

IN-STORE

Ritz-Carlton Laguna Niguel engages guests with local sport

June 20, 2014



Ritz-Carlton Laguna Niguel's 180blu

By NANCY BUCKLEY

The Ritz-Carlton, Laguna Niguel in Dana Point, CA, is adapting to the Southern California locale with new surf experiences.

[Sign up now](#)

Luxury Daily

The beachfront hotel will offer guests the opportunity to participate in the local culture by offering lessons in surfing, body boarding and stand up paddle boarding. The new experiences will present guests with local flavor while engaging them with the hotel.

“The Ritz-Carlton, Laguna Niguel strives to create memories for guests through unique offerings that are true to the property's location, and surfing is a quintessential Southern California activity,” said Deanne French, director of public relations at [The Ritz-Carlton, Laguna Niguel](#), Dana Point, CA.

Surf's up

The Laguna Beach hotel continually loops “Endless Summer,” a 1960s surf movie, on every television in the resort. The film embodies the surfing culture of Southern California and fits the hotel's new program.

Guests interested in surfing will receive beach instruction, paddling techniques, ocean

awareness and safety. Surfers of every level are encouraged to participate.

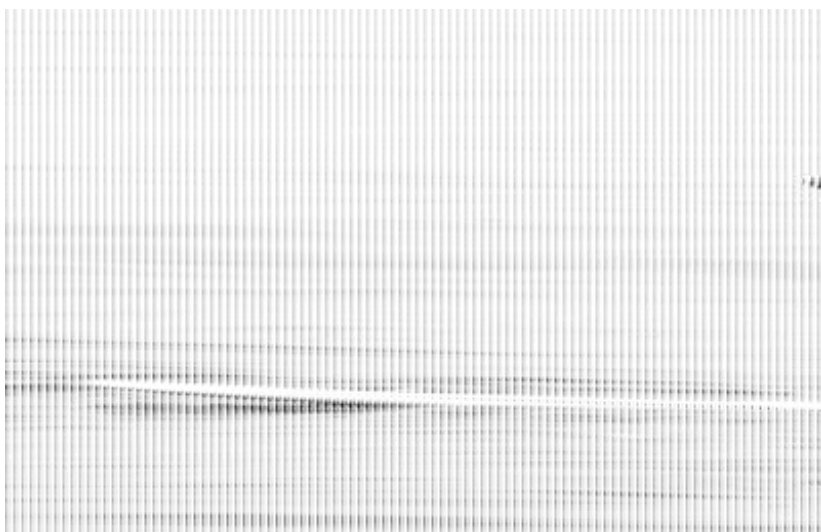


New surfing experience at Ritz-Carlton Laguna Niguel

Beginners of the sport will receive thorough instructions, and experienced surfers will be given personal coaching.

Guests will also have the option to try stand up paddle boarding in the Dana Point Harbor, where water is calm and individuals can learn the sport and enjoy the coastline.

The lessons include transportation to the surfing or stand up paddle boarding spots and a two-hour private lesson. Guests are provided with the board and wet suit.



Stand up paddle boarding at Ritz-Carlton Laguna Niguel

The lessons are for guests above the age of 12 and surf lessons are \$150, while stand up paddle board is \$175 per person.

Guests also have the option of a three-hour body boarding lesson where expert naturalists explain how waves are created and how to manage rip currents and longshore drifts. The body boarding experience is \$90 per person.

The hotel is offering a special option to coincide with this experience. The SoCal Surf package offers guests overnight accommodations and one, two-hour surfing lesson for two people. The package begins at \$595 per night.

Guests who are not interested in the physical activity of these experiences are encouraged to watch the surfers at 180blu, the hotel's oceanfront dining lounge.

The rich surf culture in the hotel's location, Dana Point, CA, presents the perfect location for Ritz-Carlton to host a surfing experience.

Personalized immersion

Culturally immersing guests into a hotel's location allows brands to bring guests a personalized experience with greater local knowledge.

For example, hospitality chain The Peninsula Hotels launched a program to better immerse guests in the native culture of each hotel location.

The Peninsula Academy assisted guests to plunge into the heart of their hotel's country or city. Each hotel offered several programs that submerged guests into the art, cuisine, fashion, style and culture of the location and presented guests with greater opportunities to connect with the city and country and the individual Peninsula hotel ([see story](#)).

Programs developed by hotel brands offer guests a convenient and personalized experience in their host city.

Four Seasons Hotels and Resorts compiled top experiences from properties around the world for its "Extraordinary Experiences Collection" series.

The collection aimed to immerse guests in a location's culture, which inevitably led to a wide range of potential options. Travelers have consistently professed that trips should entail original experiences, and luxury hotel brands are fundamentally shifting to meet this demand ([see story](#)).

Hotels plunge guests into opportunities that might not be possible elsewhere. This will likely create an unforgettable experience for the guest and a brand alliance.

"The program is offered for resort guests of all ages with the goal of creating amazing experiences and memories that last a lifetime," Ms. French said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/Oy9qwd_zImw](https://www.youtube.com/embed/Oy9qwd_zImw)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.