

TRAVEL AND HOSPITALITY

## SLH honors individuality with 'Hotels As Characterful As You'

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"Hotels As Characterful As You" highlights the diversity of excursion takers and the trips they embark on. Image credit: Small Luxury Hotels of the World (SLH)

By EMILY IRIS DEGN

Hotel group Small Luxury Hotels of the World (SLH) is out with a new campaign starring the brand's very own fans.

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"Hotels As Characterful As You" highlights the diversity of excursion takers and the trips they embark on. In a show of industry expertise, a panel of brand professionals sat down with a group of travelers, creating highly-personalized profiles and hotel recommendations from the SLH portfolio for each participant results are showcased in a series of videos.

"Authenticity will always win over something produced, and travelers need to see [others] like themselves," said Kyle Stewart, director and president of **Scott & Thomas**, Pittsburgh.

"Representation is important and underneath that is authenticity, consumers want a truthful representation of the experience."

"As Characterful As You" campaign

Following a digital casting call in March of this year, SLH assessed the inclinations of more than 400 online applicants, subsequently conducting 40 in-person interviews.

Sorting through personalities and listening to stories of past holidays and dreams of future trips, the expert panel selected three individuals who would become the face of the network's newest campaign. Each participant was offered a custom travel profile and the opportunity to go anywhere in the world for an SLH-sponsored vacation.

*SLH presents "Hotels As Characterful As You"*

The three winners are also featured on billboards and in television ads currently running in London. In so doing, SLH centers fans of the brand, in a move that makes company and customers one.

Shivam from Manchester was among the three treated to a trip. The globetrotting campaign star is deemed as a "curious wanderer" in SLH's assessment, one of three archetypes included as part of "Hotels As Characterful As

You."

He is matched with four boutique options from the SLH portfolio, two of which include Thailand's Keemala Phuket, and the Bhutan Spirit Sanctuary in Paro. The others place Southeast Asian exploration on the itinerary.

Meet Shivam, one of the travel-loving stars of our latest campaign. A curious wanderer from Manchester who has Southeast Asia on his agenda, tap the link below to see where our panel of travel experts matched him to. <https://t.co/JJxbiv4rAQ#HotelsAsCharactersfulAsYou>  
[pic.twitter.com/fAdRncVBJ2](https://pic.twitter.com/fAdRncVBJ2)

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Shivam's spontaneous experiences are presented on a [landing page](#) dedicated to the effort. This way, audiences are given a chance to connect with his personality and navigation style as they read about his adventures experimenting with film photography in Bangkok, or taking a diving course in the Philippines.

Another fan of nature, Kerry from Northumberland is SLH's second traveler. She exhibits a number of tendencies that wilderness-loving consumers are sure to latch onto.

Like Shivam, Kerry's bright-eyed outlook on life is brought forward. In terms of ambitions for future trips, she names South America as a location of urgent interest.



*With Kerry, SLH presents a nature-focused version of vacations, showing destinations suited for those who identify with her archetype. Image credit: Small Luxury Hotels of the World (SLH)*

"You see hotels in the jungle that look out of this world," she said.

"I've realized having trees and nature around is so important for me."

Kerry's portion of the campaign honors her assigned archetype the "nature-loving nomad." Thus, SLH's experts suggested that she visit the Forestis Dolomites, a wellness hotel in Brixen, Italy, and, among others, Hotel Three Sixty in Ojochal de Osa, Costa Rica.

Dubbed a "considerate traveler," Beverly from London rounds out the trio.

Meet Beverly, our gardening lover from London. Whenever she travels, Beverly likes to kick off her shoes, plant her feet on the ground, and let the stress from her busy city life melt away. Tap below to see her perfect property. <https://t.co/0YWY5xYqDk#HotelsAsCharactersfulAsYou>  
[pic.twitter.com/JfwPrOnoh5](https://pic.twitter.com/JfwPrOnoh5)

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This vacationer's slot includes stories of her earthing, gardening and embarking on culinary-focused expeditions. She shares her passion for East African vegan food and the human-to-land relationship, both values she seeks to have reflected in her stay, receiving recommendations geared toward Dar Ahlam in Ouarzazate, Morocco and

Grand Forest Metsovo in Greece.

"I love spaces that allow me to feel connected to the ecosystem I'm in," she said.

"A place that prioritizes sustainability and a circular economy."

Collectively, SLH's picks communicate a single, unified message: there is a stay for everyone out there.

Next steps

The "Hotels As Characterful As You" campaign brings attention to the perks of personalized travel. Similar pushes for one-of-one luxury offerings are especially appealing to young consumers such as Gen Zers and millennials, a group increasingly taking the sector by storm ([see story](#)).

"We are seeing luxury travelers at a younger age but for more adventurous options," Mr. Stewart said.



*Through the archetypes presented, consumers are given recommendations crafted by a team of experts. Image credit: Small Luxury Hotels of the World (SLH)*

"The standard hotel rectangle room in a major city connected to a convention center doesn't appeal to them," he said. "They will trade amenities for experiences and will pay extra for something unique.

"In a world of monotony, there's a desire to explore."

Boutique hotels across the world possess massive market potential, as these players inherently facilitate one-of-a-kind adventures, thanks to their standalone nature and, in an increasing amount of cases, close tethers to local culture.

SLH has stayed sharp in this regard, keeping burgeoning trends in mind portfolio-wide ([see story](#)). This latest campaign encapsulates that ethos well, speaking to the ultimate consumer desire to feel seen and be heard by brands.

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