

TRAVEL AND HOSPITALITY

In largest marketing campaign to date, Hotel Indigo inspires next-gen explorer

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The campaign showcases hotels from across the brand's portfolio, spanning Nashville to Tokyo and beyond. Image credit: IHG

By ZACH JAMES

Hospitality group InterContinental Hotels Group's (IHG) Hotel Indigo recently discovered that 73 percent of respondents feel it is important for the hotel they stay in while traveling to be connected to the local neighborhood the stat has sparked a new campaign.

Launched this fall, a fresh advertisement series aims to encourage the next generation of travelers to explore, showcasing the surroundings of many of its locations worldwide with new visuals and videos. "The World's Neighborhood Hotel" is aimed at those seeking significant trips that can change the course of one's life thanks to cultural influence.

"The neighborhood is where those who are looking to be inspired stay, which is why Hotel Indigo sits at the heart of neighborhoods across the world," said Carol Hoeller, vice president of global brand management at Hotel Indigo, in a statement.

"For our guests, Hotel Indigo isn't just a place to stay it's a reason to travel," Ms. Hoeller said. "It's a destination all on its own, and The World's Neighborhood Hotel' embodies that.

"The campaign beautifully juxtaposes the inside and outside and how our brand and the communities in which we exist are inseparable."

Globally local

Created in collaboration with advertising firm Anomaly, the campaign includes hotels from across the brand's portfolio from Los Angeles to Tokyo and beyond.

The promotional short film positions Hotel Indigo as not only lodging within a given neighborhood but also made from it, being an amalgamation of the cultures found within the city and borough the given accommodation resides in.

Including views from Brussels, Dubai and Nashville, the video gives a brief rundown of what can be seen, done and heard across the brand's 145 properties, with nearly 130 more in various stages of construction and planning. Each of its locations are said to be built from local inspirations rather than a predetermined template, making them

particularly unique from each other.

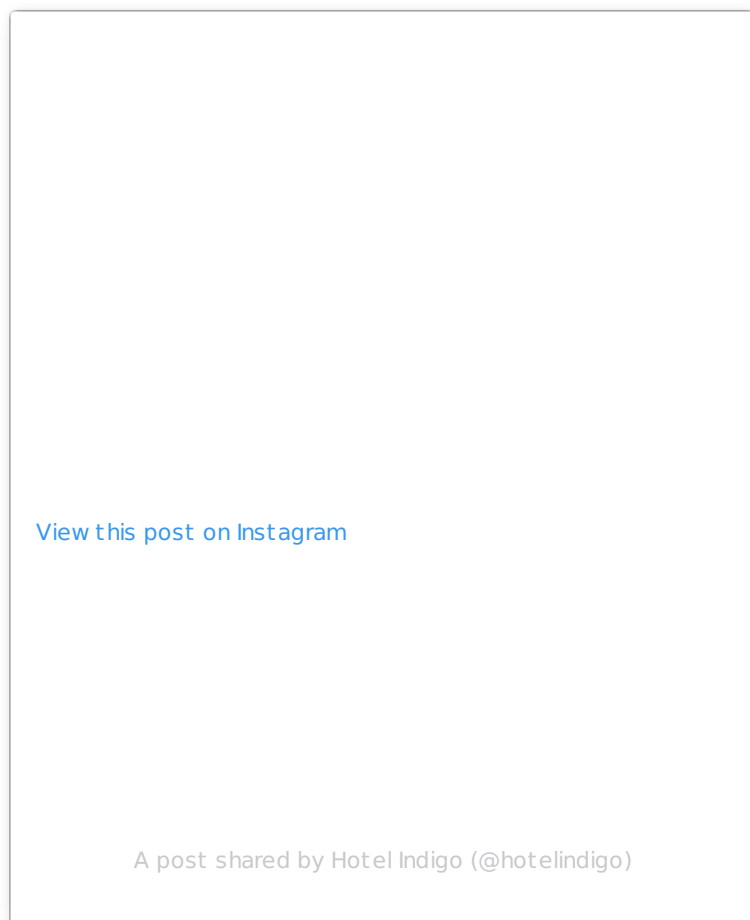
The World's Neighborhood Hotel by Hotel Indigo

Imbued within the campaign is an appeal to those seeking out life-changing experiences.

"We wanted this campaign to be a journey of discovery and wonderment," said Chloe Banicevic, creative director at Anomaly, in a statement.

"The creative captures the real culture and emotion behind the neighborhoods featured in a soul-stirring way," Ms. Banicevic said. "We wove in iconic sights and sounds as well as people living, connecting, and seeking out incredible things and hidden gems.

"We wanted it to be more than just a homage to the neighborhood; we wanted it to be an invitation to come and experience it for yourself."



IHG, Hotel Indigo and market research firm YouGov worked together to survey 6,015 multinational travelers throughout the summer who have gone on trips in the last 12 months. Findings reveal that 63 percent made "major life changes due to their experiences on a trip."

A majority of those going on getaways are being significantly impacted by what they witness, feel and taste, marking a potentially large swath of consumers who could buy into the collection brand's vision of the luxury lodging industry.

Because of this potential, "The World's Neighborhood Hotel" is Hotel Indigo's largest marketing effort to date, spanning virtual and physical activations, including "digital out-of-home placements," online advertisements, posts across the company's social channels, TV spots and appearances at movie theaters.

On the frontier

All eyes within the luxury industry have been on the experiential, making the collection brand's massive marketing blitz one of many taking the plunge into this booming concept.

Around the same time Hotel Indigo launched "The World's Neighborhood Hotel," Marriott International-owned hotel and resort chain The Ritz-Carlton unveiled "Leave Better," its first global campaign in nearly a decade ([see story](#)). The pushes posit the same messaging around self-discovery and cultural exploration as each other, putting the competitors in a duel for the overarching market.



Multiple hospitality brands are competing for the same burgeoning market. Image courtesy of The Ritz-Carlton

Swiss hotel chain Aman Resorts International is also embracing the experiential through its newest brand ambassador, retired Russian tennis star Maria Sharapova, who is set to host multiple immersive getaways starting in 2024 ([see story](#)).

IHG is going into the popular concept on multiple fronts, as its Vignette Collection's latest opening in Portugal ([see story](#)) takes up many of the same qualities that Hotel Indigo preaches in its new push, mainly taking inspiration from its surrounding area in nearly all aspects of its design and operation.

Regardless of the angle, hotel and hospitality brands are rushing into experiential concepts headfirst, just in time for top earners to up expenditures on travel ([see story](#)) as the market is poised to reach record spending next year ([see story](#)).

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