

TRAVEL AND HOSPITALITY

## Rosewood highlights unifying power of food in holiday effort

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*For the holidays, Rosewood Hotels & Resorts is highlighting how people come together. Image credit: Rosewood Hotels & Resorts*

By SARAH RAMIREZ

Hospitality group Rosewood Hotels & Resorts is celebrating the importance of coming together in a festive campaign.

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In "Stories in Season," an ongoing series, Rosewood is highlighting how food and beverage serve as artistic vehicles to bring people together. As the ongoing coronavirus pandemic impacts the holiday season, many luxury brands have turned to nostalgia and comfort in their seasonal campaigns.

"Stories in Season is unique because it focuses on emotions: how you feel, the importance of connections and the value of family traditions," said Tiffany Dowd, founder and president of **Luxe Social Media**, Boston. "In a difficult year when many people are feeling disconnected, it's a lovely way to remind people that Rosewood can help us reconnect with each other."

Come together

The first episode, "Festive," features architect and interior designer Kelvin Ho. The short follows as he prepares for an al fresco family dinner.

"People are intrigued by food: where it comes from, how it's produced, how it's prepared," Mr. Ho says. "A lot of times, designing will start with a conversation with the chef and really understanding what the story is they're telling through the food."

He elaborates that the culinary storytelling is more about how food makes guests feel, rather than what it looks like.

*The first chapter of the new Rosewood campaign*

The designer also shares his own family tradition of weekly Sunday night dinners, and how these meals have taken greater importance after the events of this year.

The vignette shares a montage of Mr. Ho and his family preparing for the dinner: washing fresh produce, mixing a cocktail, setting the table with an elegant white tablecloth and understated dinnerware. Some of these shots are

juxtaposed with scenes of Mr. Ho sketching designs.

Scenes around the dinner table take on a softer focus for the feel of an intimate home movie.

Mr. Ho also talks about how the pandemic has impacted his work and his outlook on designing restaurants and dining spaces. He notes that people working in restaurants work hard to put together meals and create unique experiences.

"Food has always been part of my story," Mr. Ho concludes. "It's a way of gathering, it's a way of communicating, it's a way of sharing."

Feelings of hospitality

The hospitality industry, including hotels and restaurants, has been among the hardest hit during the pandemic.

As it reopened the 28 properties it manages, Rosewood Hotels & Resorts debuted new promotions geared to guests whose travel patterns have shifted to more local and domestic locations in the COVID-19 era.

The Hong Kong-based chain created five packages Summer at Rosewood, Family Time, Suite and Villa Sojourn, Rosewood Reset and More Rosewood to acknowledge the evolution of staycations. Coming on top of phased hotel reopenings with enhanced safety precautions, the effort is also a nod to traveler concerns over catching the COVID-19 coronavirus that is still active worldwide ([see story](#)).

Similarly to Rosewood's new effort, hospitality group Four Seasons Hotels and Resorts encouraged consumers to return to travel with a new campaign that focuses on emotional connections.

Without naming names, Four Seasons' "Love of Travel" effort acknowledges that the coronavirus pandemic has changed many things about traveling. The campaign instead emphasized what makes travel valuable and memorable for its guests ([see story](#)).

"Trust and safety are more important than ever, and people are comforted by what is familiar to them," Ms. Dowd said. "People very much need this focus on family traditions and relationships emphasizes feel-good moments, especially during the festive season."

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