

IN-STORE

## Peninsula goes offline with hard-copy city guides

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*The Peninsula Hong Kong*

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By NANCY BUCKLEY

The Peninsula Hotels is updating its PenCities travel guides with the launch of printed versions that offer insights into 10 cities around the world.

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**Luxury Daily**

The hard-copy travel guides will allow guests to peruse options for the city they are visiting in the comfort of their Peninsula hotel room. The addition of these books to guest's rooms will likely draw attention to the online component of PenCities that has been a partnership between Peninsula and LUXE City Guides since 2012.

Read all about it

In 2012, The Peninsula Hotels drew attention to itself and upped customer engagement through three global efforts: the launch of Peninsula Moments brand campaign, PenCities online travel journal and renovation of flagship hotel The Peninsula Hong Kong.

Peninsula Moments is a print, mobile and online campaign featuring the hotel company's commitment to customer service and PenCities is an online travel journal to create a lifestyle aspect. To add to that, the Peninsula Hong Kong underwent a \$58 million renovation featuring advanced in-room technology meant to set new guest

personalization standards ([see story](#)).

The hotel brand has decided to take the online travel journal and create hard-copy books for each of the 10 cities featured.



### *PenCities guides*

Each of the guides is in accordance with the online journals and crafted for Peninsula hotel guests. The books are offered as a complimentary amenity in each guest room.

The guides offer tips and advice for activities within each destination. For instance, options are given for dining, entertainment, shopping, design, nightlife and more.

There are also two new sections added in the printed version. These include Classic Highlights and a Perfect Day description.

Classic Highlights are each city's top destinations and offbeat finds. Perfect Day is the ultimate full-day lineup.

The hard copies will also feature color photography of the destination in each city.

### *Crafted experiences*

Peninsula has created other travel guides.

For instance, online retailer Net-A-Porter's weekly online magazine The Edit paired with Peninsula Hotels to provide miniature travel guides to the cities of 10 properties around the world.

The guides were published in several different languages on both Peninsula's Web site and on The Edit. Editorial partnerships allow brands to create a curated experience and share them with a specific audience ([see story](#)).

Other brands have adopted similar guide concepts.

For example, private aviation brand NetJets is leveraging its travel expertise to help consumers devise summer vacation plans.

Private jet business remains steady year-round, as the ultra-affluent are always on-the-go,

but summer still retains its position as the prime vacationing season. Since many of NetJets' clients are too busy to sift through the details of travel, the brand is helping consumers make informed choices, potentially hinting at a more inclusive travel-planning role in the future ([see story](#)).

Final Take

*Nancy Buckley editorial assistant on Luxury Daily, New York*

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