

EVENTS/CAUSES

The Plaza targets young guests with “flat” Eloise contest

July 2, 2015



#WhereIsEloise

By STAFF REPORTS

The Fairmont-managed Plaza Hotel in New York is encouraging young guests to interact with “Eloise at The Plaza” through a photo initiative.

Sign up now

Luxury Daily

From June to October, guests with small children are encouraged to download a paper cutout of the Eloise character to bring along as they visit sites in New York and elsewhere. Eloise, a fictional children’s book character written by Kay Thompson, lives in The Plaza Hotel, and the property often uses her as an engagement tool to interact with young fans.

Site seeing companion

The initiative is shared on the Eloise at The Plaza Facebook page, with the information housed on the hotel property’s Web site. This ensures that fans of Eloise are informed of the initiative even if they are not currently planning a stay.

Now until Oct. 15, The Plaza is encouraging children to take Eloise along with them to the places they visit. Using a downloadable print out of Eloise, The Plaza shared examples of the character outside Radio City Music Hall, in front of the hotel itself, at afternoon tea and nearby a hot air balloon.



#WhereIsEloise post by The Plaza

When images are shared on Facebook or Instagram with the hashtag #WhereIsEloise, participants are entered to win a stay in the Eloise suite at The Plaza, an Eloise birthday party or a shopping spree at the Eloise shop.

Over the winter, The Plaza hosted a series of Eloise-themed events for children.

Girls and boys were invited to Valentine's Day tea, Mardi Gras celebrations, acting classes and etiquette lessons at the property. Engaging young guests can be difficult, but through hosting consistent and evolving initiatives, parents will likely bring their kids to the hotel ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.