

MULTICHANNEL

Ritz-Carlton pushes Asia-Pacific properties via package

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By TRICIA CARR

Ritz-Carlton is strengthening its Asia-Pacific division with a package that highlights the memories made during a trip.

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The luxury hotel chain created the "Intrigue You, Intrigue Us" offers to align with the summer travel season and bring the focus to the experiences that can be had at its properties in China, India, Indonesia, Japan, South Korea, Malaysia, Singapore and Thailand. The package gives consumers a complimentary night after three consecutive nights as to not dilute the brand with discounts.

"I think the strategy behind this Asia-specific package was to capitalize on the increasing popularity of luxury travel to Asia by offering an interactive and engaging package," said Heather Dillon, senior public relations executive at [Evans, Hardy + Young](#), Los Angeles. "This package appeals to a variety of travelers as it offers something special for couples, families and those traveling for business.

"Furthermore, by adding an incentive to the package, the hotel is maximizing visibility and increasing brand awareness and value," she said.

"Overall, the goal of this campaign is to introduce a package that targets those living within

Asia as well as those that do not by extending the offer to the 17 Asia-Pacific locations."

Ms. Dillon is not affiliated with Ritz-Carlton, but agreed to comment as an industry expert.

Ritz-Carlton Asia-Pacific did not respond before press deadline.

Packages and pictures

The Intrigue You, Intrigue Us campaign keeps the focus on the memories created during a trip, per the brand.

Ritz-Carlton is looking to showcase its 17 hotels and resorts in Asia-Pacific.



Ritz Carlton, Okinawa, Japan

Consumers can book the package online from each hotel property's page.

Guests that participate in the package can get benefits such as Internet access, parking, breakfast and complimentary nights. The package is available for all room types.

To raise awareness for Intrigue You, Intrigue Us, Ritz-Carlton will likely ask consumers to share memories from past summer trips. An effective way to do so would be via social media.



Phulay Bay, a Ritz-Carlton reserve, Thailand

Social stays

A few other hotel brands are using social media to back packages and promotions.

Many affluent consumers use social media, so it is cost-effective for luxury travel brands to spread the word with those channels.

For example, Four Seasons Hotels & Resorts is getting consumers talking about their dream vacations while pushing its summer travel incentives that give guests a free night or hotel credit and a contest for a \$2,500 gift card.

The brand is using the concept of the “life list” – that is, all of the places a consumer wants to travel to in a lifetime – in a Facebook application and contest that lets users add their chosen destinations to a curated travel wishlist ([see story](#)).

In addition, Mandarin Oriental, New York, is marketing its property with a Facebook campaign that shares photos and qualities of its location and home city each day for one year during which the brand hopes to reach out to past guests and aspirational consumers ([see story](#)).

Also, as part of Crystal Cruises' rebranding campaign called Begin a New Story, the brand created an app for its Facebook page that will be a never-ending journal. Users can create content and upload photos from real-life journeys on its ships ([see story](#)).

Furthermore, Ritz-Carlton is likely aiming at affluent travelers who want new experiences in popular destinations in Asia-Pacific that might have been reserved for business travel up to this point.

“It is very important for travel brands to incorporate social media into their marketing efforts simply because consumers are more dependent upon these networks to find out information and offers and, more recently, to engage with these brands,” Ms. Dillon said.

“Raising awareness for this package via social media is a great idea because it is guaranteed to attract more attention than a hotel package via traditional media,” she said.

Final Take

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