

IN-STORE

St. Regis Deer Valley highlights seasonal mountain attractions

September 2, 2014



Waterfall spa at St. Regis Deer Valley

By JOE MCCARTHY

The St. Regis Deer Valley in Park City, UT, is tapping into the interest sustaining the brand's Family Traditions campaign with a family-gearred package before the snow comes.

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Luxury Daily

The property's offer focuses on keeping families energized with a range of outdoor activities. Since the property is primarily known for its proximity to mountain slopes, emphasizing the many activities beyond skiing and snowboarding will likely earn new consumers.

"The Family Traditions at St. Regis program has become an integral way in which our hotels and resorts around the world deliver personalized service to families and create traditions with children in different ages," said Paul James, global brand leader of **St. Regis**, The Luxury Collection and W Hotels Worldwide, New York. "Whether it is swimming with dolphins in Mauritius or mountain biking in Deer Valley."

Get outside

The Family Adventures package aims to cast the surrounding mountains in a different light. Normally, when people think of mountains in this region, they think of winter sports.

This new offer highlights the many other activities that the area fosters. Some of the showcased activities include mountain biking, fly fishing, rock climbing and hiking.



St. Regis Deer Valley

Of course, the property is highlighting its amenities alongside the outdoor excursions to present a holistic picture of luxury.

Also, consumers are invited to explore the many other attractions of Park City, a growing luxury destination.

Park City is quietly evolving into a vibrant travel destination centered on skiing that may attract the attention of luxury retailers looking for a fresh location in the near future.

Waldorf Astoria and St. Regis both opened resorts in 2009 to join the cadre of mountain lodges that lead the city's luxury hospitality offers. Supporting the central pull of skiing is a hive of locally attuned dining options, cultural centers and shopping venues ([see story](#)).

Guests who reserve the Family Adventures offer receive a full day of curated activities designed for families and a picnic lunch.



Trail near St. Regis Deer Valley

The offer runs through October, just before the mountains become clad in white.

Rates for this package begin at \$560.

Fully charged

The Family Traditions campaign received a boost last November when the brand asked four popular bloggers to produce content for multiple properties.

This effort was bolstered with an Instagram contest that asked fans to submit a photograph illuminating a cherished family pastime for a chance to win a stay at a St. Regis hotel or resort. As ordinary fans submitted their photos, the four chosen bloggers charted their trips with their families ([see story](#)).

"St. Regis globally has seen a significant increase of family business, year over year," Ms. Roberts said. "As an example, The St. Regis Punta Mita Resort has seen a 35 percent increase in families booking multiple suites for multiples weeks."

Final Take

Joe McCarthy, staff writer on Luxury Daily, New York

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