

TRAVEL AND HOSPITALITY

Mandarin Oriental plays on social media users' interest in becoming influencers

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Mandarin Oriental junior suite, available with the Influencer for a Day package. Image credit: Mandarin Oriental Milan

By STAFF REPORTS

Hospitality brand Mandarin Oriental Hotel Group is looking to help guests of its Milan location build their social media skills in a new package.

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"Be an Influencer for a Day" is the Milan hotel's newest package that provides tips on how to capture and present the best possible Instagram content and build a following. An Italian fashion influencer will give guests an inside tour to Milan, helping them be their own influencers.

Influencing travel

Eleonora Carisi will guide guests on a four-hour tour around the city, taking them to top Instagrammable places. Ms. Carisi is known as having one of the top 30 blogs around the world, with 700,000 Instagram followers at press time.

In addition to the influencer, a professional photographer will join the group, showing off how to take the best photos.

Mandarin Oriental's package is available at 3,100 euros, or \$3,604 at current exchange, per night.

[View this post on Instagram](#)

She was a rose In the hands of those Who had no intention Of keeping her _____ Photographer
@giuseppedamato #Eleonora #Bali

A post shared by Eleonora Carisi (@eleonoracarisi) on Sep 11, 2018 at 12:14pm PDT

Instagram post from Eleonora Carisi

Accommodations are available for a junior suite or suite and include a daily breakfast for two in-room or at Mandarin Bar & Bistro.

The package will be available until the end of May 2019. Guests must book 10 days in advance.

Last year, Mandarin Oriental, celebrated cherry blossom season with help from a Swiss jeweler known for its love of flowers in another interesting package.

For the month of March, Mandarin Oriental aligned with Richemont-owned Piaget to host a truly romantic stay for couples. The flora-themed room package included a choice of in-room gifts, dining options and spa treatments to ensure the experience can be customized to each guest's liking ([see story](#)).

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