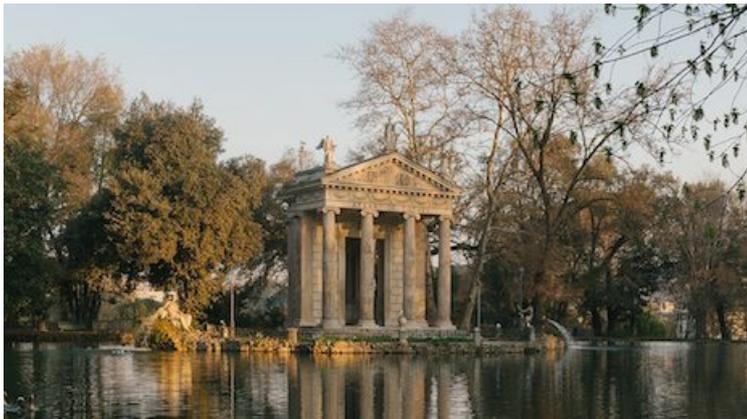


TRAVEL AND HOSPITALITY

Dorchester Collection enlists influencers to share local favorites

October 25, 2018



Photographer Nicolee Drake curated the Rome city guide. Image credit: Dorchester Collection

By SARAH RAMIREZ

Hotel brand The Dorchester Collection is looking to help guests create and capture memories of their trips by launching a collection of city guides.

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Curated by a select group of influencers, the #DCmoments City Guides are designed to inspire people to explore and share their favorite places on social media. Luxury hospitality groups continue to emphasize authentic experiences as a way to attract affluent, millennial travelers.

"It's funny how often we hear from hotels and destinations about certain aspects of the properties and cities being the most popular 'Instagrammable' destinations, so seeing this new opportunity with the #DCmoments City Guides makes perfect sense," said Damon Banks, editor in chief of [LuxeGetaways Magazine](#). "As with the Dorchester Collection brand, and so many of the hotel brands both large and small today, it is about the entire travel experience for guests today."

Mr. Banks is not affiliated with Dorchester Collection, but agreed to comment as an industry expert. [Dorchester Collection](#) was reached for comment.

City slickers

The Dorchester Collection has launched city guides for each destination where its properties are located: London, Paris, Milan, Rome and Los Angeles.

Each guide was created by a local photographer with tens to hundreds of thousands of Instagram followers, adding an extra touch of personality and relevancy.

[View this post on Instagram](#)

Launching #DCmoments City Guides, for the best Instagram spots in London, Paris, Milan, Rome and Los Angeles. Our local in-the-know experts @whatalexloves, @polabur, @elyyym, @cucinadigitale and @eslee share their favourite city secrets, to capture your imagination and inspire your posts . Which are your favourite spots? Link in bio to download and discover the guides

A post shared by Dorchester Collection (@dorchestercollection) on Oct 23, 2018 at 3:59am PDT

Instagram post from The Dorchester Collection

A special microsite for the initiative features original photography, influencer quotes and city highlights. For ease of use, more extensive city guides can be downloaded as a PDF, complete with an interactive map.

The Dorchester Collection also shares user-generated content shared with the hashtag #DCmoments on its social media channels.

"The nice element being done here is not only showing guests these popular destinations for their very own Instagram moment," Mr. Banks said, "but also giving them added insight from these influencers on the best way to visit, the best time to visit or any other 'insider tips' for creating their own #DCmoments."

Vacation influence

The Dorchester Collection recently highlighted its amenities and commitment to service in an effort that touches on the different ways guests can enjoy their stays.

With its video series "Perfection just happens," the Dorchester Collection is bringing to life different experiences its guests may have at its hotels. Each chapter of the "Perfection" series includes a short vignette, as well as a longer accompanying piece that goes more behind-the-scenes detail at the hotels ([see story](#)).

Social media has become a key source of inspiration for consumers as they make travel plans, but a new report finds that friends' posts are more influential than what a brand or publication shares.

According to a survey from Allianz Global Assistance, about half of millennials say social media influences their

travel decisions. Peer-to-peer word of mouth holds the most sway, as 86 percent of consumers trust their own social networks to post accurate content about travel experiences, while 55 percent deem brands to be truthful on social media.

Around half of consumers get travel inspiration from Facebook, and Instagram follows with 35 percent of consumers turning to its platform ([see story](#)).

"I am the first to doubt the validity or ROI of many of the so-called 'influencers' in the travel industry today," Mr. Banks said. "It seems that the Dorchester Collection has searched out the local influencers with a unique take on these places around the city, and influencers who can provide their guests with added benefits of how to see the city as the locals do."

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