

IN-STORE

## Ritz-Carlton Bachelor Gulch turns into a Bachelor pad with new ambassador

November 19, 2015



*Exterior of The Ritz-Carlton, Bachelor Gulch*

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By STAFF REPORTS

The Ritz-Carlton, Bachelor Gulch in Beaver Creek, CO is welcoming a new canine ambassador to its property, bringing a furry touch to guests' stays.

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A new edition to the "Bachelor Pack," the 12-week-old Saint Bernard christened Bachelor will be on hand at the resort for meet and greets in the resort's lobby and will also accompany guests during hikes. While guests are traveling and potentially away from their own pets, being able to interact with a dog on-site may help a hotel feel more like home.

### Eligible Bachelor

Bachelor is settling in at the hotel, having just arrived a few days ago ahead of the property's reopening Nov. 19. He joins Belle, a female one-year-old Bernese mountain dog.

The 32-pound Bachelor was the second largest in his litter and is expected to reach 200 pounds. He replaces the former Bachelor, who has moved to Northern California with his family.

Bachelor will join naturalist "Ranger Jackie" as she guides guests on hikes in Bachelor Gulch.

To make an early introduction, the hotel has shared Bachelor's picture with its social media audience. As consumers posted comments about how they cannot wait to meet Bachelor, the hotel has replied with Bachelor's own anticipation at meeting them.



### *The newest Bachelor*

Pet ambassadors enable hotel brands to share a more lighthearted conversation with consumers.

The Fairmont Hotel Macdonald in Edmonton, Canada, has an unusual employee who has become a social media celebrity and ambassador for the hotel: Smudge, a seven-year-old Yellow Labrador.

Smudge's role at the property has become part of daily operations, engaging guests and providing stress-relief for busy travelers. Whimsical campaigns are seen on occasion by many luxury brands, but incorporating an unusual twist into daily marketing allows guests to create long-term and light-hearted relationships with the brand ([see story](#)).

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