

IN-STORE

Luxury hotels use summer initiatives to market less traditional locations

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Waldorf Astoria Park City is offering many outdoor adventure packages

By KAYSORIN

With Memorial Day marking the unofficial start of summer in the United States, luxury hotel brands are beginning to introduce summer initiatives at locations around the country, targeting guests looking for fun and exciting getaways.

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Typical summer vacations might include yachting trips or visits to summer communities like Martha's Vineyard or the Hamptons, but many hotels are offering unique packages to entice guests to visit less traditional locations. Outdoor adventure opportunities and summer camps for children are among some of the initiatives luxury hotels are introducing this summer that may bring guests to different locations.

"Summer is an activity-filled season in Park City," said Bill Rock, chief operating officer of [Waldorf Astoria Park City Mountain Resort](#). "We are happy to offer an extensive choice of recreation across two mountains."

City slickers

During the summer travelers are often looking to escape the cities and head to more tranquil destinations near the water. In order to combat this tendency, hotels are offering

unique packages at locations in London, New York and Boston to encourage consumers to visit the historic cities.



Four Seasons Hotel in New York City

At the Four Seasons Hotel London at Park Lane guests are able to enjoy a picnic-themed tea for two during the summer months that includes British tea sandwiches, scones and pastries. The wicker picnic hamper can be ordered at the hotel's Amaranto Restaurant or on the terrace, where guests can soak in the summer weather.



Four Seasons Hotel London at Park Lane summer picnic basket

The Four Seasons Hotel Boston is giving guests the chance to explore the city's culture in an ecofriendly way with a fleet of custom-designed, Boston-themed bikes. Guests will have access to the bicycles throughout the summer, allowing them to get out in the fresh air and experience all that the city has to offer.

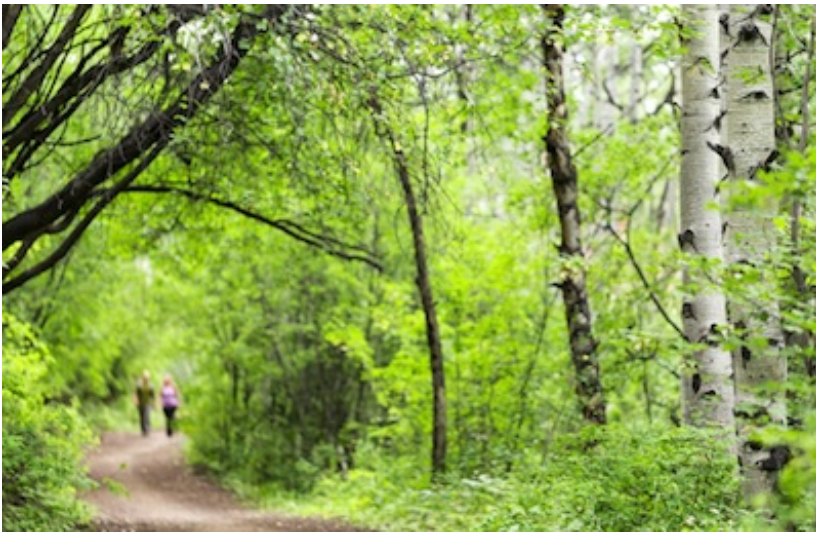
In New York, the Trump SoHo is opening Bar d'Eau terrace and lounge for the summer, enticing guests with a poolside bar, indoor and outdoor seating and a sunny deck for gazing out over the city skyline.



Boston-themed bike fleet at the Four Seasons

In more remote locations, hotels are focusing on outdoor adventure packages that allow guests to engage with nature. At the Waldorf Astoria Park City Mountain Resort in Utah summer initiatives will include the zip line, hiking, mountain biking, trout fishing and golf.

Whether encouraging guests to take advantage of the outdoors or making a city visit more appealing, these packages can go a long way in inspiring travelers to explore new locations this summer.



Waldorf Astoria Park City offers numerous outdoor adventures

Summer nights

It is important for luxury hotels to target initiative to appeal to consumers throughout the year. Introducing special packages for holidays or different seasons can help keep travel on the consumer's mind.

Memorial Day weekend acts as a gateway into the effusive and exploratory nature of summer for many consumers. Luxury hotels often capitalize on this outlook by unveiling offers that place an emphasis on activity and fresh experiences. While it may seem redundant to constantly rehash offers for every holiday, extended weekends elicit far more travel than other times of the year and properties have to make their voices heard amid the noise ([see story](#)).

The summer is rife with opportunities for luxury hotels to market unique packages to consumers. For example, the extended weekend gives hotel brands extra space to craft compelling packages for the Fourth of July.

Many properties stitch the celebratory holiday into larger summer arrangements. Additionally, when the holiday falls on a Friday, many affluent consumers are more likely to plan a small trip ([see story](#)).

Summer initiatives are an excellent way to entice consumers to travel more during the season.

"The entire summer season is jam-packed with activities and special events allowing guests to enjoy the beautiful outdoor scenery of Park City," Mr. Rock said. "Our mountains are the perfect destination to beat the heat and explore the outdoors through adventures for everyone."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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