

IN-STORE

## Shangri-La targets younger consumers with unique athletic offering

July 6, 2015



*Shangri-La guests enjoy a game of Bumper Ball*

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By STAFF REPORTS

Hotel chain Shangri-La is bumping up the fun at its Tanjung Aru Resort & Spa with a unique athletic experience for guests.

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**Luxury Daily**

Shangri-La's Tanjung Aru Resort & Spa in Kota Kinabalu, Malaysia is introducing Bumper Ball to guests who are looking for a fun and active afternoon with family and friends. Offering athletic activities that are difficult to find elsewhere can help luxury hotels appeal to younger consumers who have shown an increasing preference for unique experiences as opposed to services.

Bump it up

Bumper Balls are giant, inflatable bubbles that individuals climb inside of and play games such as football or soccer. The balls allow people to bump, roll and flip over without injury.

Bumper Balls were originally introduced in New Zealand, and they are difficult to find elsewhere. By introducing the game to its Tanjung Aru Resort & Spa in Kota Kinabalu Shangri-La is offering consumers the chance to experience something unique during their

vacation.

Embedded Video: <https://www.youtube.com/embed/DtRK02reMYk>

*Guests enjoy a game of Bumper Ball at the hotel*

Shangri-La has previously offered other initiatives that appeal to consumers seeking an unusual experience. For example, in 2014 the Italian automaker Ferrari entered a partnership with the Hong Kong-based hotel chain to bring guests a personalized experience when traveling to European and Asian race series.

The joint venture offered Ferrari fans the opportunity to experience exclusive events and temporarily reside in a local Shangri-La during the various Ferrari racing series. Fans turned guests had the opportunity to gain awareness about the similarities in the affluent traditions of each brand ([see story](#)).

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