

IN-STORE

The Mark spreads holiday cheer with hot cocoa, tree trimmings

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The Mark Hotel holiday cookie kit

By STAFF REPORTS

The Mark Hotel has curated seasonal amenities that take advantage of a holiday spent in New York.

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Located on New York's Upper East Side, right near Central Park, The Mark Hotel's holiday packages incorporate the city around it as well as activities within the property, all of which are likely to become fond memories. Hotel packages, especially those with holiday themes, commonly play off consumers' nostalgia and may result in return stays year after year for the season.

Deck the hotel

The Mark Hotel's holiday amenities for the 2015 season include a complimentary cocoa kiosk by French patisserie Ladure. The holiday collaboration with Ladure will be free of charge for hotel guests and \$6.50 per cup for passersby in the neighborhood.

Ladure's kiosk found in the hotel's lobby will serve freshly baked cookies paired with the patisserie's signature rich, thick and smooth hot chocolate. The cocoa kiosk will open Thanksgiving weekend and will serve treats through the holidays.

For in-room festivities, The Mark Hotel is offering guests a chef Jean-Georges cooking baking kit, because "nothing says festive season" like the aroma of freshly-baked cookies." The chef has created a baking kit exclusive for guests at The Mark Hotel that can be prepared within select room types.

The kit contains pre-cut dough in festive shapes ready for baking. All guests need to do is use the included frosting, sprinkles and sweets to decorate their cookies. Also included is a signature chef's apron and hat for the budding ptissiers.



The Mark Hotel's Ladure hot cocoa kiosk and holiday tree trimming

Given The Mark Hotel's location, the property is also offering guests a Holiday Shopping Pass & Package. This includes a personalized shopping experience at nearby designer boutiques where the guest will gain insider access to stylists.

The guests will be treated to The Mark's Holiday Express pedicabs and a number of "gratis gifts," and a welcome amenity and breakfast each day of the stay is also included in the package.

Last but not least, The Mark Hotel is offering Tree Trimming Parties for the month of December. The Mark Hotel will decorate its guestrooms in festive decor that will "rival" the iconic holiday windows seen at department store Bergdorf Goodman.

The Mark Hotel will provide a seven-foot-tall evergreen tree that can be fully decorated to guests' specifications, or the tree can be trimmed in-room during the stay. For the latter option The Mark Hotel will provide a choice of signature decorations alongside a hot cocoa welcome amenity.

Other brands have put forth efforts that put Christmas tree creativity in consumers' hands.

Last year for instance, British department store Harrods helped consumers decorate their Christmas tree with an in-application game that offered users various decorations to place upon the virtual tree.

The "Never Mind the Baubles" game was found within the Harrods Magazine app in the Christmas edition and users could share their tree to potentially win a prize. The location of this game likely sparked downloads and the prize may have incentivized consumers to join in on the contest ([see story](#)).