

IN-STORE

## Mandarin Oriental taps local art scene for guest package

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*Mandarin Oriental Hyde Park*

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By STAFF REPORTS

Mandarin Oriental Hyde Park, London has sculpted an art aficionado experience for its hotel guests with the help of The Royal Academy of Arts.

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The art-themed package was designed to take advantage of the hotel's prime location within London's cultural district and will focus on The Royal Academy's new exhibition, "Painting Modern Garden: Monet to Matisse." Packages focusing on the art on view in a locale are common, as such programs allows guests to experience cultural elements of the place they are visiting, thus enriching the time spent.

### In the garden

Those who book the "Art of Luxury" package will be gifted the Painting the Modern Garden: From Monet to Matisse exhibit tome, and will receive entry to the exhibition to see the works up close. The package also includes access to the members' room in the Keeper's' House.

Upon arrival, guests will be offered a welcome amenity and a full English breakfast the following morning, either in the dining room or in the privacy of the couple's guest room.

Additionally, guests who book between Jan. 30 and April 20 will be offered a Friends of The Royal Academy membership for three months time. Membership allows guests unlimited access to all of The Royal Academy's exhibits as well as exclusive invites to previews, private viewings and events.



### *Mandarin Oriental Hyde Park, London*

While the Art of Luxury package, starting at \$695, only accounts for a single night's stay, the membership may result in return visitors who rebook at the Mandarin Oriental while taking advantage of the three months of unlimited access.

Local art scene happenings often results in hospitality brands staging their own events.

For instance, Mandarin Oriental, Miami prepared for the influx of affluent art lovers set to attend the city's annual Art Basel Miami Beach fair.

Each December, Miami hosts one of the world's premiere art festivals, which has resulted in high-end and luxury brands sponsoring a number of events and initiatives to cater to this discerning crowd. For those unfamiliar with Miami, a hotel curated package can help make the time more enjoyable and memorable while increasing the likelihood of future bookings with the hospitality brand ([see story](#)).

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