

TRAVEL AND HOSPITALITY

Ritz-Carlton journeys across Japan in influencer series

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Tokyo. Image credit: Ritz-Carlton

By STAFF REPORTS

The Ritz-Carlton is giving its social media followers a firsthand look at the experience of traveling in Japan through a series with photographer Trey Ratcliff.

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Part of the collaborative "80 Stays Around the World" campaign, this chapter will see the influencer decamp to the Asian nation, staying at Ritz-Carlton properties along the way. While hospitality brands create their own imagery, having additional unaffiliated individuals document their hotels can help bring an increased level of authenticity to their visual marketing.

Lens on JapanMultichannel

Mr. Ratcliff's series for Ritz-Carlton has previously traveled to Europe, the United States, the Caribbean, Southeast Asia and the Middle East ([see story](#)).

This time, he is visiting some of Japan's key cities, including Tokyo, Kyoto, Osaka and Okinawa, spending about three to five days in each. Along with photographing his experience, Mr. Ratcliff will host interactive events geared towards guests and the local community, such as walking tours and workshops.



Kyoto. Image credit: Ritz-Carlton

In addition to in-person participation, consumers can tune into some of the photo walks and other experiences Mr. Ratcliff is having through Facebook Live streams. Those who tune in can ask questions, as the photographer replies to queries during these sessions.

Local social media and influencers will also become part of the campaign, serving as additional resources on the destination.

The tour will kick off in late October and run through November.

User-generated content has long been a part of Ritz-Carlton's marketing strategy ([see story](#)).

"The Ritz-Carlton is dedicated to helping our guests create stories around their own meaningful journeys and empowering them to share these experiences with others," said Lisa Holladay, global brand leader at The Ritz-Carlton Hotel Company, in a statement. "We're incredibly excited to once again partner with Trey Ratcliff, an artist who embodies these ideals and inspires global discovery."

"Following the successes of both the U.S. and European tours, we are very much looking forward to the next phase of Trey's journey across Japan."