

TRAVEL AND HOSPITALITY

## Four Seasons is most Instagrammed luxury hotel brand worldwide

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Four Seasons Anguilla. Image credit: Four Seasons Instagram

By DIANNA DILWORTH

The Four Seasons is the most Instagrammed luxury hotel brand in the world.

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This is a win for a company that has focused on a visible consumer-facing digital strategy, adopting everything from podcasts and hashtags to emails and tweets.

"Instagram has become the most effective tool for gaining customer attention, being used by every luxury hotel brand," said Laura Price, London-based author of a report from Flawless.org.

"Exposure on Instagram is the most powerful form of advertising," she said, "with the younger generation relying on it to find their next destinations."

Luxury Hotel Brand	No. of Hashtags	Most hashtagged hotel from the brand (including the no. of hashtags)
Four Seasons	1,793,007	Koh Samui (Thailand) – 17,482
St Regis	661,600	Bali (Indonesia) – 18,898
Rosewood	610,107	London (England) – 16,967
Mandarin Oriental	543,357	Tokyo (Japan) – 25,761
Park Hyatt	427,263	Tokyo (Japan) – 38,535
Six Senses	186,441	Maldives (South Asia) – 24,816
Soneva	177,746	Maldives (South Asia) – 92,614
Auberge	157,576	California (USA) – 11,850
Belmond	150,935	Rio de Janeiro (Mexico) – 11,850
Oetker Collection	16,618	Antigua (Caribbean) – 1

Top 10 most-hashtagged luxury hotel brands worldwide. Source: Flawless.org

### Most Instagrammable

The report from [Flawless.org](https://www.flawless.org) also revealed that The Soneva Hotel, located in the Maldives, was the most Instagrammed hotel property with 92,614 hashtags.

Marriott Luxury's St. Regis was the second-most popular luxury hotel brand, racking up 661,600 hashtags.

The Rosewood Hotel in London was the most popular hotel for the Rosewood brand with nearly 17,000 photos.

"Over the last few years, hundreds of new luxury hotel brands have been appearing around the world," the report

said.

"From extraordinary accommodation, divine culinary options and a never-ending range of facilities, choosing the best hotel brand can be difficult."



*Mandarin Oriental Marrakech. Image credit: Mandarin Oriental Instagram*

### **Digital attention**

Competition for traveler attention is fierce even among the most glamorous hotels.

More than 40 percent of millennials choose a destination and a place to stay based on its "Instagrammability," according to a report by Schofield's.

"We are seeing all the hotels internationally focusing an increasing amount of time and effort in their social media exposure," said Damon M. Banks, editor and managing partner at LuxeGetaways, New York.

"From the large-scale luxury hotel chains such as Four Seasons and the Ritz-Carlton to other favorite brands such as Belmond and Auberge Resorts Collection, maintaining social media is vital to compete in today's hospitality landscape," he said.

"Not only developing content for social media, but also connecting with guests who are posting about their properties is more important than ever.

"Social media is here to stay, and in an increasingly competitive industry, hotels have to constantly think outside the box to be recognized and stand out above their competitors."



*Rosewood Hotel London's Pie Room. Image credit: Rosewood Hotel London Instagram*

### Instant experiences

Toronto-based **Four Seasons** is one of the leading luxury hotel and resort chains worldwide. It currently operates 117 hotels and resorts, and 45 residential properties in cities and resort destinations in 47 countries, with more than 50 projects under way.

The company recently introduced a new podcast series called, "Take the Leap," intended to inspire affluent travelers through conversations with extraordinary people about life-changing travel. In the series, people discuss meaningful travel moments, stepping out of one's comfort zone and what it means to truly take your time ([see story](#)).

"Four Seasons aims to provide social media followers with a personal experience that is rich in storytelling and fuels a desire to connect with the world and our people on a deeper level," Four Seasons said in a statement to this publication. "This is accomplished through engaging new formats on social, active community management, and stunning travel photography that is often user-generated."

Luxury brands often feature images of classic hotel experiences highlighting elegant dining rooms, exquisite views and sparkling swimming pools on their Instagram pages.

Another rising trend in hospitality is unique experiences, which these hotels have been illustrating through Instagram campaigns and hashtags.

Rosewood properties worldwide are now offering cooking and baking classes for chefs of all ages.

At Rosewood London, young bakers can partake in pastry workshops at the hotel's Pie Room and make their own sausage roll and apple pie ([see story](#)). The location used Instagram to help tell this story.

"While it will always be important for hotels to maintain their brand photography, many are establishing additional budgets for photography geared toward social media since all the hotels are focused on showcasing the travel experiences while staying with their property or brand," Mr. Banks said.