

IN-STORE

## The Peninsula welcomes young “royal” guests to build loyalty

July 9, 2014



*The Peninsula Beverly Hills*

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By STAFF REPORTS

The Peninsula Hotels is looking to appeal to the children of its guests with a Peninsula Academy program geared toward princess-obsessed young girls.

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**Peninsula's** property in Beverly Hills, CA, offers a “Beverly Hills Princess for a Day” excursion around the city to appeal to young guests' affinities for all things princess-themed. If a potential consumer is engaged when young, it is likely that they will maintain loyalties when older.

### Fit for a princess

Recently, Peninsula introduced its Peninsula Academy programs that work to introduce guests to the surrounding culture and area through various excursions. These programs vary depending on property but focus on the area's art, cuisine, fashion, style and culture ([see story](#)).

The Princess for a Day program is summarized as a “royal excursion” on the Seven-Wheel Wonder Crystal Carriage.

Adorned with crystals, the motorcycle-drawn carriage will take the “princess-for-a-day”

and her parents around Beverly Hills and make a stop at children's boutique My Little Dimples to be outfitted with a gown, shoes and tiara. Next, the carriage stops at Tom's Toys for a \$100 shopping spree before returning to the hotel.



### *Beverly Hills Princess for a Day carriage*

Upon the family's return, Afternoon Tea will be served in The Living Room where the guests will enjoy a selection of teas, sandwiches and pastries. When the day is complete, the princess-for-a-day will receive a framed photograph in the carriage as a keepsake.

Reservations for children 8 and up must be booked with a week's notice and costs \$3,500 for one child, plus \$300 for any additional children, for three to four hours.

Appealing to younger guests in a memorable way can result in family loyalties.

For example, British retailer Harrods waved its magic wand to attract a new generation of young consumers to its London department store with the introduction of its "Bibbidi Bobbidi Boutique" inspired by Disney's "Cinderella."

Officially opened on Nov. 25, Harrods partnered with Disney to bring to life the fairy tales enshrined in popular imagination ([see story](#)).

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