

TRAVEL AND HOSPITALITY

Ritz-Carlton focuses on sharable experiences with #RCMemories

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The hotel chain's new project puts distinct, memorable experiences at the forefront. Image credit: Ritz-Carlton

By DANNY PARISI

The Ritz-Carlton Hotel Company is launching a new take on unique experiences with a global initiative to bring travelers the kinds of unique memories they will want to remember and share into the future.

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The #RC Memories initiative sees the hotel chain bringing in collaborators and guests from across the world to all of its locations in an attempt to create unique, exciting experiences for customers, who will share those experiences online. In this way, The Ritz-Carlton is hoping to create a self-perpetuating marketing model in which one customer's experience serves as advertising to bring in more customers.

"Today's luxury traveler wants to connect with their destination in an authentic and meaningful way and #RCMemories gives our guests that opportunity," said Lisa Holladay, global brand officer at **The Ritz-Carlton**, Chevy Chase, MD. "Whether it is by doing sunrise yoga in Bali or listening to a local ranger at The Ritz-Carlton, Dove Mountain, we are providing our guests with a deeper understanding of their location through #RCMemories and these one-of-a-kind cultural experiences."

Sharable memories

For the luxury consumer, staying at a hotel that has all the latest amenities and comforts is not exciting, it is expected.

While customers can be enticed with high-quality service and other bells and whistles, truly unique experiences are where many luxury travelers are looking these days.

The Ritz-Carlton understands this desire and has begun work on an ambitious new initiative to bring these sorts of experiences to its many locations around the world.



Sunset at The Ritz-Carlton, Grand Cayman. Image credit: Ritz-Carlton

The project is called #RCMemories, because it is meant to provide customers with the kind of experience that will not just leave their head after a few days, but will stay with them as a reminder of the enjoyment they felt at a Ritz-Carlton hotel.

For example, at the Ritz-Carlton Dove Mountain in Arizona, travelers can listen to a Dove Mountain Ranger recount local Native American folklore accompanied by traditional local flute music. At the Ritz Carlton Grand Cayman, guests can attend a sunset festival and watch the sunset over the water in the evening.

Each of these experiences is designed to be memorable, unique and specific to the location so that customers can feel like each hotel they stay at is distinct and provides something that they could not get anywhere else.

#RCMemories

The Ritz-Carlton has made unique experiences one of the hallmarks of its strategy recently. The hotel chain came out on top in a new global survey of luxury hotel experiences from affluent travelers in seven countries.

The rankings come from the Luxury Institute, which surveyed almost 4,000 different consumers in the top 10 percent income bracket in their respective countries. The Ritz-Carlton scored higher than any other hotel brand in terms of superior quality, customer service and unique experience ([see story](#)).

Most recently, The Ritz-Carlton maintained maritime tradition by celebrating the keel laying of its inaugural yacht at the Hijos De K. Barreras Shipyard in Vigo, Spain.

In June of last year, The Ritz-Carlton announced that it would bring its brand of hospitality to destinations around the world via a custom-built yacht. Across the board, hospitality brands have rapidly expanded their hotel footprints in particularly every viable market, leaving only the world's oceans left ([see story](#)).



Cocktails at The Ritz-Carlton Langkawi. Image credit: The Ritz-Carlton

In December, The Ritz-Carlton demonstrated its longstanding relationship with Cleveland as the hotel relaunched following an 18-month renovation.

Working with brand agency Team One, The Ritz-Carlton, Cleveland created an integrated campaign featuring local attractions. The campaign creative, which will run in out of home, digital and across social media, was drawn by British artist Michael Arnold, who created custom illustrations and marketing materials to support the hotelier's long awaited reopening ([see story](#)).

These kinds of unique experiences are what The Ritz-Carlton is hoping to make a big part of its #RCMemories initiative.

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