

INTERNET

Mandarin Oriental launches bespoke online travel mag

December 5, 2011



By RACHEL LAMB

Hotel chain Mandarin Oriental Hotel Group is taking advantage of digital media with the launch of "Destination MO," an online magazine designed to provide consumers with information about hotel and city news around the globe.

Sign up now

Luxury Daily

Published by Conde Nast Publications Ltd. UK, Destination MO first published Friday, Dec. 2. The online publication is a complement to Mandarin Oriental's print version.

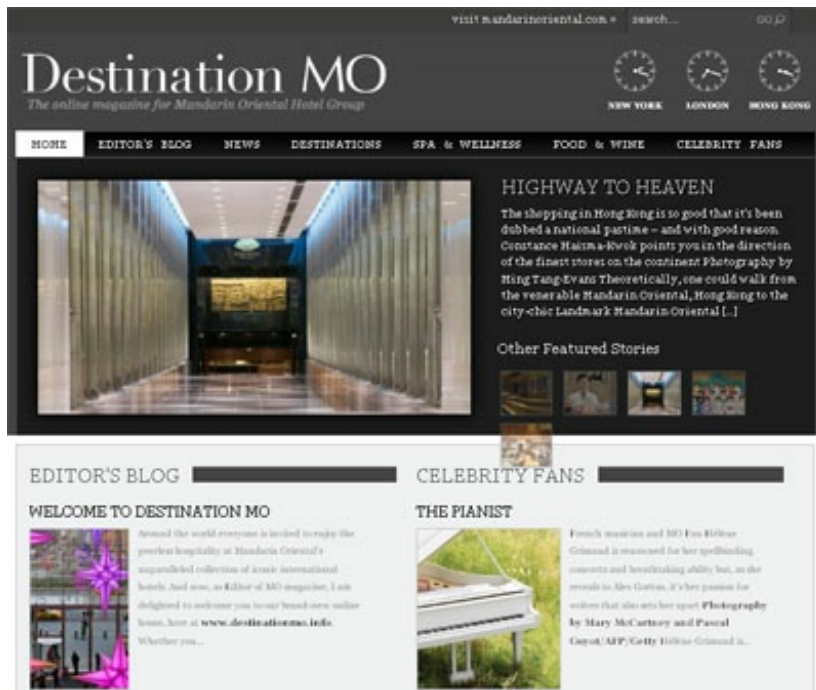
"Destination MO brings the rich content of our bespoke print publication, MO magazine, to a much wider audience," said Mac Joseph, New York-based manager of social media marketing at Mandarin Oriental. "Our past, present and future guests are more digitally-savvy today than ever – a truly global audience that may visit a Mandarin Oriental property one day and leave the next.

"Destination MO allows those interested in our brand and worldwide destinations to stay connected whether on property or half a world away," he said.

Travel-oriented

Found at <http://www.destinationmo.info>, Destination MO is split into sections at the top of the page that include editor's blog, news, destinations, spa & wellness, food & wine and

celebrity fans.



Destination MO

The background is dark gray and the letting is white, allowing the large, high-resolution images to pop from the screen.

The site displays the times from Hong Kong, New York and London, the brand's three main cities.

There is a monthly specialist city guide with tips on events, places to go and things to see in locations with Mandarin Oriental properties.


Mandarin Oriental will be channeling articles, tips and updates through its Facebook and Twitter accounts as well as on the main Web site found at

<http://www.mandarinoriental.com>. Readers can even book rooms through Destination MO.

The first issue of Destination MO features holiday celebration highlights and city guides for New York, Prague and Tokyo as well as the Mandarin Oriental Boston spa.

The Mandarin Oriental fan is concert pianist H  l  ne Grimaud who talks about her career as well as her affinity for animals.

HOME EDITOR'S BLOG NEWS DESTINATIONS SPA & WELLNESS FOOD & WINE **CELEBRITY FANS**



THE PLANIST

French musician and MO Fan Hélène Grimaud is renowned for her spellbinding concerts and breathtaking ability but, as she reveals to Alex Gorton, it's her passion for wolves that also sets her apart

Photography by Mary McCartney and Pascal Guyot/AFP/Getty

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- RT @MO_BOSTON: Delight loved ones this #holiday with a #MOGiftCard available in our

Destination MO celebrity fan page


On the right side of the site, there is a live stream of Mandarin Oriental's Twitter feed to further engage guests.

The brand plans to largely concentrate its marketing through digital channels, per Mr. Joseph.

"We plan to direct market to global past guests and promote through our brand-level social media, namely Facebook and Twitter," he said.

CONCIERGE

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- We are seeing so many incredible #skyline pics today for #FriFoto. Keep them coming! 1 hour ago
- Happy #FollowFriday to our amazing #FriFoto co-hosts: @Adventure @TravelDesign @CaptainTravel @kotel98Guy (theme: #OCT15M2) 2 hours ago

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Destination MO and Twitter feed

Family-oriented

Online blogs and magazines by luxury hotel chains are well-received by consumers.

For example, Four Seasons' "Have Family Will Travel" blog is what propelled it to the top of the L2 Think Tank's Travel Digital IQ index (see story).



Four Seasons' Have Family, Will Travel blog

Although not many luxury hotels have blogs or online magazines, there are groups that are upping their social media and online presence.

For instance, Starwood Hotels & Resorts' Luxury Collection supplies consumers with destination guides in cities where there are branded properties.

Also, many hotel chains such as Ritz-Carlton and St. Regis make avid use of their Twitter and Facebook accounts.

There is a direct correlation between hotels that correctly implement digital media such as blogs and online magazines and consumers who are willing to pay high prices to stay in them, according to a study by L2 Think Tank.

"Among other benefits, our new online magazine allows us to connect with consumers in a more seamless and instantaneous fashion," Mr. Joseph said.

"Furthermore, the engaging content by The Conde Nast Publications Ltd UK featured in our current and past print issues including destination guides, unique cultural events, culinary and wellness topics and other Mandarin Oriental news is now available to a virtually endless readership online," he said.

"Furthermore, we can now incorporate even more content by great writers from around the world on a more regular basis."

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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