

IN-STORE

## Ritz-Carlton Chengdu promotes temporary visa-free policy

September 12, 2014



*Panda Reserve Chengdu*

---

By NANCY BUCKLEY

The Ritz-Carlton, Chengdu, is accommodating local visa-free transit policies by creating several packages geared to take advantage of the 72-hours international guests can stay in the city.

[Sign up now](#)

**Luxury Daily**

The visa policy has inspired packages that best suit the short stay in the city. The Ritz-Carlton in Chengdu will likely attract jet-setting guests with these packages and will also highlight the visa-free policy for future years.

"[The package] will draw attention to the visa," said Michele Lv, director of public relations at [Ritz-Carlton, Chengdu](#). "72 hours visa-free policy will encourage travelers to spend more time in the city and around like the short-haul trip from Chengdu to nearby cities."

"We've seen a positive trend from our website for last February, the average length of guests' stay at The Ritz-Carlton, Chengdu is about 4 days," she said. "With this policy put in place, there will be more opportunities for both travel and hospitality industry."

Quick pit stop

Citizens from 51 countries, including the United States, Canada and many western European countries, are welcome to participate in the visa-free travel to several Chinese cities.

Ritz-Carlton, Chengdu, recently launched a series of accommodation packages to better cater to the visa-free traveler. The “Discover You” package includes a stay in a guest room with panoramic views of the city.

Included in the package is a four-hour trip to Panda Base, where guests can be close to giant pandas.



*Club level at Chengdu property*

In the “Treat You” package, guests stay in the Ritz-Carlton Club Level Suite and receive 50 percent off their second night’s stay. Also, guests receive a daily breakfast buffet at the hotel’s restaurant.

Other accommodations include a 72-hour Chengdu tour guide that helps guests make the most of their three-day stay. The guide provides information about local activities such as food, arts and the life of locals.



*Spices restaurant at hotel*

The accommodations and activities are geared to allow guests on the visa-free stay in Chengdu to do as much as possible in their short trip.

## Chinese influence

The hotel chain has been recently accommodating to Chinese guests and those interested in traveling to the country.

For instance, Ritz-Carlton bolstered its digital presence by launching a Chinese Web site and a page on social network Sina Weibo to keep up with its growing presence in China.

The luxury hotel brand conducted two six-month studies over the past year to ensure that its entrance into China's digital sphere matched the expectations of its guests. By adapting its digital presence to Chinese sensibilities, The Ritz-Carlton stood out among competitors with less resolved enterprises ([see story](#)).

Also, Ritz-Carlton will open its first golf resort in China on the tropical island of Hainan in late 2015.

The Ritz-Carlton, Mission Hills, expanded the brand's location in the region, likely attracting travelers and golf enthusiasts. The expansion further allowed the brand to accommodate the growing Chinese market ([see story](#)).

The 72-hour visa-free policy will likely draw guests to the city and, with this package, the hotel.

"By promoting the 72-hour visa free travel rule, it is a great way for the hotel to entice travelers who once may have overlooked the area on their itineraries due to previous visa restrictions," said Tiffany Dowd, founder and president of [Luxe Social Media](#), Boston. "It also draws attention to the hotel for travelers who may not have heard of the Ritz-Carlton, Chengdu."

## Final Take

*Nancy Buckley, editorial assistant on [Luxury Daily](#), New York*

Embedded Video: [//www.youtube.com/embed/JtbGiQny6NA](http://www.youtube.com/embed/JtbGiQny6NA)

---

© Napean LLC. All rights reserved.

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