

TRAVEL AND HOSPITALITY

Loews appeals to traveling families in latest campaign

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Loews is launching a new omnichannel brand campaign. Image credit: Loews Hotels & Co.

By LUXURY DAILY NEWS SERVICE

Hospitality group Loews Hotels & Co. is emphasizing care and community in its latest multichannel brand campaign.

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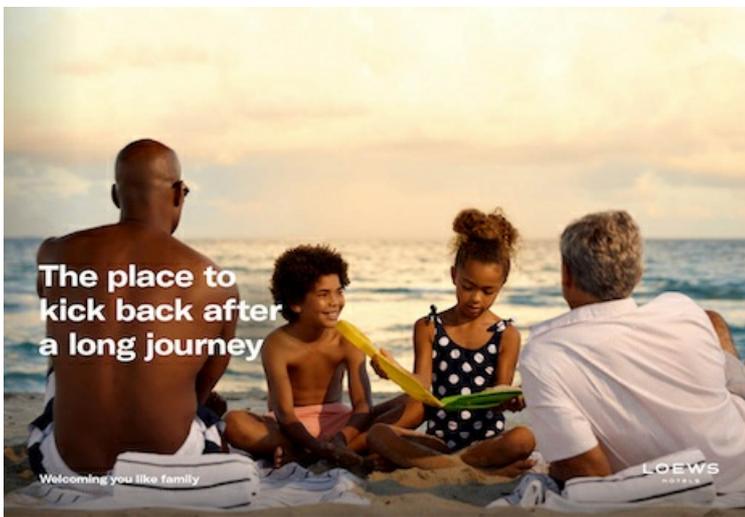
Spanning video, photography, digital experience platforms and on-property touchpoints, the "Welcoming You Like Family" campaign aims to give the group's 26 properties a stronger visual identity. The campaign emphasizes the service and comforts guests can expect while staying at a Loews hotel.

"Welcoming you like family clearly defines the brand and what our hotels do best, which is care for guests just like we care for our own family," said Jonathan Tisch, chairman/CEO at Loews Hotels, in a statement. "While deeply ingrained in our DNA, this message resonates now more than ever in the age of COVID-19, and there couldn't be a better time to stand behind what makes Loews unique in the industry."

Feels like family

For the campaign development and production, Loews partnered with creative and branding agency Winkreative. Patrick Michael Chin was enlisted for the photography.

The relaxing images feature intimate moments, such as a family playing chess or relaxing by the beach together with taglines such as "Your home for family adventures." Other messages include "Your comfort is our priority, your smile is our compliment" and "Where even your little ones get pampered" highlight Loews' commitment to service.



"Welcoming You Like Family" highlights multigenerational travel. Image credit: Loews Hotels & Co.

Development for Welcoming You Like Family began in 2019, but its launch comes at a time when the luxury travel industry is facing increasing uncertainty amid the coronavirus pandemic. For instance, the campaign name is also applied to Loews' new and enhanced protocols and standards.

Similarly, Small Luxury Hotels of the World debuted its "Stay Small, Stay Safe" effort as its members prepare to welcome guests back to their hotels and resorts.

The initiative offers health and safety guidelines against COVID-19 for all 520 member hotels in 90 countries. More than 330 properties within the network have already reopened, with the new measures acknowledging a new customer desire to have intimate hotel experiences with fewer crowds ([see story](#)).

"At Loews, we understand that the future of travel is contingent on how hospitality brands make guests feel," said Sarah Murov, vice president of communication and brand at Loews, said in a statement. "While important, guest comfort needs to go beyond simply communicating cleaning protocols and statistics.

"Brands need to find a way to connect with their guests and ensure that a human element to travel remains, even in our currently physically distanced world," she said. "Through Welcoming You Like Family' we aim to do just that."

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