

TRAVEL AND HOSPITALITY

Trump Hotels looks behind-the-scenes to reveal company's heart

August 11, 2017



Trump Hotels shows off what it takes to make a kid's experience special. Image credit: Trump Hotels

By BRIELLE JAEKEL

U.S. hospitality brand Trump Hotels demonstrates how it never settles in creating the best travel experience with a look behind-the-scenes.

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"Never Settle" is the latest Trump Hotels campaign aimed at exhibiting the heart that team members put into their work in creating the best experience for guests. A series of videos are being shared on social media that take viewers into what it takes to create an ideal luxury experience.

"Politics is polarizing by nature," said Taylor Rains, managing partner at [Flugel Consulting](#), Charleston, SC. "The challenge for the hotel Trump brand in the current political climate is to distance itself from the Trump administration, not necessarily to disavow from its namesake and his ideology, but for the simple fact that strong association with a polarizing political figure can and will alienate the brand from a major market segment.

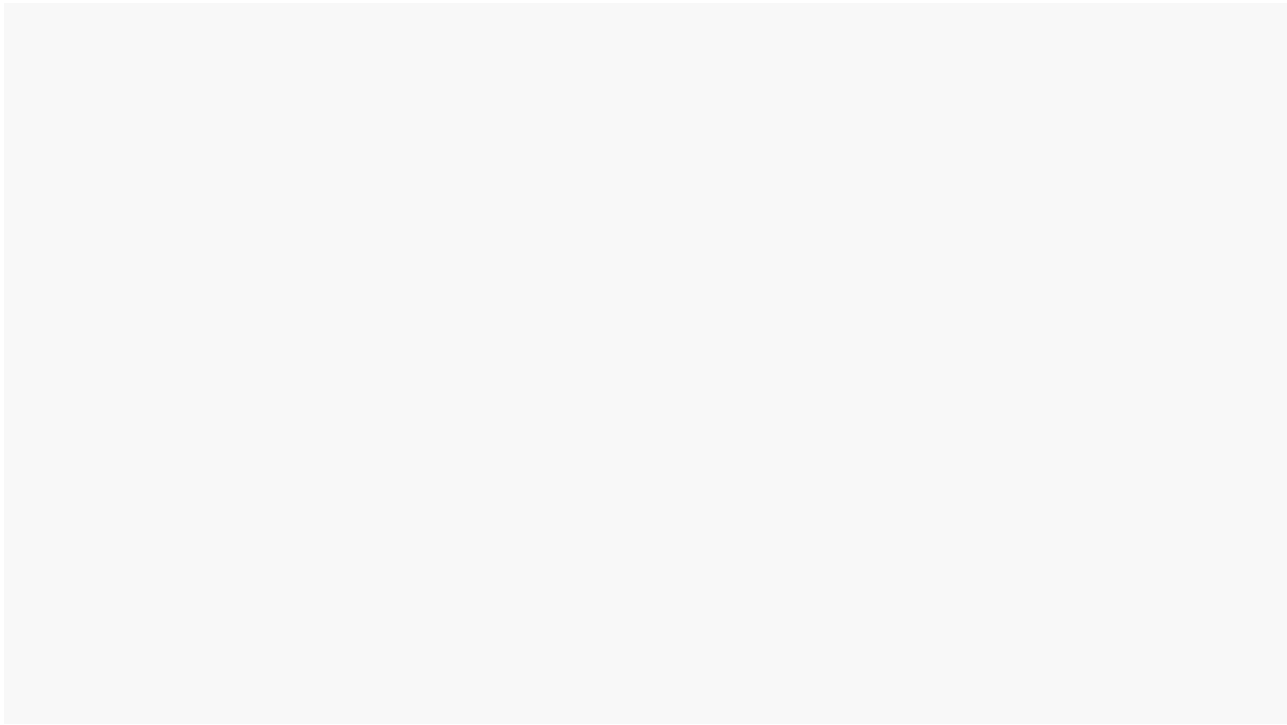
"Campaigns like 'Never Settle' are a concerted effort by the brand to showcase the core pillars of service and customization that have historically made its properties so popular," he said. "They serve to create a strong identity for the brand outside of the administration."

Mr. Rains is not affiliated with Trump Hotels but agreed to comment as an industry expert. [Trump Hotels](#) was reached for comment.

Never settle

Starting with a video that focuses on #TrumpKids, the series looks at various subsets of the Trump Hotels business and how team members craft a special experience.

"When you visit one of our hotels, you become a part of our family. That's why we #NeverSettle when it comes to making your vacation a dream come true. Experience first-hand what truly makes our hotels unique," says Trump Hotels' post for the Never Settle Trump Kids video.



