

### **Luxury hotel social media thread**

**Pain points are:** being stuck at work, being in need of relaxing time, being in need of eating amazing food and staying in a comfortable environment, being recognized by friends and coworker by having a higher status by going to a luxury hotel.

**Pleasure points are :** escaping to beaches, suntanning, sleeping late, visiting new city's, immerse themselves in a different culture, getting pampered in spa's, having luxury products, feeling admired by going to luxury hotels, eating food made by world-class chef's, etc.

**Emotions triggered:** relaxation, happiness, feel important, feeling of amazement, feeling pleasantly surprised.

### **A World of Unrivalled Elegance Awaits**



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Luxury travel is the savoury promise of the extraordinary— garnish intimate experiences with personalized service, gourmet feasts, and luscious landscapes that invoke memorable awe. Whether it's sipping bubbly champagne as your journey begins or securing fast reservations at the finest Michelin-starred restaurants, Marriott's luxury hotels ensure that every facet of your unique journey is designed to create infinite pleasure. Your journey into the realm of unsurpassed opulence and delight starts now, and every moment of it is yours to savour. -JW Marriott, Life is beautiful.

## Your Journey Begins Now



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