

TRAVEL AND HOSPITALITY

## Dorchester serves up dining suggestions courtesy of social media food curator

December 24, 2019



*The #DCMoments Food Guides cover five cities. Image credit: Dorchester Collection*

By STAFF REPORTS

Responding to consumers' desires for culinary experiences as they travel, hospitality chain Dorchester Collection is launching a guide to dining hotspots in key global destinations.

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The #DCMoments Food Guide is designed to help guests find Instagrammable dishes in cities including London, Paris, Milan, Rome and Los Angeles. To curate the social media-friendly food, Dorchester worked with an Instagram photographer, getting the influencer's take on global cuisine.

### Influential dishes

For the #DCMoments Food Guide, the hotel brand worked with James Thompson, a photographer who documents his own food finds on the Instagram account @food\_feels. Mr. Thompson is promoting the guide to his 157,000 followers, giving Dorchester an additional audience of foodies.

"Food and beverage are taken very seriously at Dorchester Collection, which is why it's such an honor to work with their team on the #DCmoments Food Guides and help their hotel guests navigate the incredible culinary scenes surrounding the legendary hotels," Mr. Thompson said in a statement.

[View this post on Instagram](#)

Throughout the year I've been quietly working on a project that has involved 5 cities, 9 hotels and over 50 restaurants. I've partnered with Dorchester Collection to create the #DCmoments Food Guides - to help guests of each hotel discover a city through gastronomy.. a list of cafes, bars, restaurants and markets that from my experience, gives a unique insight to each city from local wine bars all the way to fine dining. The link is in my bio.. I hope you enjoy - Ad | @dorchestercollection #DCguides

A post shared by Food Feels (@food\_feels) on Nov 28, 2019 at 5:13am PST

### *Instagram post from James Thompson*

Guests will be able to download the food guide upon check-in via Dorchester's Web site. Currently, the guides are available for five cities where the brand has hotels.

For instance, in London, Mr. Thompson suggests Burberry's Thomas' Caf as an option for breakfast, while wine bar Noble Rot is a chosen spot to bring a date or meet friends in the evening.

"We are delighted to be partnering with James who has helped our guides convey the true spirit of culinary exploration," said Annalisa Maestri, global communications manager at Dorchester Collection, in a statement. "Instagram has had an undeniable effect on the way in which guests want to experience local cuisines. From fine dining restaurants to local cafs, we want to create unforgettable dining experiences for our guests which they can photograph and share on their social media profiles.

"The #DCmoments Food Guides include recommendations of Instagram- worthy gastronomic destinations which are a delight both to the palate and to the eye, as well as details on how to access them," she said. "We want guests to have an epicurean experience filled with local insider knowledge when staying with us."

These guides follow Dorchester's influencer-curated #DCMoments City Guides, which launched last year ([see story](#)).

With dining a key part of the travel experience, other hospitality brands are putting a focus on food.

For instance, Four Seasons Hotels and Resorts is spotlighting its most iconic dishes in an engaging new Instagram series.

Each week through Dec. 27, Four Seasons will share classic and innovative menu items from its world-class restaurants and bars using the hashtag #FSMasterdish. Culinary exploration is a more popular than ever among affluent travelers, and sharing unique dishes can help Four Seasons differentiate itself from luxury competitors ([see](#)

story).

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