Waldorf Astoria analyzed proprietary research, market competition and trends addressing luxury hotel brands and luxury accommodations to define the consumer mindset. Based on this research and examining 12,500+ global conversations across social media in 2017, the brand is now defining their target consumer as The Discerning Traveler. They expect unparalleled hospitality and seek unforgettable service against a beautiful backdrop. While they value tradition and heritage, they expect fresh expressions of modern luxury that encourages mindfulness—being present in the moment.

OUR RESEARCH

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THE DISCERNING TRAVELER

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THE CHANGING LUXURY LANDSCAPE

The luxury market is expected to exhibit a 3 to 4% compound annual growth rate from 2017 to 2020 with new players entering.

OUR INSIGHTS

Consumers are seeking a sense of place to savor every moment in a world of classic luxury and iconic environments. They want to be present and escape a world full of constant interruptions, extended work hours and social obligations.

LUXURY CONSUMERS WANT

A SENSE OF PLACE

TO BE PRESENT

ICONIC LOCATIONS AND TRAVEL

INTUITIVE AND ANTICIPATORY SERVICE

NEW EXPRESSIONS OF LUXURY

LUXURY BRANDS MUST

CREATE DESIRE

OFFER RARITY

DELIVER PERSONALIZATION

PRESENT EXPERIENCES

SHARE EMOTIVE STORIES

THE IMPLICATIONS

The luxury landscape has changed and so have consumer demands. Heritage brands are finding a unique relevance challenge.

- Traditional luxury brands are labeled "old world"
- Luxury brands must honor their heritage, but still attract the next generation of consumers

A BOLD NEW CAMPAIGN

We looked at the landscape, we evaluated the relevance challenge and adapted to create something unexpected for Waldorf Astoria.

- Bold and humorous
- Resonates with all generations, globally
- Challenges the traditional luxury norm
- Aspirational, yet relatable

PRESENTING LIVE UNFORGETTABLE

Live Unforgettable is the embodiment of our anticipatory True Waldorf Service, our iconic environments and our guests’ desire to live in the moment. When these three elements combine at a Waldorf Astoria, every moment becomes unforgettable. These are moments that uniquely blend the timeless with the timely, the humorous with the bold, or the expected with the unexpected. For this is what it means to live in the moment. This is what it means to Live Unforgettable.

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