



SHANGRI-LA

HOTELS and RESORTS

How Shangri-La draws exceptional global candidates.

SUCCESS STORY

As global luxury hotel brand **Shangri-La Hotels and Resorts** grew, the company needed to respond quickly to changing hiring needs while maintaining focus on its hallmarks of exceptional hospitality, serenity, and service. LinkedIn Career Pages helped Shangri-La build a compelling employer brand by highlighting its employees and their stories.



More interest in job postings

After launching the employee-featured campaign on Shangri-La's LinkedIn Career Page, the click-through rate on job postings grew 75%.



Increase in applications

After the new employer brand campaign launched, Shangri-La received more than 15,000 job applications per month, up 50% year over year.



More applicants via LinkedIn

The employee campaign highlighted on Shangri-La's LinkedIn Career Page accounted for 15-20% of all employees hired.



THE CHALLENGE

Finding talent in a competitive global market

As a growing enterprise with a prestigious reputation to uphold, Shangri-La needed to build a strong talent pipeline for both key management positions and seasonal roles all over the world. The HR team was tasked with establishing a consistent and unified employer brand to draw talent in an increasingly competitive marketplace, and then building a worldwide talent pipeline. To do so, Shangri-La needed a cohesive and centralized process that was versatile enough to operate in 24 countries or regions.

THE SOLUTION

Showcasing life at Shangri-La

To build an authentic employer brand and differentiate itself from other luxury brands, Shangri-La enlisted employees to become the face of the brand. The company showcases employee stories on its [LinkedIn Career Page](#) via video and other rich media. Spotlighting individual employees not only positions Shangri-La as an authentic brand, it also opens the door for potential candidates to connect with employees, making it easier for candidates to picture themselves as part of the Shangri-La community.

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LinkedIn is a great platform that enables us to really communicate our brand clearly and directly to potential candidates.



Arthur Wan

Human Resources Officer
Shangri-La International

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