

EVENTS/CAUSES

Mandarin Oriental Singapore provides package for racing event

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Mandarin Oriental Singapore

By NANCY BUCKLEY

Mandarin Oriental Singapore is getting prepared for the Singapore Night Race 2014 with a bespoke package for race enthusiasts.

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The "For the Thrill of Speed" room package will create an unique experience during the weekend of the auto race. Racing enthusiasts may develop an affinity for the brand since it is aligning with the sought-after event.

"Given the strategic location of Mandarin Oriental, Singapore, race enthusiasts will be in the heart of the thrilling action and setting of the night race," said Usha Brockmann, director of communications at [Mandarin Oriental Singapore](#).

"They will enjoy an outstanding view to a section of the circuit from the comfort of their Harbour Suite which also allows outdoor access to a small balcony to hear the accelerating sound of the cars revving up the street," she said.

"The experience of driving a super car such as the Lamborghini Gallardo Spyder or Ferrari F430 F1 Spider along the streets close to Marina Bay Street Circuit adds an adrenalin rush experience to such enthusiasts."

Thrill of speed

For the Thrill of Speed will bring the racing event to guests. Guests first get to stay in a Club Harbour Suite that overlooks the city's skyline.

Then the guest receives access to the Oriental Club Lounge that provides complimentary breakfast, tea, beverages and wireless Internet. The guests will also receive in-room amenities including signature silk fans.



Club Harbour Suite

For the event, guests will have return limousine transfers and their own driving experience in a Lamborghini Gallardo Spyder or a Ferrari F430 F1 Spider. The experience along Marina Bay's attraction will be an hour long.



Ferrari F430 Spider

The hotel itself is located in front of street circuit turns 16 and 17, allowing guests a prime location for the race.

After the long day at the races, guests are invited to an included 90-minute Oriental Essence treatment for two.

The package is for the weekend of the event, Sept. 19-22 and room rates start at about \$4,275.

Following events

Luxury brands often tag on to events to drive awareness and engagement.

For instance, Starwood Hotels & Resorts' St. Regis enticed its loyalty members interested in Queen Elizabeth II's 60th anniversary on the throne and London culture with a curated four-night experience.

The Lanesborough, a St. Regis hotel, was offering a Diamond Jubilee package June 2-5 under its Aficionado membership program. Guests had the chance to experience many British traditions including a viewing of the Royal Carriage Procession to St. Paul's Cathedral from a hospitality suite ([see story](#)).

Similarly, Swiss watchmaker Longines acted as the official timekeeper of the French Open held at Roland-Garros stadium in Paris.

As a supplement to its sponsorship, Longines asked fans to guess the time of each day's longest match. Also, alongside the professional Grand Slam event, Longines is sponsoring a Future Tennis Ace tournament which hosts matches for aspiring tennis players, which collectively will draw the attention of a wide range of tennis fans ([see story](#)).

The awareness that high profile events with affluent consumers brings to a brand can provide unfamiliar consumers a general understanding of the brand and further connect current and past consumers with it.

"Many of the race enthusiasts will want to take advantage of this promotion since it puts them in the middle of the action, while also having a very trusted hotel brand guaranteed to provide a rewarding hotel experience," said [Damon Banks](#), freelance journalist and media consultant, New York.

"Additionally, the 'ultimate drive experience' is appealing to any race enthusiast and/or car enthusiast," he said. "This collaboration is a very positive move for the Mandarin Oriental Singapore since it puts them in a direct partnership with an event that has a strong following internationally, as well as locally.

"For any guests who want to be in the middle of the action during the Singapore Night Race, this package provides a fantastic opportunity."

Mr. Banks is not affiliated with Mandarin Oriental but agreed to comment as an industry expert.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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