

TRAVEL AND HOSPITALITY

JW Marriott launches APAC-focused campaign

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Through the “Stay in the Moment” package, the brand invites guests to immerse themselves in the potentially life-changing aspects of travel. Image credit: JW Marriott

By ZACH JAMES

Closing in on industry-wide trends, JW Marriott, part of Marriott International’s Bonvoy Hotel luxury portfolio, is unveiling a new marketing push.

The “Stay in the Moment” campaign focuses on wellness, mindfulness and culinary exploration, all movements that luxury travelers are showing a particular interest in. Starring South Korean actor Lee Min-ho, the initiative is entirely aimed at Asian audiences and is now live.

“The Stay in the Moment’ campaign focuses on the discerning luxury traveler who seeks well-being, mindfulness and profound connections all the elements that speak to the spirit of the JW Marriott brand,” said John Toomey, chief sales and marketing officer of Asia Pacific (excluding China) at Marriott International, in a statement.

“Lee Min-ho’s starring performance in the campaign video beautifully captures the JW Marriott experience, embodying the holistic and inspirational moments that shape our journeys and enrich our lives.”

Mindful moments

Through the “Stay in the Moment” package, the brand invites guests to immerse themselves in the potentially life-changing aspects of travel.

The bundle, which offers multiple wellness-centric amenities, is available at JW Marriott locations in Jeju-si, South Korea; Goa, India; Xi’an, China; as well as in Mussoorie, Bangkok, Singapore, the Maldives and the Gold Coast.

Features and programs such as the lush JW Garden, Family by JW said to have generational appeal the tranquil Spa by JW and the health-focused elevated eatery Savor by JW round out offerings within the package tied to the marketing push.

JW Marriott Presents Stay In The Moment Featuring Lee Min-ho

The overarching campaign takes the form of a Korean drama-inspired short film starring Mr. Min-ho. In the visual asset, the actor plays a character trying to find himself after his affluent father signs his company away to another party; Mr. Min-ho eventually puts the pieces of his life together after staying at a JW Marriott resort.

Once he returns to his family, the unit finds peace with one another, helped along by their getaway to a lodging location owned by the luxury sub-brand. The video ends with the tagline “Watch the trailer, live the movie,” tying into experiential headwinds in the overall luxury landscape.

“I personally appreciate and align with the JW Marriott brand’s seamless attention to people, nature and culture,” said Mr. Min-ho, in a statement.



Mr. Minho is the face of the marketing effort. Image credit: Marriott International

“The ‘Stay in the Moment’ philosophy by JW Marriott inspires me as an actor as well,” he said. “Embracing the present moment and cherishing special memories not only provides a comforting rest but also acts as a catalyst for personal growth.

“Additionally, it sparks my imagination and allows me to breathe life into the characters I resonate [with], infusing them with more vibrancy than the script merely outlined.”

Mr. Min-ho has a massive presence in the APAC market, sporting a combined 95 million followers between Instagram and Chinese social media site Weibo, granting the marketing effort a massive star presence.

Traveling the world

While “Stay in the Moment” stands alone as an APAC-focused push, it is the latest in a series of wellness and experience-based campaigns from luxury travel mainstays.

Since September, several companies, including fellow Marriott International-owned hotel and resort chain The Ritz-Carlton ([see story](#)), have launched marketing efforts surrounding the current industry trends.



Wellness stands as the next frontier for luxury travel. Image credit: Marriott International

Hospitality group Four Seasons Hotels and Resorts re-upped its “Based on a True Stay” initiative, focusing on stories and experiences from guests around the globe ([see story](#)).

In another push, hospitality group InterContinental Hotels Group’s (IHG) Hotel Indigo unveiled “The World’s Neighborhood Hotel” in October, which positions the collection brand as a fixture of the communities its resorts reside in ([see story](#)).

Wellness and the experiential tie into all of the campaigns, as the two trends are at the core of where the industry is heading. Artificial intelligence, brand loyalty and sustainability, are among other topics on the minds of those within the hospitality market, all of which were discussed by *Cond Nast Traveler* in its sixth annual Points of View Summit ([see story](#)).

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