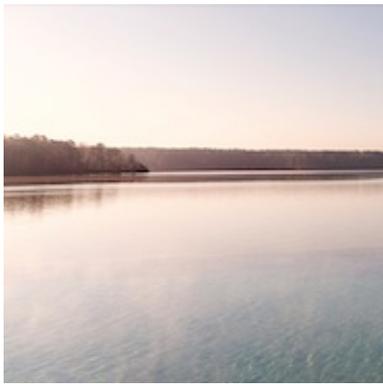


EVENTS/CAUSES

Ritz-Carlton spurs spontaneous holiday travel with Middle Eastern promotion

July 17, 2015



The Ritz-Carlton Lodge, Reynolds Plantation

By KAYSORIN

The Ritz-Carlton Hotel Company is encouraging Middle Eastern travelers to celebrate the festival of Eid-ul-Fitr by visiting some of its most beautiful locations in the United States.

[Sign up now](#)

Luxury Daily

The promotion suggests that Middle Eastern families “break from the ordinary” to experience the natural beauty of states including Georgia, Arizona and Colorado. By offering specific travel suggestions, The Ritz-Carlton may make it easier for families to celebrate the holiday with a spontaneous vacation.

Outdoor adventure

The festival of Eid-ul-Fitr is an important Muslim holiday taking place this year on Friday, July 17. Muslims around the world celebrate the end of the month of Ramadan with feasting and prayer.



The Ritz-Carlton Lodge, Reynolds Plantation is located in Georgia

The Ritz-Carlton is suggesting that in addition to these traditional celebrations, Middle Eastern families might also take a vacation to mark the special occasion. As Eid-ul-Fitr represents the spirit of abundance and gratitude, it is an appropriate time to indulge in luxury travel.

Instead of promoting locations closer to home, The Ritz-Carlton chose to suggest traveling to the U.S. The natural beauty of the country is often underappreciated and Middle Eastern consumers may be surprised to learn about these unique locations.



Middle Eastern visitors can experience the natural beauty of the U.S.

The Ritz-Carlton Lodge, Reynolds Plantation in Georgia gives visitors a chance to experience the beauty of a southern lake. The resort is offering hikes, scavenger hunts, fishing and bird watching to entertain its guests.

The Ritz-Carlton, Dove Mountain is located in the Tortolita Mountains in Arizona. Guests can enjoy the Native American culture of the area in addition to hiking, aerobics and yoga.



The Ritz-Carlton, Dove Mountain is located in Arizona

The Ritz-Carlton also promoted its locations in Bachelor Gulch, CO and St. Thomas. Both resorts are offering numerous outdoor activities with specific entertainment for children.

To make these vacations as easy as possible for Middle Eastern consumers, The Ritz-Carlton added directions for how to travel from the Middle East to each location. The simplicity of this promotion will likely appeal to travelers feeling spontaneous during Eid-ul-Fitr.



Visitors can enjoy outdoor activities and Native American culture

In the middle

The Ritz-Carlton is one of many hotel chains that has been focusing its attention on the Middle East. In recent months, despite political unrest, there has been a surge in hotel openings and property proposals across Middle Eastern countries from luxury hospitality brands.

Fairmont Hotels & Resorts announced its expansion plans into Bahrain, Trump Hotel Collection will unveil a new hotel in Azerbaijan this spring and Four Seasons Hotels & Resorts recently opened properties in Dubai, United Arab Emirates and Bahrain. With the recent reports in regards to actions from terrorist group Islamic State of Iraq and the Levant, the idea of traveling to the region for a relaxing vacation is not enticing to most, so why are luxury brands investing millions into such properties? ([see story](#))

Despite these considerations, the Ritz-Carlton is committed to its locations in the Middle East. The Ritz-Carlton Hotel Company has been focusing on the Middle East and Asia-Pacific as it pursues the 100-property milestone.

The hotel chain will be adding 15 properties to its portfolio by the end of 2015. Luxury brands across categories are aggressively entering new markets to clinch the loyalty of today's global consumers ([see story](#)).

Final Take

Kay Sorin, editorial assistant on [Luxury Daily](#), New York

© Napean LLC. All rights reserved.

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