

TRAVEL AND HOSPITALITY

Find Your Shangri-La' campaign embraces immersive hospitality

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The company is platforming fresh, local experiences through a global yet Asia-based perspective. Image courtesy of Shangri-La

By EMILY IRIS DEGN

Hospitality brand Shangri-La Hotels & Resorts is out with a new activation, tapping a Grammy-winning director for accompanying visuals.

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The brand turned to Dave Meyers, an American music video director, to create a film celebrating immersive experiences, personalized travel and Shangri-La's heritage. Through the "Find Your Shangri-La" campaign, travelers are offered fresh, local experiences through a global yet Asia-based perspective.

"At Shangri-La, we understand that each guest has a unique version of what it means to Find Your Shangri-La," said Hui Kuok, chairman at [Shangri-La](#), in a statement.

"We have a rich legacy of more than 50 years in delighting customers and wanted to take this opportunity to highlight something that has always been part of us bringing joyful moments to the people we host," Ms. Kuok said. "The new brand film captures the unique way in which we delight our guests with special moments and treats through our warm, authentic hospitality.

"We are excited to debut our campaign with this film, alongside an array of immersive experiences that elevate our brand experience."

Happy travels

The campaign highlights some of luxury's hottest topics, such as customization and engagement.

The drive toward personalization is largely a result of a rising demographic, namely Gen Z and millennial consumers, who are known for the high value they place on individuality. The group is one that Shangri-La has centered before in the form of wellness offerings, another trend beloved by the collection of consumers ([see story](#)) the group is additionally reported to value luxury travel over physical items, making them especially of note for brands such as Shangri-La ([see story](#)).

With a short film shot at Shangri-La locations, travelers are encouraged to find their bliss

In this latest slot, nods to young people are certainly suggested, between the young actors, playful use of bubbles and anthropomorphic toys, rainbows and vibrant colors a symbol of inclusion and youthfulness, often used in Gen Z-focused marketing ([see story](#)).

The campaign stars a slew of fun-loving characters, such as a penguin couple, toy train and the star, a single pink peony.

Dedicated staff members are shown to ensure the peony gets exactly what they want, passing by the other characters who are enjoying the same treatment the penguin couple dives into a large, luxurious pool being filled with ice by pool attendants for them.

In the end, the peony ends up in a lounge chair on the private beach, a rainbow arcing overhead. The sun beams down, and the flower stretches, seemingly having found their Shangri-La.



The hummingbird's inclusion is said to represent "culinary excellence." Image courtesy of Shangri-La

According to the brand, the different characters represent different personalities, showcasing the company's dedication to every travel style and hankering.

Travelers continue to move away from uniform vacations, as expedition-style travel ([see story](#)) and locally-led ([see story](#)), authentic experiences gain more traction.

For global hoteliers, this means that they will have to offer experiences that are specifically catered to the locale ([see story](#)), rather than enforcing universality throughout offerings, as has generally been the case for chain brands.

Though Shangri-La is keeping heritage close, the abstract nature of the traveling future is explored by Mr. Meyers in his film.



In every rainbow shade, flowers dominate the film's visuals, the peony specifically being a symbol of the brand's heritage, per brand statements. Image courtesy of Shangri-La

"Shangri-La is more than a physical place," he said in a statement.

"It is a state of mind a magical world that you can get lost in," he continued. "Making this film has been a wonderful and inspiring experience for me to explore what Shangri-La' means to modern travelers."

Gastronomical gains

Around the world, Shangri-La hotels are now offering a lineup of local experiences in celebration of this new campaign, highlighting the culture of their locations.

In Paris, guests can enjoy exclusive dining views of the Eiffel Tower, private rides along the river Seine and among other things, special tours of French beauty brand Guerlain's local fragrance boutique. At the end of the tour, guests will be given Bee Bottles filled with a perfume of their choosing, furthering the customization push.

From London to Istanbul to Vancouver, the experiences are largely culinary-focused, platforming gin tastings in the United Kingdom, gifts of dates and coffee in Oman, mountain-top lunches in Whistler, and a newly-curated menu for the campaign that is inspired by regional Asian cuisines and local cultures dependent on location the menus will be available until Aug. 13, 2023, at select hotels around the world.



Drinks to grace the temporary menu this year include "Daydreamer," "Taste of Eden," and "Sky is the Limit." Image courtesy of Shangri-La

A cocktail lineup has also been created for the campaign, available until Dec. 31, 2023, in France, Thailand, the Philippines, China, Singapore and the United Kingdom.

Shangri-La has long been a proponent of culinary travel, enlisting masterful chefs to explore the gastronomical landscapes of Asia ([see story](#)) and hosting festivals ([see story](#)), positioning itself well for the rising demand.

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