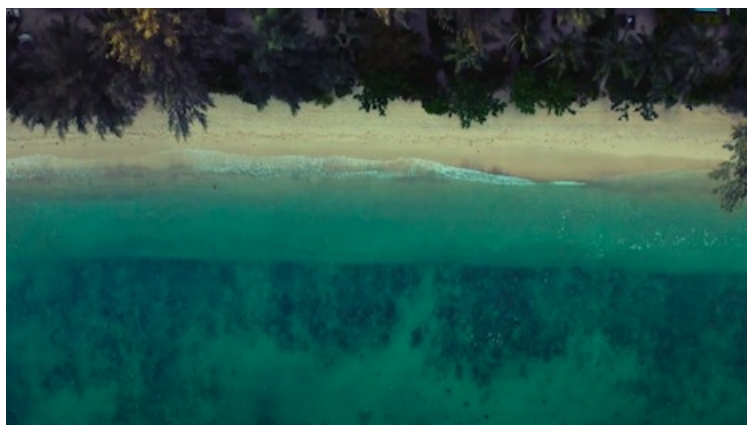


TRAVEL AND HOSPITALITY

## Rosewood highlights transformative, serene philosophy in new campaign

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*Rosewood's properties are different in their designs and locations, but similar in what each aim to offer: serenity, connection to local culture and meaningful travel. Image credit: Rosewood Hotels & Resorts*

By KATIE TAMOLA

Hospitality group Rosewood Hotels & Resorts is showcasing the cultural experiences and offerings that elevate stays at its luxury properties.

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Rosewood has partnered with creative agency Studio Dangin in releasing a short film entitled "A Sense of Place," illustrating the brand philosophy that is based on meaningful travel. The new effort speaks to the brand ethos of celebrating not only Rosewood properties but also the people, cultures and cities that surround them.

"A Sense of Place has been Rosewood's guiding philosophy since the brand was first founded over forty years ago," said Radha Arora, president of **Rosewood Hotels & Resorts**, Los Angeles. "Our properties are built to celebrate the distinctive cultures and characters of their locales with the overarching goal of facilitating meaningful and authentic connections between our guests and the communities in which we operate."

"This film beautifully showcases the underpinnings of our brand vision and unwavering commitment to providing intuitive service and exceptional experiences along the way," he said. "Following the incredible challenges of the past year, the benefits of community and shared experience are more obvious than ever."

Many destinations, one sense of place

"A Sense of Place" vignette was directed by Pascal Dangin, photographer, CEO and chief creative officer at creative agency Studio Dangin.

The film opens with scenes of disparate cities and Rosewood rooms, set to a piano and violin-laden soundtrack permeating in the background as overlay text is listed, noting the serenity that the hospitality group aims to offer with each of its properties.

*Rosewood Unveils A Sense of Place brand film*

Rosewood is presenting itself as an oasis of relaxation for guests in a fast-paced world.

The short film highlights the vast range of Rosewood hotels and resorts, highlighting disparate amenities including interior design, beach access, gold-threaded pillows and more. Rosewood's properties are different in their designs and locations, but similar in what each aim to offer: serenity, connection to local culture and meaningful travel.

The film elaborates on Rosewood's ethos of offering not a simple stay, but a unique and curated experience that is thoughtful and restorative.

"All the vibrant cultures embracing our properties throughout the world inspired us to create A Sense of Place," white text over scenes of different hotels and resorts reads. "Places where we recognize hosting guests as an art form, a calling and a dedication compelling us to curate unique experiences in each of our hotels, with a global affinity for journeys."

With its wide range of scenes, the video is celebrating the unique characteristics to each community that homes a Rosewood property. The vignette is a celebration of meaningful travel and togetherness across the globe.

Regardless of which property travelers choose, the vignette illustrates how Rosewood is approaching every traveler's experience as an art form. The film is an ode to a traveler's wanderlust.



*Rosewood operates a collection of 28 hotels and resorts in 16 countries around the world. Image credit: Rosewood Hotels & Resorts*

The video ends with a shot of a prototype room in quiet stillness, reinforcing the film of Rosewood's ability to provide tranquility in an often-tumultuous world. With the stylized room, Rosewood is symbolizing its role as more than a hotel.

Rosewood is producing an invitation for discovery, exploration and togetherness.

After a challenging year, the hotels group is looking forward, hoping to set itself apart as the ultimate outlet for meaningful travel.

"We are celebrating a new era of luxury," the last text of the video reads.

More than a stay

Rosewood continues to add and develop amenities and program options for their guests, further reinforcing the brand's commitment to providing an experience that resonates with consumers beyond their stays.

In January, Rosewood Hotels & Resorts unveiled a new wellness retreat idea designed to enhance one's ability to recover from life's adversities. The elements of the retreat address the physical, emotional and mindful aspects of each participating individual, focusing on four main behavior elements to resilience: positivism, purpose, resourcefulness and compassion ([see story](#)).

After the COVID-19 pandemic severely impacted the hospitality industry and consumers alike, Rosewood is one of several brands making a continued effort to prioritize guests' safety.

Last December, Rosewood Hotels & Resorts announced two of its properties were among the world's first hotels to win a new health-safety designation from Forbes Travel Guide amid rising fears about the pandemic. Rosewood Inn of the Anasazi, a boutique hotel in Santa Fe, and Las Ventanas al Paraso, a Rosewood resort in Los Cabos, Mexico, have introduced new health and safety programs from their parent group which raises the bar on hygiene and cleanliness ([see story](#)).

Arguably, no luxury sector has been as severely impacted by the COVID-19 pandemic as travel and hospitality, but some industry watchers see pent-up demand and vaccine rollouts as reasons for cautious optimism ([see story](#)).

"At Rosewood, we are very optimistic about what lies ahead for the hospitality industry and the world at large," Mr. Arora said. "We are delighted to support our affluent explorers as they begin traveling again and hope that this film inspires viewers to take advantage of all that travel can provide, whenever they are ready to do so."

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