

IN-STORE

Mother's Day lets hotel brands show off property potential

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The Ritz-Carlton, San Francisco

By JOE MCCARTHY

Luxury hotel brands are hewing to tradition this Mother's Day May 10 with a range of offers that promise relief.

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Mother's Day is a time for brands to reaffirm ties and demonstrate superb customer service. The day is generally a time for indulgence, so many brands are preparing for busy brunch, lunch and dinner sessions, among other activities.

"It's pretty challenging for a brand to stand out during a major family holiday like Mother's Day," said Taylor Rains managing partner of [Flugel Consulting](#), Charleston, SC. "Most of the packages and offerings out there tend to follow a similar pattern, however, which opens an opportunity for hotel brands willing to try something a little different.

"If a property wants to stand out, it needs to cater to the individual rather than the holiday itself. Mother's Day is full of bouquets and spa days, but that isn't necessarily the draw for all mothers out there," he said.

"Properties should structure their holiday offerings to meet the desires of a wide range of individuals. A day of outdoor excursions for the adventurous mom. A unique culinary

experience for the foodie mom. Opening up guests to a variety of experiences for their family holiday stay is a solid way for a property to separate itself from the pack."

All are welcome

Across the country hotels are beckoning locals and travelers to spend Mother's Day in luxury.

The **Ritz-Carlton, San Francisco** is putting its culinary options front and center. Brunch, lunch and dinner options sourced from local, spring ingredients can be reserved at the property's Parallel 37 restaurant. An afternoon tea session with live harp music is also available.



Parallel 37 restaurant

Consumers traveling to the area can purchase the overnight "Mother's Day Dine and Unwind" package.

The St. Regis Washington is focusing on tea, intending to reel mothers and their families in between 11 a.m. and 3 p.m.

Guests can select teas, scones, sweets, sandwiches and more from the property's tea menu while relaxing in the lobby. Children will also be able to build their own floral bouquets with seasonal flowers as a gift.

The property is also emphasizing afternoon tea's "high society" origins in its marketing material.

The Mandarin Oriental in Boston is presenting its spa as the ultimate getaway for mothers who need a break.

A one hour 50 minute spa treatment includes a full-body scrub combining sea salt, coffee and grapefruit, an aromatherapy massage and a small gift of bath and shower oil.



Mandarin Oriental Boston spa

All aboard

The travel industry is not the only industry that can benefit from Mother's Day alignment.

For instance, Asprey, Buccellati and Chanel positioned themselves to see a jump in women's timepiece sales when participating in the fourth annual Madison Avenue Watch Week that coincided with Mother's Day weekend last year.

Held annually inside the individual watch boutiques that line the luxury retail strip, Madison Avenue Watch Week gives watchmakers the opportunity to present their finest watches to the United States market's most concentrated area of wealth. In addition to creating an in-store relationship with watchmakers, the week-long event also provides a platform for watchmakers to display new pieces ([see story](#)).

For any brand looking to earn some points over the Mother's Day weekend, an active social media account will make a difference.

"Social media should play a role in most all hotel promotional strategies. These channels allow brands to engage with potential guests in a high-touch, visual way," Mr. Rains said.

"For a family holiday like Mother's Day, social strategy is all the more important, as social media demographics tend to skew more heavily female," he said.

Final Take

Joe McCarthy, staff reporter on Luxury Daily, New York

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