

OUT OF HOME

## Mandarin Oriental pulls strings to bring families to Prague

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*Exterior of Mandarin Oriental, Prague*

By FORREST CARDAMENIS

Mandarin Oriental Prague is enticing the whole family with the promise of "A Fairy Tale Getaway."

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The "Tale of the Puppeteer" package will grant families with young children two marionette-filled nights in the heart of Prague. With family travel on the rise, a targeted but culture-heavy campaign such as this one could be a popular choice for travel.

"This promotion is all about experiences and we learned our guests are looking for authentic experience in the specific locations," said Lenka Rogerova, director of communications at **Mandarin Oriental**, Prague.

"Czech Republic is well known for the puppets craftsmanship," she said. "And what's more, families have the opportunity to spend some time together captured in fun activities."

Master of puppets

The package is highlighted by a tour of a puppeteer's workshop, private classes and performances. The two-night stay will also include a tailored afternoon tour of Prague.

Guests' day will begin with limousine pick-up and a check-in that includes an array of children's toys and treats in the room waiting for its young travelers. Upon venturing out, families can begin a personalized "old-timer" tour of the city.



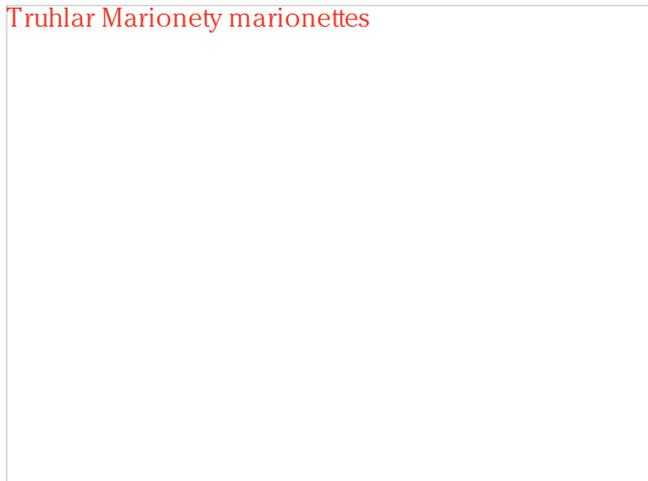
## *Mandarin Oriental Prague suite*

The tour will be guided a long-time resident, who will drop the family off at Truhl Marionety near the Charles Bridge. In addition to providing classes and workshops for both children and adults since 1992 and designing and crafting marionettes, the Truhl Marionety also performs puppet theatre and hosts exhibitions globally.

Guests will be treated to a private, three-hour wooden marionette crafting class with an expert puppeteer. Kolaches fruit-filled Czech pastries and tea will accompany the lesson. After the class, the families will be treated to a marionette theater show and then transported back to the hotel.

The next morning will include a breakfast at the hotel's Spices Restaurant and Bar and patrons will walk away with a marionette keepsake.

### Truhlar Marionety marionettes

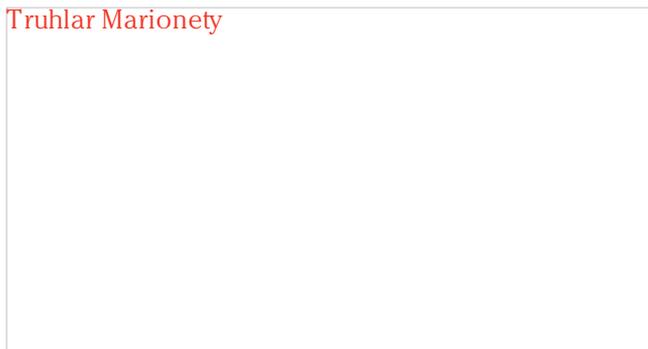


Family travel provides a challenge for hotels and parents alike. Both parties must find ways to ensure that kids will enjoy the visit without detracting from the adult's enjoyment.

A puppet show is an ideal way to please both generations, as the artistic and cultural elements of puppetry and their design and craft is likely to interest parents just as the products will fascinate and please children.

Additionally, today's travelers like to immerse themselves in local culture while abroad, making puppets a natural theme for Mandarin Oriental Prague given the art's history in the city. Creating that alliance between local culture and hotel also conveys positive brand values.

### Truhlar Marionety



## *Truhl Marionety*

"[It shows that we are] lively a place with energy and momentum; imaginative with innovative designs and services to excite and entertain; and guest-centered with a service that is personal, passionate and surprising," Ms. Rogerova said.

### Playtime

Other hotel brands are also creating initiatives to make themselves an appealing destination for traveling families.

For example, Starwood Hotels & Resorts' Le Meridien is reimagining play time to "redefine the future of family travel."

The brand has begun to roll out a number of kid-friendly initiatives across global locations that will connect children to culture, art and design. With family and multigenerational travel on the rise, hotels will need to implement far-ranging initiatives to ensure that the grandchildren, the grandparents and those in between are all satisfied ([see](#)

story).

Mandarin Oriental has undertaken other locally specific artistic promotions before.

Back in May, Mandarin Oriental Pudong in Shanghai tapped popular Chinese artist and food blogger Da Cai for a multifaceted food and art experience.

Ms. Cai created an exhibit of 18 paintings called "Fish, You Are Not a Fish" and an art themed dinner at the property's Fifty 8 Grill. Teaming up with artists to create novel experiences is an effective way for hotels to stand out, since most art experiences draw on existing works and tend to send guests into the local area where the brand can not really stake a claim ([see story](#)).

Final Take

*Forrest Cardamenis, editorial assistant on Luxury Daily, New York*

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