

IN-STORE

## Peninsula Academy's exclusive experiences arrive in Paris

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*Peninsula Paris Academy "Grape Expectations"*

By STAFF REPORTS

The Peninsula Paris, the hotel chain's latest property opened, is now giving guests the opportunity to partake in its first edition of the group-wide immersive activity series.

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For the Parisian Peninsula Academy's debut, the property is giving guests the opportunity to do everything from a day at the opera to fulfilling a football fan's fantasy. Offering guests experiences that cannot otherwise be attained can help a hotel brand inspire bookings and loyalty.

### Parisian immersion

Peninsula Academy was founded in 1997 to bring specifically local experiences to guests. The packages change each season, offering repeat guests a new memorable stay.

For Paris, Peninsula took advantage of the city's food, culture and shopping to appeal to an array of guests.

For music aficionados, Peninsula will take guests backstage at the Opera Garnier, where they will get to see the artwork created by Edgar Degas for the performance venue. The day will end as the consumers take in a performance and a post-show dinner at the hotel.



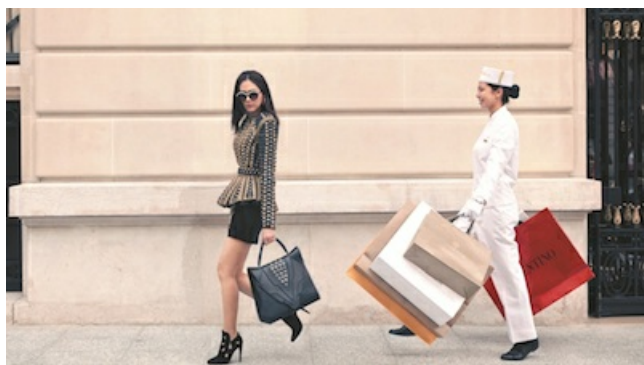
*Opera Garnier*

Promising "Fun with Chocolate" is a kid-friendly hands-on with pastry chef Julien Alvarez.

Those with "Grape Expectations" can take a trip to Champagne maker House of Deutz. Participants will get to see the

grapes growing, as well as the inside of the vineyard's cellar, typically not open to the public.

Fashionistas may be interested in "La Vie En Rose," which will include a private tour of a flagship store before opening hours, a look inside the home of couturier Elsa Schiaparelli, a shopping trip to the gardens of the Palais Royal.



*Promotional image for La Vie En Rose*

Also giving the royal treatment is a tour of the Palace of Versailles, including areas typically off-limits, such as the living space for King Louis XVI and Marie-Antoinette.

Those who book "A Footballer's Fantasy" will get to meet their favorite player from Paris Saint-Germain football club, who will escort them into the Parc des Princes stadium. As well as attending a game with VIP status, the fan will go home with a signed football, jersey and mascot.

The Peninsula Hotels is showing brand-wide cohesion with updated Peninsula Academy offers.

The Peninsula Academy is part of the brand's push to distinguish itself in the luxury realm as a premier arbiter of experiences. As demand for experiential travel escalates and consumers become experts at researching locales, brands are hard-pressed to come up with original, compelling efforts ([see story](#)).