

IN-STORE

## Ritz-Carlton caters to connected consumers with free WiFi

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*Ritz-Carlton St. Thomas 185*

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By STAFF REPORTS

The Ritz-Carlton is appealing to digitally savvy consumers with an upcoming complimentary WiFi offer for its rewards members.

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**Luxury Daily**

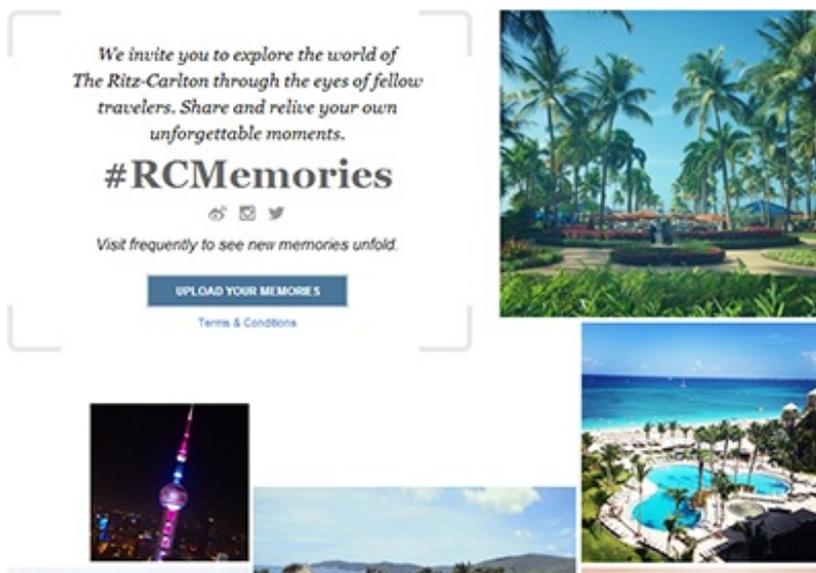
Starting Jan. 15, consumers who have joined The Ritz-Carlton Rewards and who book their stay directly through the hotel chain will have free in-room WiFi. This offer may help get consumers to go through the brand itself rather than OTAs when booking.

### Connected consumers

The Ritz-Carlton introduced this offer to its newsletter subscribers via email, telling them what they have to do to “stay connected.” Consumers are directed to enroll for The Ritz-Carlton Rewards.

Gold and platinum elite members of the program will still receive complimentary enhanced in-room Internet, where available, with any booking method.

Hotels have been building packages around connectivity. This is in the property’s best interest, since it makes it easier for guests to share their vacation photos through social media.



## *#RCMemories*

Mandarin Oriental, Paris is helping guests create social media memories with a room package dedicated to the selfie.

For “Selfie in Paris,” guests will be given a three-hour private tour of the city’s best landmarks for snapping photos, based on insider tips from the hotel. Since social media has become such an integral part of the travel experience, helping ensure that guests get the shots they want will leave an impression on both them and their followers.

Both the guests’ room and their car will have complimentary WiFi, so they can log onto social media to share their photos ([see story](#)).

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