

TRAVEL AND HOSPITALITY

Mandarin Oriental aims to delight with artistic film

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Image credit: Mandarin Oriental

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Hospitality brand Mandarin Oriental Hotel Group is flaunting its luxurious locations and dedicated services in a new short film.

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By featuring numerous properties in its portfolio, Mandarin Oriental emphasizes the diversity of experiences available to guests. The montage, set to soothing Asian-inspired music, moves at an indulgent pace creating a sense of serenity.

"[The video] creates a sensory experience for the viewer through visual glamour and exquisite sound," said Tiffany Dowd, founder and president of **Luxe Social Media**, Boston. "You feel as if you could be there, and it makes you want to be part of the moment."

"'Moments of Delight' captures the brand's essence of thoughtful and timeless luxury through beautiful, visual storytelling."

Ms. Dowd is not affiliated with Mandarin Oriental, but agreed to comment as an industry expert. **Mandarin Oriental** was reached for comment.

Simple joys

"Moments of Delight" is a visual feast about the simple pleasures guests can experience at Mandarin Oriental hotels.

Although the vignette does not follow a strong narrative thread, it begins with a woman checking in for her stay and staff members preparing tea and arranging flowers.

Mandarin Oriental's Moments of Delight features several properties

In one brief moment, a woman is seen caressing a banister as she ascends an elegant staircase. Another woman opens the grand curtains in her suite to let in bright, natural light.

As the film continues, it becomes clearer that these snippets are from several Mandarin Oriental hotels. Included in the film are properties in Hong Kong, Paris, Marrakech and more.



Image credit: Mandarin Oriental

Among the amenities in the film are Mandarin Oriental suites, business services, restaurants and spas. By showing gourmet meals, spacious pools and a variety of environments, these moments appeal to all five senses.

The montage also features a wide range of guests, including families, couples, businessmen and women and solo travelers, illustrating that Mandarin Oriental is for all visitors who want an upscale hospitality experience.

Special experiences

Mandarin Oriental offers special packages and experiences at many of its resorts, but shies away from more global campaigns.

The hotel group is investing in the popularity of wellness in travel with new itineraries and unique partnerships.

As the Mandarin Oriental Hyde Park, London prepared to open its new spa, the brand's New York location introduced new wellness initiatives. New relaxation lounges, treatments, fitness classes and more are enhancing the health of the New York property ([see story](#)).

Mandarin Oriental Pudong, Shanghai is expanding on its cultural offerings with new tours and a complimentary package.

The One More Night package is the hospitality group's offering that gives guests tours of Shanghai's art scene, architecture, Asian quarters and other culturally important sites. The property's package also offers a complimentary third night and access to Club Lounge benefits ([see story](#)).

"It is important for Mandarin Oriental to feature multiple properties in this campaign to remind people of the strong global presence of the brand," Ms. Dowd said. "As Mandarin Oriental continues to expand to new countries around the world, the video delivers a message that you will find consistent and thoughtful luxury at every one of their hotels around the world."