

TRAVEL AND HOSPITALITY

Regent Taipei rolls out photography butler service

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Regent Taipei has launched a photography butler service. Image courtesy of Regent Taipei

By STAFF REPORTS

Hotel Regent Taipei in Taiwan is helping guests get their ideal social media shots with help from local insiders.

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Staff from the hotel will serve as "photobutlers," guiding visitors to photogenic spots around the hotel and scenic tourist destinations. Beyond offering guests the chance to more easily document their time in Taipei, the hotel sees this service as an opportunity to further its own social media presence.

Getting the shot

Regent Taipei's photography butler service is available to room guests. The hotel researched and found 30 top Instagram check-in locations both at its property and around Taipei.

Photobutlers will accompany guests to these spots and will snap the photos for them, allowing them to more easily capture the moment without the use of selfie sticks.

The photography butler service must be booked in advance, and can be tailored to particular guests' needs.



Regent Taipei lobby. Image credit: Regent Taipei

This is not Regent Taipei's first dedicated butler service. The property also has a wedding butler and a shopping butler on hand to assist with specific needs.

"Enhancing guest satisfaction and driving digital engagement are continuous goals for us," said Simon Wu, managing director of Regent Taipei, in a statement. "Following the increase in FIT (free independent traveler) customers and the inseparable relationship between photography, social media and travel, the services we provide must also reflect these trends hence the birth of the photobutler service."

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 ([see story](#)).

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