

IN-STORE

## Dorchester Collection welcomes families via child-friendly packages

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*The Dorchester*

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By STAFF REPORTS

The Dorchester Collection of hotels is inviting families to make themselves at home with a new set of offerings specifically targeted to children.

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Families visiting London can rest assured that The Dorchester has their needs taken care of with the hotel's new family-friendly packages. With a number of in-room activities, babysitters and child-friendly events throughout the city, parents can feel free to travel with their children, knowing they will be well taken care of and entertained.

### The children's hour

The Dorchester is working to make its rooms feel like home with a number of special offerings directed at children. For example, freshly baked cookies will be available upon arrival for families, and children will receive a special gift pack including a Doris the Duck activity pack.

There will be special amenities available for children such as child sized bathrobes and slippers. Families can arrange to book rooms that connect to accommodate more people.



### *Dorchester Collection offers children's menus for families*

Plenty of entertainment will be provided to keep children busy. There are family channels available on the television, and family-friendly books, board games and Nintendo Wii and PlayStation games are available upon request.

Children with food allergies or other dietary restrictions will be specially taken care of by the chef, and there are children's menus available at The Dorchester restaurants.

Families who need assistance can hire a qualified babysitter or nanny through the hotel. There are also a number of family-friendly activities around the city that will appeal to children of all ages.



### *The hotel has many activities to keep children entertained*

This is not the first time The Dorchester has targeted families with unique offerings. For example, Dorchester Collection recently reached out to new mothers with a special package offering them a chance to relax and rejuvenate after having a baby.

The Mommymoon package is intended to give mothers a short vacation in which they can enjoy The Dorchester's most relaxing amenities, including the spa and a variety of dining options. Marketing to niche demographics can help a brand form personal relationships

with consumers ([see story](#)).

Welcoming families is an important element of any luxury hotel's services, but The Dorchester has proven it can go above and beyond with these special offerings.

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