

TRAVEL AND HOSPITALITY

Rosewood Hotels uplifts regenerative agriculture in digital PlaceMaker' programming

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The hotelier is getting involved at the local level in San Miguel de Allende. Image credit: Rosewood Hotels & Resorts

By AMIRAH KEATON

Hospitality group Rosewood Hotels & Resorts is supporting the agronomic strength of a surrounding community, per its latest sustainable effort.

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The hotelier's Placemakers program signals the [PURPOSE], kicking off with heartfelt contributions from inaugural partner Rosana Alvarez, Rosewood San Miguel de Allende's first. "Crafting Culture Through Community" evolves from tagline to tangible reality both online and off, by way of a new round of content and an extended communal presence.

"We're proud and humbled to have the opportunity to amplify Rosana's message and introduce our guests to her incredible vision," said Guillermo Varela, managing director at [Rosewood San Miguel de Allende](#), in a statement.

"VaOrgnica is a shining example of the powerful effects one small ranch can have not only on the environment and personal well-being but on an entire community," he said. "We're honored to be part of Rosana's story."

A sustainable San Miguel de Allende

Rosewood Hotels promotes an initiative that ensures an upward trajectory for its neighbors' nutrition, as part of its fresh digital push.

The video takes place in San Miguel de Allende, Mexico, a culturally-dense destination at the center of much demand from affluent travelers seeking refuge, and serves as the site of one of Rosewood's most popular properties.

The hotel corresponds with the community in name and, now, in mission. Rosewood wastes no time in introducing its San Miguel de Allende partner.

Rosewood builds a sustainable future with San Miguel de Allende "PlaceMaker" Rosana Alvarez in a new video

Shown just after an aerial shot of the Mexican city, Ms. Alvarez identifies herself as the cofounder of VaOrgnica, an initiative that works to make widespread ecological wealth a reality, as part of an opening frame.

In filming at multiple levels, a wide scope of the nation's beauty is captured on camera, as Rosewood speaks to its strength as a philanthropic leader through its partners' lens.

The acknowledgment that these two elements Rosewood's ability to show up for the surrounding community, due to its status as a well-resourced luxury entity situated in an idyllic destination are deeply and inherently intertwined shines through the creative charisma to be found in Rosewood's strategic selection of a video medium.

30 seconds in, Ms. Alvarez sheds light on the ways in which VaOrgnica partners with farmers, investing in agricultural methods that align with the planet's own processes. In cultivating this synergetic approach, the organization hopes to preserve the natural environments that surround them, for younger generations.

"Our mission is to consistently create jobs and teach people different ways of living," says Ms. Alvarez.

"If you come here and stay here or eat here you will see all we produce is organic matter that goes to the animals or that goes to the soil."

Audiences watch as Ms. Alvarez treks about the facility in a colorful caftan native to the culturally-dense region.

She harvests vegetables in one shot. In another, she speaks to produce made available at a farmer's market, and in the next, the leader drains an aloe plant of its gelatinous withholding, hand-in-hand with her peers.

Chickens move about in true free-range fashion all the while, as Rosewood's protagonist joins in on tasks like sprinkling animal feed, revealing an intensely personal connection to the cause.

"VaOrgnica, it's an educational center," she says.

In this case, Rosewood aims to empower its partner PlaceMaker in her search for and implementation of conscious, community-centric agronomic solutions.

Viewers come to an understanding of the "Rancho VaOrgnica" awning present in the video's first few seconds. Simultaneously, potential guests are able to appreciate both the local organization's purpose and the manner in which Rosewood has opted to uplift it, through the campaign film which underlines Ms. Alvarez's words, as the curation comes to a close.

"Rosewood has always been looking at what we're doing and they have been supporting from the beginning," Rosewood's PlaceMaker mentions during the piece's final moments.

Ethical excursions

All in all, Rosewood's virtual take highlights the potential for a more synergetic approach to luxury stays abroad.

Reminding guests of the many forces behind the magic of their visits is also commercially viable, considering purpose-driven travel is currently trending.

High-end hospitality network Virtuoso found that younger tourists are readily willing to pay more for environmentally-friendly philosophies and practices and the preservation of natural and cultural heritage cornerstones, or 56 percent of Gen Zers and 46 percent of millennials, respectively ([see story](#)).