

MOBILE

Dorchester motivates post-holiday bookings via reimagined carol

December 29, 2015

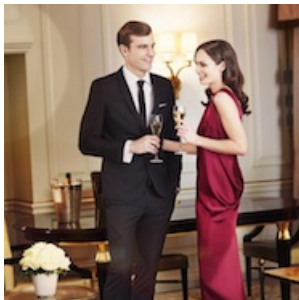


Image from The Dorchester's #12DaysofChristmas

By STAFF REPORTS

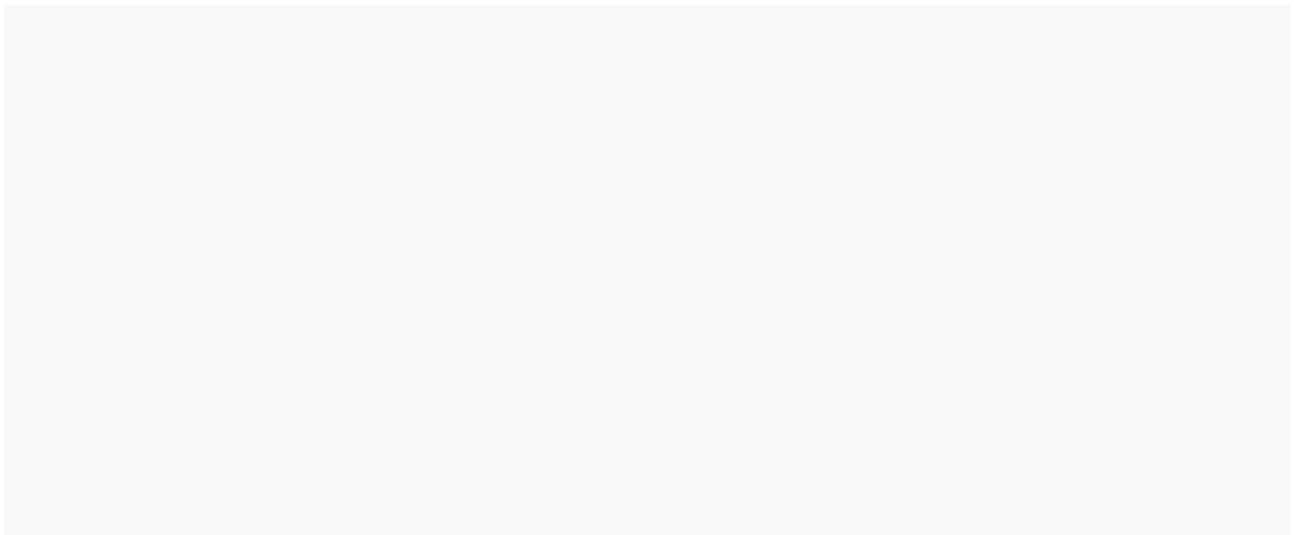
Hotelier The Dorchester is extending the holiday gifting season with an Instagram series modeled after the traditional carol "The 12 Days of Christmas."

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The hotel is sharing its own branded interpretation of the song, highlighting the sights and experiences available during a stay at its London property. While many brands, including The Dorchester Collection, made a big push right before the holiday, having a consistent presence after the shopping rush subsides may help spur bookings for relaxing getaways.

Counting up

The Dorchester began its #12DaysofChristmas on the holiday itself, sharing a picture of a macha latte from its coffee shop Parcafe. In the caption, mimicking the song, the hotel writes, "On the first day of Christmas, my true love gave to me," changing the rest of the lyrics to focus on its gift suggestion.





On the first day of Christmas, my true love gave to me a macha latte from Parcafe!

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