

IN-STORE

The Royalton ignites guests' stays with fireplace concierge

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Fireplace Sachet at The Royalton

By STAFF REPORTS

New York hotel The Royalton is encouraging guests to cozy up next to the fire with a new in-room amenity package.

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The Royalton, located in Midtown Manhattan, boasts the most fireplaces in any New York hotel, giving way to the property's latest in-room option, the Fireplace Concierge service. In-room amenities are attractive to guests who are looking for unique experiences during their hotel stays, a trend that is on pace to continue.

Ring of fire

With the most fireplaces at a single hotel property, The Royalton's 55 fireplaces are found in its deluxe, suite and penthouse guestrooms.

Rates for the Fireplace Concierge service begin at \$299, and include the choice of five types of firewoods. Guests can select between oak, pecan, maple, hickory or apple. Placed inside a burlap sachet, each type of wood creates a different ambiance within the guestroom.

Curated by "wood sommelier" Ted Whitehead, the Fireplace Sachet woods are sourced from The Woodman. The Brooklyn-based company was co-founded by Mr. Whitehead and specializes in kiln-dried firewood.



Fireplace Sachets at The Royalton

In addition to the Fireplace Sachet, the package also includes two signature Fireplace Cocktails and two small plates from a fire-inspired menu, prepared by Forty Four. Daily breakfast will also be available to guests at Forty Four, located within the The Royalton.

Late checkout is also included in the package. Guests can book through March 31, 2016.

In-room programs are an attractive way to entice bookings.

For example, The Mandarin Oriental hotel in New York updated its guest suites to further enforce its dedication to exclusivity and service.

Mandarin Oriental, New York, a five-star hotel, recently announced that it has restyled 42 of its one- and two-bedroom suites that offer guests panoramic views of Central Park, the Hudson River and the city's skyline. Frequent updates in guest room style help a hotel remain modern in its approach to hospitality and service.

To properly announce its redecorated suites, Mandarin Oriental has developed exclusive experiences and fashion partnerships to enrich the new in-room experiences ([see story](#)).

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