

Leading Hotels shines spotlight on properties via silver screen

Monument Men (2017)

The Man With the Iron Fists (2012)

Nightcrawler (2014)

JAMES BOND: BACK IN ACTION

TURN OF MIND (2014)

UNKNOWN (2011)

The Return of the Pink Panther (2015)

The Grand Budapest Hotel (2014)

The Girl on the Train (2015)

Hospitality organization Leading Hotels of the World is shining a spotlight on its properties that have been featured in Hollywood films to celebrate the Academy Awards and the brand's 85th anniversary this year.

Luxury Daily

"Leading Hotels of the World and the Academy Awards share the anniversary year, we are both turning 85, and we began researching this concept and were surprised and thrilled to learn that 85 hotel properties have been the settings for 85 major motion picture over the past 85 years," said Jennifer Oberstein, senior director of communications at **The Leading Hotels of the World**, New York.

"For the first time in its 85-year history, Leading Hotels of the World has partnered with filmmakers to help shine the spotlight on its properties and the fascinating behind-the-scenes world of hotel inspectors," she said.

"It is truly a global promotion in alignment with our more than 430 hotels worldwide."

Big screen

Through the campaign, Leading Hotels is telling the story of its 85 properties that have been showcased in different films throughout the years.

Some of the films include "The Quiet Man," "Midnight in Paris," "The Girl with the Dragon Tattoo," "The Man Who Knew Too Much" and "Notting Hill."

A full list of the films is available at <http://www.lhw.com/inthemovies>.

Consumers are able to view a whole list of the films that contain scenes at Leading Hotels properties.

A click-through on a certain film on the list provides information about the movie's plot, main cast, images from the movie, the backstory, which hotel is featured and visitor tips.

[← BACK](#) MIDNIGHT IN PARIS (2011 USA) Stood at
HOTEL LE BRISTOL
Paris, France



Movie poster for "Midnight in Paris" featuring Owen Wilson walking on a Parisian street at night under a starry sky. The poster includes the title "Midnight in Paris" and the director "by Woody Allen".

Main Cast/ Crew: Starring Owen Wilson, Rachel McAdams, Michael Sheen, Marion Cotillard, directed by Woody Allen

The Story: While visiting Paris with his fiancée (McAdams) and her parents, Hollywood screenwriter Gil Pender (Wilson) deals with his novel-induced writer's block by taking late-night walks around the city during which he is mysteriously whisked back in time to the Paris of the 1920's, where he draws inspiration from artistic heroes like Hemingway, Fitzgerald, Picasso and Stein. The film was nominated for four Academy Awards and won one, for Best Original Screenplay.

The Backstory: Following a few months of scouting around Paris, Allen and his crew decided upon Le Bristol as the place where the movie's central characters would stay during their French vacation. Filming commenced in July 2010, and took place in front of the hotel, in the lobby, and in the Panoramic Suite (Rooms 727 and 728.) Some members of the cast and crew including Alvaro stayed at the Le Bristol during the shoot (though discretion prevents the hotel from revealing any details.) In the final cut, viewers are treated to several scenes set in the elegant guest rooms, including a few in which the characters sport Le Bristol bathrobes. The hotel's façade and name plate are also featured, and in one scene, Wilson's character lost in Paris asks a couple how to get to Hotel Le Bristol, mentioning the hotel by name. Look out for Constance, one of the hotel's young doormen, in a scene shot at the entrance.

Hotel and movie information

The brand is promoting this information through its Facebook page, Twitter account and other promotional materials.

Leading Hotels is using Twitter to quiz users on trivia about movies that were filmed at its properties.

Every trivia question and tweet contains the hashtag #LHWintheMovies.



Trivia Tweet

Furthermore, Leading Hotels is promoting the initiative through its Facebook page, Pinterest boards and through tips left on foursquare.

In addition, the brand is sending out various promotional materials that marry travel and movies.

The press kit resembles a mini-suitcase with travel stickers from Leading Hotels properties on it.

Inside, it contains press materials along with several DVDs of movies that feature the brand's hotel properties, typical movie candy and some Jiffy Pop popcorn.



Press kit

Years of luxury

Celebrating multiple years of being an established luxury brand can add much value to a brand and show consumers that its quality are here to stay.

Other luxury brands plan to celebrate anniversaries in elaborate ways this year.

For instance, sports car manufacturer Aston Martin marked its centenary by unveiling a new logo and holding global celebrations such as a week of open house activities at its headquarters and a birthday event in London.

The automaker plans to celebrate its 100th birthday with consumers through various events throughout 2013 ([see story](#)).

Also, French fashion house Chloé showcased its limited-edition 60th anniversary collection in a series of eight mini films that celebrated the designers who have contributed to the label since its formation in 1952.

The label honored the past design direction of founder Gaby Aghion, Karl Lagerfeld, Stella McCartney, Phoebe Philo, Hannah Macgibbon and Clare Waight Keller through a collection of 16 reissued pieces that are showcased in the videos ([see story](#)).

Showing off a long history can give added value to a luxury brand, especially in the case of Leading Hotels of the World sharing an anniversary with an iconic award.

"[This campaign] adds consumer awareness and attracts consumer interest, by capitalizing on the publicity surrounding the Academy Awards to shine light on the Leading Hotels of the World," Ms. Oberstein said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/1Q14YyHbmDo>

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