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The Ritz-Carlton brings wedding magazine to China

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The Rose Garden, at The Ritz-Carlton, Marina del Rey

By STAFF REPORTS

The Ritz-Carlton is touting its wedding credentials in the first Chinese edition of The Ritz-Carlton Weddings magazine.

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The brand claims to be the most prolific wedding atelier in the Asia-Pacific region, hosting more than 2,000 weddings per year. By promoting its extensive experience, the brand will likely see an increase in scheduled weddings from people searching for trustworthy purveyors.

Wedding inspiration

The first edition of the magazine in Chinese will provide readers with numerous ceremonies to browse through, potentially sparking inspiration for wedding ideas.

For instance, a feature about the "Princess Bride," a story of a couple who asked for a royal wedding and received an enchanted forest in the hotel's ballroom and a horse and carriage ride.



Wedding cake made by The Ritz-Carlton, Denver

The magazine will also showcase some of the top wedding destinations in the brand's portfolio, such as an underwater venue in Krabi, Thailand, and skyline backdrops in Hong Kong and Shanghai.

Additionally, readers can learn about how each wedding is choreographed, going behind-the-scenes with team members as they work on all the details.

The Ritz-Carlton also provides couples with a wedding planning checklist on its Web site that helps clients navigate the entire process and hosts wedding fairs to demonstrate wedding options.

Everyone knows that the rise and fall of marriage proposals cluster around certain dates, so how do hotels prepare for all the knot-tying?

As one might suspect, luxury hotels have colorful proposal anecdotes and are equipped with measures to help guests ask the question. Whether on Peninsula Hotel Hong Kong's helicopter or a midnight boat ride at Four Seasons Hotel Prague, concierge teams try to imbue the occasion with a sense of exclusivity ([see story](#)).

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