

TRAVEL AND HOSPITALITY

Rosewood honors female friendships in new initiative

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Rosewood Hotels is reaching women with a new campaign. Image credit: Rosewood Hotels & Resorts

By SARAH RAMIREZ

Hospitality brand Rosewood Hotels & Resorts is appealing to female guests with a fresh campaign celebrating friendship and offering exclusive travel packages.

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As travelers seek out more authentic experiences, hospitality brands are creating new packages that emphasize creating memories instead of luxurious amenities. Rosewood's Girlfriend Getaways program focuses on younger affluent women, who drive many high-end purchases today.

"We know that traditional ad campaigns by themselves do not resonate with the insatiably curious Rosewood traveler, which is why we've created such a rich, layered campaign," said Thuy Tranthi Rieder, group vice president of sales and marketing of **Rosewood Hotels & Resorts**. "Furthermore, each element of the campaign from the striking images in the ad campaign to the thoughtful girlfriends getaway guide on our content hub is stylish and contemporary, resonating with our sophisticated travelers."

Girlfriend getaway

A short film campaign introducing Rosewood's new initiative features a diverse group of women traveling together. It was filmed on location at Rosewood Mayakoba in Riviera Maya, Mexico.

At first glance, women are lounging on the beach, snapping photos on their smartphones while they toast with tropical cocktails.

At Rosewood, we are celebrating friendship and the way it's enriched through travel with **#RosewoodGirlfriends**, a new program of Ultimate Girlfriend Getaways and specially curated local experiences at Rosewood Hotels & Resorts around the world. Learn More:

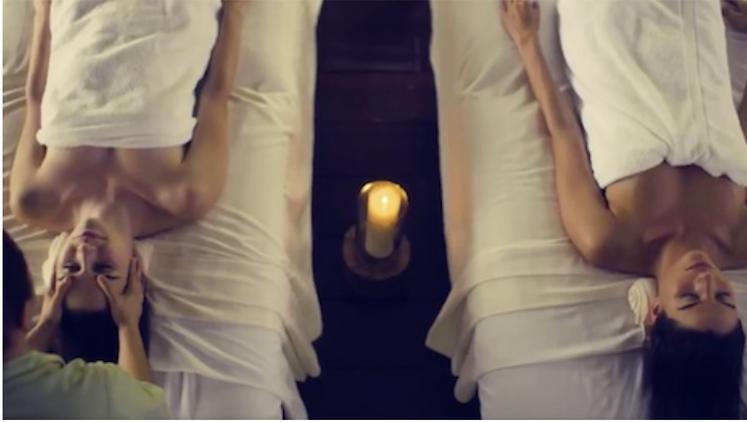
<https://t.co/uRF97OvpMF> pic.twitter.com/sxADGA9IIv

RosewoodHotels (@RosewoodHotels) **September 24, 2018**

Twitter post from Rosewood Hotels & Resorts

In the next scene, the women are driving a convertible through a lush landscape before they arrive at the spa for some relaxation.

After a group massage, the women head back to their hotel suite and begin to get ready for a girls' night out. In a relatable moment, the women laugh together, try different outfits and do their makeup and document it all for social media.



Rosewood's Girlfriend Getaways packages include spa services. Image credit: Rosewood Hotel & Resorts

The spot ends with the women heading out for a night of dancing and drinks arm-in-arm wearing flirty floral dresses.

In addition to luxury accommodations, the packages include a welcome bottle of Champagne, a \$250 credit for spa services and a \$300 gift certificate to online luxury retailer Farfetch.

Among the locations offering the Girlfriends Getaway package are Santa Fe, NM; Los Cabos, Mexico; Tuscany, Italy and more at various Rosewood properties.

Reaching women

Other hospitality brands are also working to appeal to groups of women.

Taj Hotels Resorts and Palaces recently encouraged guests to make exciting memories with family and friends at its properties through playful narratives.

A new video campaign shows scenes from family vacations and girls' trips, urging travelers to get away for some #WeTime a play on the popular phrase "me time." While it appears the women are on a bachelorette trip, a memorable twist ending reveals they are celebrating a recent divorce ([see story](#)).

Other luxury brands, including fashion houses, are also following suit.

French fashion house Christian Dior is celebrating sisterhood and rebellion in an effort centered on female freedom.

The brand's fall/winter 2018 campaign centers on the short film, "A Story of Women," which follows a group of young women in Paris. Instead of following a narrative, nonlinear vignettes capture moments of friendship, drama and mystery ([see story](#)).

"We were inspired by the power of travel to create enduring bonds and re-connect ourselves to our most important relationships," said Rosewood's Ms. Rieder. "This campaign pays homage to the concept of celebrating lifelong friendships and explores how travel can enrich friendships and play an important role in strengthening these relationships."