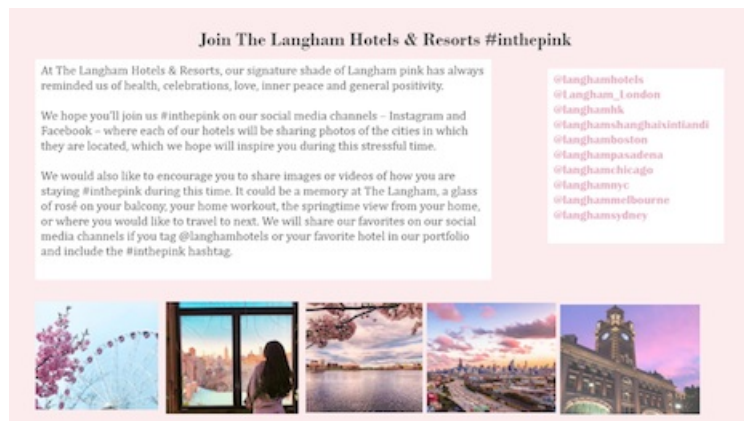


TRAVEL AND HOSPITALITY

Langham Hotels breaks pink-hued sharing campaign of positivity

April 7, 2020



Langham Hotels is running a social media campaign of positivity, asking consumers to share memories and favorite moments on Instagram and Facebook. Image credit: Langham Hotels

By LUXURY DAILY NEWS SERVICE

The Langham Hotels & Resorts is running a social media campaign called #inthepink as a means to share favorite moments as consumers are under siege from the COVID-19 coronavirus outbreak.

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As with other luxury brands, Langham is trying to inject some positivity in its messaging and share memories with its customers and prospects with heartwarming images, videos and words, all ringed in its corporate pink color.

"At The Langham Hotels & Resorts, our signature shade of Langham pink has always reminded us of health, celebrations, love, inner peace and general positivity," the company said.

Langham has hotels in London, Hong Kong, Shanghai, Boston, Chicago, New York, Melbourne, Sydney and Pasadena, CA.

Room for hope

With hotels and stores shut in most markets worldwide, brands such as Langham have turned to email, ecommerce and social media to keep the ties warm with their customers and prospects.

In Langham's case, dredging up positive memories is a way of giving hope to consumers weary from the daily drip of COVID-19 news.

Consumers are invited to visit Langham's Instagram and Facebook pages to get inspired by photos posted by each hotel of the cities where they are located.

Equally important, visitors are invited to share images or videos of how they are staying #inthepink during this time of unprecedented stress and isolation.

The imagery could include a memory of a stay at the Langham, home workout, wine on the balcony, springtime view from the home or where the consumer would like to travel next.

Langham will then share its favorites on its social media channels if consumers tag @langhamhotels or their

favorite hotel in the Langham portfolio and include the #inthepink hashtag.

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