

TRAVEL AND HOSPITALITY

## Ritz-Carlton invites guests to indulge in world of gifts

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*An expansive view available at The Ritz-Carlton, Bali. Image credit: The Ritz-Carlton*

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Marriott International's hospitality brand The Ritz-Carlton is reminding travelers that being present is itself a present in a new campaign across Asia Pacific.

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The "A Gift Like No Other" campaign highlights the unique experiences inherent to a Ritz-Carlton stay, such as an unparalleled meal or an unforgettable night spent dancing. Anchored by a new short film, the campaign shows travelers how the hotel brand aims to provide a vast luxury experience.

"With so many travelers looking for destinations where they can completely get away from everything, this campaign speaks to them," said Damon Banks, editor and managing partner at [LuxeGetaways](#), Washington, D.C.

"With the exception of one portion of the campaign, it focuses on couples and individuals being able to relax, unwind and enjoy socially distant luxury."

Like no other

Ritz-Carlton's new campaign will span print, digital, social and out-of-home placements throughout Asia Pacific. The brand currently has more than 20 properties in the region, from Beijing's busy Financial Street to a secluded room in tropical Bali.

In China, The Ritz-Carlton is collaborating with Jiemian, China's digital media outlet specializing in financial and business news, engaging people of influence across disparate industries including fashion, travel, business and more. Insights will then be shared in a roundtable panel discussion at The Ritz-Carlton Shanghai, Pudong, hosted by Jiemian and The Ritz-Carlton.

The Ritz-Carlton hotels in Japan will be showcasing the culture, cuisine and natural beauty as part of the campaign, offering guests insights into the distinctive elements of Japanese life, including an incense-creation exercise through the art of Senko at The Ritz-Carlton, Tokyo.

The Ritz-Carlton Maldives, Fari Islands is inviting guests to explore the waters and marine ecosystems surrounding the resort's island with Ambassadors of the Environment, an educational program developed by Jean-Michel

Cousteau's Ocean Futures Society.

The campaign includes a new vignette, which opens with what appears to be a present wrapped in a bow. Suddenly, the bow transforms into a school of fish, which then reveal a woman deep-sea diving.

*Enter a world of gifts through Ritz-Carlton APAC*

Suddenly, a woman is floating in an expansive, stunningly clear ocean.

"A gift of escape," the text overlay reads.

A futuristic instrumental soundtrack plays in the background, as footage shows the beautiful nature surrounding disparate Ritz-Carlton properties in Asia Pacific, including beaches and verdant mountain tops.

As more of the stunning surroundings are captured, Ritz-Carlton underscores that hotel stays are an opportunity for discovery.

The montage continues, showing guests dancing, drinking unique cocktails and sharing intimate dinners illustrating how Ritz-Carlton offers guests the gifts of tranquility, passion and forever. Other scenes show meticulous food prep, restaurant offerings and private cabanas.



*The Ritz-Carlton is encouraging travelers to embrace island life. Image credit: Ritz-Carlton*

With the final scenes of the short film displaying the words "A gift of forever" followed by "A gift like no other," it becomes clear that the brand, with any and all of its properties, is aiming to deliver an unmatched, unforgettable experience.

### Travel memories

Hospitality brands and groups are constantly aiming to convey to travelers that they are not simply providing services, but experiences that will become memories for a lifetime.

Ritz-Carlton owner Marriott International touted the transformative power of travel in a global, multichannel campaign centered around its extensive loyalty program.

With the surge in travel demand as the COVID-19 pandemic slows in the United States and Europe, the Marriott Bonvoy campaign emphasizes the personal and spiritual connections that are fostered while traveling. The loyalty program and marketplace, revamped in 2019 ([see story](#)), covers 30 hotel brands, including the luxury flagships Ritz-Carlton and St. Regis ([see story](#)).

Similarly, Marriott introduced a "Week of Wonders" in October 2020, highlighting different offerings under various travel themes. These included inspiration, comfort, discovery, rejuvenation and delight ([see story](#)).