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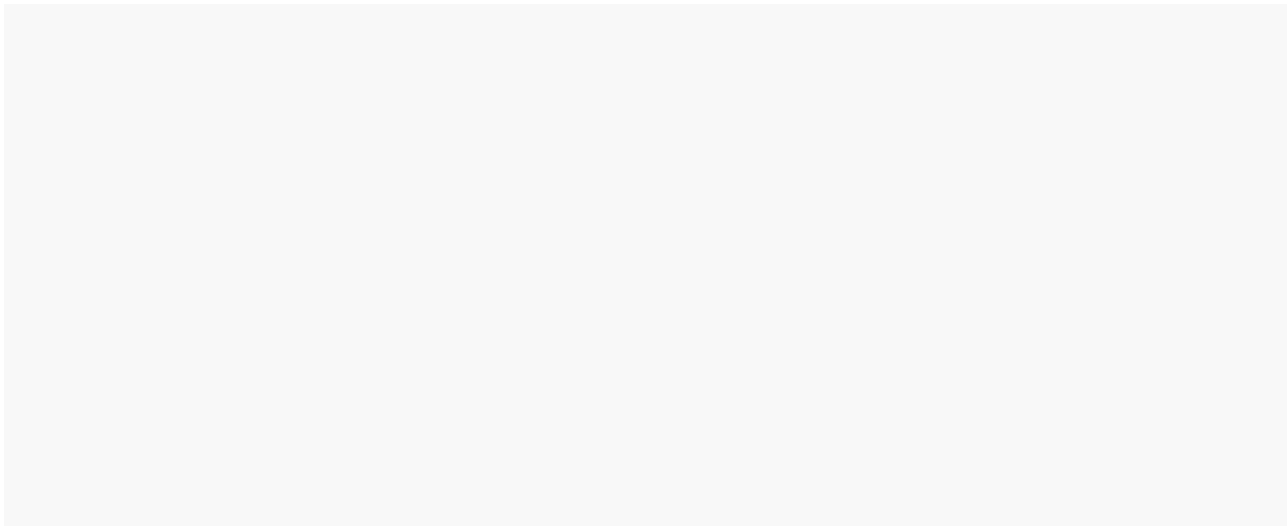
A post shared by Trump Hotels (@trumphotels) on Jul 5, 2017 at 12:58pm PDT

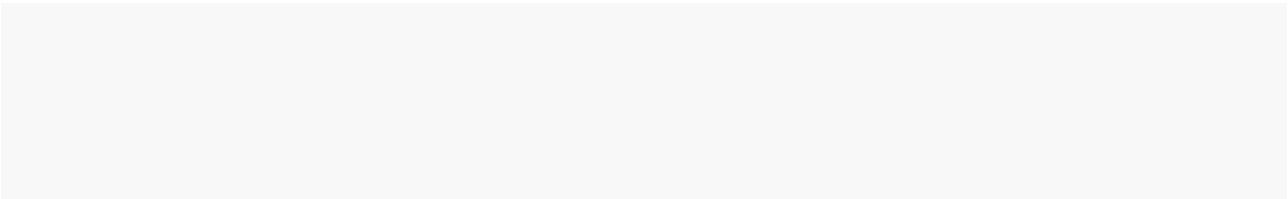
The vignette interviews a woman who works with the Trump Kids program, which hopes to provide an unparalleled experience for children when traveling. The spokeswoman explains that her job is important to her because when families are traveling, they look for unique experiences that children will remember for years to come.

Trump Kids looks to personalization in order to create a one-of-a-kind experience for kids. For instance, children will receive robes with their names monogrammed on the front, other accessories and be able to interact with games.

A second video in the series looks at the thought behind creating ideal golf courses around the world.

The overseer of maintenance of a golf course's grounds and hotel explains that he takes his responsibility very seriously, as people travel from all over the world to visit his hotel. As he speaks, footage of the pristine golf course and hotel is shown.





You've already seen how we #NeverSettle when it comes to our #TrumpKids program. This week, we'll be showing you each and every way that we #NeverSettle when it comes to delivering you the best golf courses in the world. From Scotland to Palm Beach, Los Angeles to Dubai, @TrumpGolf is home to some of the most iconic golf properties and championship courses in the world. Pushing beyond "good enough" is our fort.

A post shared by Trump Hotels (@trumphotels) on Aug 7, 2017 at 11:02am PDT

The groundskeeper explains that he and his team start work before the sun comes out, and they all make sure everything is perfect. Trump Hotels indicates that "good enough" is not enough.

Political involvement

The film series is a light-hearted look at the care and thought put into creating the Trump Hotels brand.

However, it seems the brand has continual trouble in separating itself from political discussion and alignment with the United States President Donald Trump, with many social media posts seeing heated political commentary from both sides of the spectrum.

Trump International has continued to see an impact from the U.S. president's polarizing name.

JFC Capital and Trump Hotels have reached an agreement in which the former is paying \$6 million to remove the U.S. President's name from a property in Toronto. As protests against the president are increasing at Trump Hotels properties around the world, its hospitality brand could continue to suffer ([see more](#)).

The social media accounts for the Trump Hotel Collection continue to be used as a platform for those who disagree with Mr. Trump's policies to publicly air their opinions, turning the marketing channels into a place of political debate. Now that the reactions to its namesake founder's actions in office are extending to Trump Hotels, how should the hotelier react ([see more](#))?

"Since President Trump's debut as a political figure, it has been more necessary than ever for the brands bearing his name to establish and/or strengthen identities independent of the administration," Flugel Consulting's Mr. Rains said.

"Campaigns like this are clearly meant to reframe the rhetoric surrounding the Trump brand, but their effectiveness suffers when political discourse finds its way back into the conversation," he said.