

COMMERCE

## Peninsula gets ahead of Valentine's game with artisanal chocolate delivery

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*Peninsula artisanal chocolate box*

By FORREST CARDAMENIS

The Peninsula Hotel Hong Kong is hoping to be the first to woo consumers with its early Valentine's Day promotions.

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Although many see the start of the new year as the end of the holiday season, Valentine's Day and the Lunar New Year are little more than a month away. Early and impressive offers give Peninsula a chance to snatch a share of the market while competitors work to transition out of the holiday season.

"The most romantic day of the year, Valentine's Day is the perfect opportunity to surprise that special someone with a thoughtful gift or an evening to remember," said Rainy Chan, regional vice president, **The Peninsula Hotels** and general manager, The Peninsula Hong Kong. "And with 88 years of experience in creating unique moments that last a lifetime, The Peninsula Hong Kong is one of the most sought-after destinations in Hong Kong to celebrate this special day. Guests inquire and make bookings up to several months in advance to ensure their most preferred venue is available."

### Chocolates and Valentine's

The Peninsula's Maitre Chocolatier, Marijn Coertjens, recently took third-place at the 2015 World Chocolate Masters competition, meaning Peninsula has the perfect gift for Valentine's Day. For about \$232, a collection of Mr. Coertjens' and his team's haute couture artisanal chocolates, each unique in look and flavor, will be hand-delivered to the lucky someone by a Peninsula page on Valentine's Day or, if other plans are already being made, the day before.



*Peninsula pageboy with roses*

For a bit more than \$1,000, the purchase can be a "Romantic Rendezvous," where the chocolates will come with a note telling the beloved to "look out for the green Rolls-Royce outside at 7 p.m." Right on time, a chauffeur and a green Rolls-Royce will bring the couple together at one of the hotel's fine dining restaurants, including The Pool, open to the public just once a year, for a five-course candlelit dinner. To top it off, the hotel will include a menu, personalized with a photo and message, as a keepsake.

For another \$1,250, the "Love Unlimited Package" will add a night in a Grand Deluxe Harbor View Room, room service breakfast, late check-out and monogrammed bathrobes.



*Peninsula swimming pool*

For those looking for fewer bells and whistles, each of the hotel's restaurants, including The Pool, will be offering multi-course meals priced on a per-couple basis. Throughout the month, couples can also enjoy time at the spa, including the private spa suite and swimming pool and both breakfast and lunch.

Lastly, the hotel is offering gift cards and limited-edition Valentine's Day chocolates at the Peninsula Boutique. The Peninsula Arcade includes 80 shops, including a number of luxury brands and artisanal boutiques, giving couples the shopping experience they crave.



*Peninsula page with roses*

A good Valentine's Day campaign is a big source of revenue, and by offering a number of different experiences at

different price points, Peninsula is likely to appeal to a large group of consumers. Moreover, promoting its offers before many competitors gives the hotel a chance to fill tables before competitors have taken their first steps.

Same time, different place

The Peninsula Hotels has a history of creative Valentine's Day promotions.

Last year, the brand sent its own Cupid around Hong Kong in the lead up to Valentine's Day to locally spread love.

A Mini Cooper traveled throughout the city with red heart balloons encouraging Hong Kong locals to snap photos with the vehicle and share their love story on social media. Local events help hotels form relationships with neighbors likely creating a trust that will translate over to vacations ([see story](#)).

Although Valentine's Day stays still on the calendar, its shifting contexts often have an impact on how hotels market the holiday.

For example, Valentine's Day was a weekend last year and President's Day in the United States landed on the following Monday, so many couples took to traveling for the long weekend.

Luxury hotels were looking to accommodate guests' short trips for the holiday with different packages, menus and special events within their properties. Taking advantage of a dual holiday weekend with interesting guest options allowed hotel brands to create a relationship with couples at one location that may carry over to other properties during future trips ([see story](#)).

"Over the past 88 years, The Peninsula has played host to so many unforgettable moments in the lives of our guests, from first dates and Valentine's Day celebrations to spectacular marriage proposals, weddings and anniversaries, and it is truly a privilege to be entrusted with making sure these occasions are as memorable and as magical as they can be," Ms. Chain said. "Through the pageboy delivery of our limited-edition hand-made chocolates, we are delighted to be able to bring a touch of Peninsula sparkle to even more couples on this special day."

Final Take

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