

TRAVEL AND HOSPITALITY

Mandarin Oriental debuts first Indian ambassador in digital series

October 4, 2022



Award-winning Indian actress Alia Bhatt. Image credit: Mandarin Oriental

By LUXURY DAILY NEWS SERVICE

Hospitality brand **Mandarin Oriental** reveals its latest ambassador is none other than Bollywood actress Alia Bhatt, five-time winner of India's Best Actress Award.

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Ms. Bhatt recently secured a place in subscription streaming platform Netflix's Global Top 10 films and is known for her roles in popular Hindi films. Her favorite hotel is the Mandarin Oriental because of noteworthy elements such as warm customer service and stellar food, along with superb views, according to the actress.

"Our iconic campaign continues to make a strong statement about the group, and its growing global footprint and international fan base," said Andrea Newman, global vice president at Mandarin Oriental, in a statement.

"We are delighted to welcome Alia as our newest ambassador and our first from India," she said. "By focusing on celebrities that are genuine fans of Mandarin Oriental, exceptional in their craft, and discerning in their choices, we have been able to showcase our hotels in a unique and interesting way."

Celebrity fans

The Mandarin Oriental's "I'm a Fan," series is a cheeky allusion to its golden fan logo but also an opportunity for celebrities from different walks of life to expand on how the hotel group resonates with them directly. Prior series ambassadors have included Emmy award-winning actor Stanley Tucci, Academy Award-winning Morgan Freeman and Golden Globe award-winning actress Helen Mirren.

In the spot, Ms. Bhatt delves into her everyday responsibilities as an actress which include frequent global travel and regularly performing in new roles. Byproducts of her occupation are fatigue and homesickness.

The "I'm a Fan: Alia Bhatt," campaign film

Her favorite remedies for jet lag and tiredness include eating a delicious meal alone while reading an enjoyable book and going for a swim and a steam in the sauna. Ms. Bhatt favors luxury hotels like the Mandarin Oriental because of how well they understand her needs and the level of commitment they have to making those needs a satisfied reality.

"Mandarin Oriental most definitely provides that and I think one of the things I value the most when I'm staying at the Mandarin, is the service," Ms. Bhatt said in the campaign film. "Like I walk in and I know I'm taken care of, it's another world."

As of June, the Mandarin Oriental is bringing its luxury accommodations to the Caribbean and guests will be able to embrace tropical living in the Cayman Islands ([see story](#)). While the property was originally announced in 2018, building was delayed due to the pandemic.

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