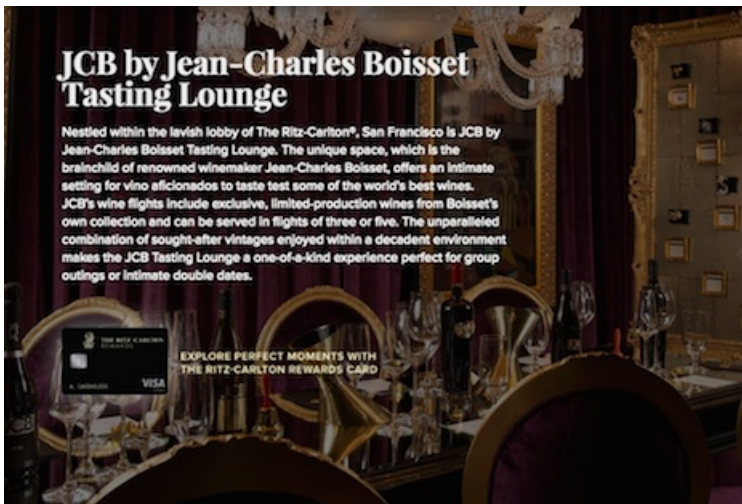
Finally, the campaign also pushes the Ritz-Carlton Rewards Card, which the hotel chain is offering along with two complimentary nights at a Ritz-Carlton hotel within three months of opening the card.

Global tour

Ritz-Carlton has been busy in recent months, introducing a number of new campaigns focused on both the U.S. and across the globe.

The hotel chain announced its entrance into the luxury yachting and cruise sector June 22, and will disembark on its maiden voyage in the fourth quarter of 2019. Across the board, hospitality brands have rapidly expanded their hotel footprints in practically every viable market, leaving only the world's oceans left ([see story](#)).

On the other side of the Pacific, Ritz-Carlton's properties are also launching new products that make use of the local flavors.



The campaign also gives information on notable sites in the city. Image credit: Ritz-Carlton

Taking inspiration from Net-A-Porter's #JetA-Porter vacation wear selection, the Ritz-Carlton Beijing has launched a fashion tea. Available from June 9-14 in the hotel's lobby lounge, the tea offered Net-A-Porter another way to engage loyalists ([see story](#)).

But for these three properties in the US, Ritz-Carlton's strategy is more focused on the digital tools that let customers learn about a new place. Ritz-Carlton's use of immersive 360-degree content is meant to bring the feeling of the physical of experience of travel to the digital world.