

TRAVEL AND HOSPITALITY

Marriott Bonvoy releases third season of inspiring travel series "StoryBooked"

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Edward Lee travels to Seoul with Marriott Bonvoy. Image credit: Marriott

By NORA HOWE

Hotel group Marriott International has released the third season of its travel documentary series, giving consumers a taste of adventure at a time when many have put trips on hold.

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"StoryBooked: Creative Travel Stories" is a docu-series following creatives on their personal journeys around the world, empowered by Marriott's loyalty program. The third season features three individuals stepping out of the world they know, and refocusing on discovering their roots.

Finding your roots

The StoryBooked premiere coincides with Marriott's "Week of Wonders." Through Oct. 15, Marriott Bonvoy will be exploring one travel theme a day, including inspiration, comfort, discovery, rejuvenation and delight, with special offerings for loyalty members ([see story](#)).

The first episode in the new season features Brady Jandreau, an American cowboy seeking solace in the kindred spirits of Argentinian gauchos after suffering an injury as a horse rider. His passion for travel and horses brought him to South America to take part in the traditional Patagonian culture and experience how a different place can teach us how truly similar we are as human beings.

Season three trailer for "StoryBooked"

The second episode follows Sarah Yourgrau, a producer and reality star who travels to Portugal trying to reconnect with her ancestors.

As part of the Jewish diaspora, she has spent years trying to piece together her family heritage, and came to believe that her relatives lived in the Azores islands. She discovers her narrative and feels immediately at home in her journey.

The final episode focuses on James Beard Award-winning author and chef Edward Lee, who travels to Seoul to reconnect with his Korean heritage.

Having been raised by Korean immigrant parents in Brooklyn, he has felt torn between two cultures his whole life. In Seoul, he rediscovers his nostalgia and uses new discoveries of a changed city to inspire his culinary masterpieces.

Each story serves as an example of why people are compelled to travel and experience life outside of our own worlds.

The episodes are accompanied with information regarding where each individual stayed, including The Ritz-Carlton, Penha Longa Resort.



Brady Jandreau travels to Argentina with Marriott Bonvoy. Image credit: Marriott

The entire documentary series is both aesthetically beautiful and an inspiring portrayal of the human condition. Additionally, it is an interesting campaign strategy on behalf of Marriott International. While most hospitality brands will show dazzling bedrooms and the endless amenities that come with luxury stays, Marriott is reminding travelers why they choose to discover new places for an understanding of the human experience.

Storytelling is marketing

Storytelling has become a popular marketing strategy in recent years, but especially as the world decompresses from the COVID-19 pandemic. People are looking for inspiration and encouragement in a world of uncertainty and distress.

Swiss watchmaker IWC Schaffhausen released the newest installment of their film campaign "Born of a Dram," which shared the true background of its founder Florentine Ariosto Jones, played by James Marsden in the film. This short film was the follow up to a film featuring Tom Brady ([see story](#))

British automaker Rolls-Royce created the "Inspiring Greatness" film series featuring great creators and artists such as Refik Anadol, Esther Mahlangu, Rankin and Tom Sellers. Through compelling and inspiring stories, the films mirror the artistry, craftsmanship and tenacity that is emblematic of the Rolls-Royce brand ([see story](#)).

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