

IN-STORE

Mandarin Oriental stimulates desire with Valentine's Day offerings

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Mandarin Oriental, Las Vegas

By FORREST CARDAMENIS

Mandarin Oriental's United States hotels are enticing lovers with a variety of Valentine's Day-oriented promotions.

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Each of the group's six U.S. locations is offering its own unique package, with promotions ranging from chocolate to spa to dance. Valentine's Day is an opportunity for hotels to dazzle new consumers and make themselves significant parts of cherished memories, possibly leading to repeat business in the long term.

"Valentine's Day is a special time of year during which hoteliers can provide an extra level of service that makes for a truly delightful guest experience," said Emily Snyder, vice president of global sales for **Mandarin Oriental Hotel Group**. "By offering unique and bespoke packages in celebration of Valentine's Day, hotels benefit from an increased number of guests planning to book a memorable stay or enjoy a romantic dinner or relaxing spa treatment with loved ones."

Be my Valentine

Mandarin Oriental, Atlanta's Decadent Romance package will begin with a rose petal turndown, Champagne and a box of heart-shaped chocolates. The flavors are particularly fitting, with names such as "Aztec Aphrodisiac" and "Cayenne Passion Fruit." In the evening, couples will head to Atlanta Ballet's performance of "Moulin Rouge."

Those looking for something a little more downbeat can book the "Be My Valentine" package in Miami anytime in February, where they can enjoy the hotel's spa together. The package includes a deluxe room, breakfast at the hotel's restaurant La Mar by Gastn Acurio and chocolate-covered strawberries on arrival, accompanied by a bottle of Piper Heidsieck Champagne.

The "Month of Romance" in Boston, also available throughout the month of February, includes breakfast, Champagne, a dessert from the hotel's pastry chef Robert Differ and a rose petal turndown. In Washington, the "Five-Course Lover's Menu" offers an unforgettable shared meal highlighted by aphrodisiacs and Nutella fondue on Feb. 13-14 only.

Those looking for a bit more fun might turn to Mandarin Oriental, New York's "Extra Fun Day Away" package, which will give patrons staying two nights a third for free. Valentine's Day falls on a Sunday this year, but President's Day is the very next day, so vacationers will have flexibility.

Also an option is the "Lovers Toast" package at Mandarin Oriental, Las Vegas. Celebratory Champagne and

aphrodisiacs will accompany a private tour of the Kiki de Montparnasse boutique, a high-end lingerie brand, breakfast at MOzen Bistro and a Tian Quan thermal spa experience.

Prices range from \$88 for the dinner in Washington to \$845 per night at the New York hotel.

Offering many of the packages throughout the month of February allows Mandarin Oriental to reach consumers who may not have as much travel flexibility or are already locked into plans on Valentine's Day and the accompanying three-day weekend. Similarly, the range of offers, from solely dinner in Washington to a weekend in New York to the more sultry offerings of the Las Vegas hotel, will extend the range of appeal.

Many couples are willing to splurge for Valentine's Day, meaning that Mandarin Oriental has an opportunity to endear itself to aspirational consumers, those who may not yet be frequent travelers, or others who haven't yet encountered the brand. Given how competitive Valentine's Day is for hotels, a wide-range of offers will likely help Mandarin Oriental make an impression on some of these consumers before competitors.

"The Group attracts all guests to experience our properties around the world," Ms. Snyder said. "Mandarin Oriental's philosophy is to create a collection of hotels which have their own distinct individuality and sense of place.

"Our dining concepts are unique to each hotel and embraced by the local community, making them a celebration destination in their own right," she said. "The Group also has a genuine grasp of wellness, which is evident in our exclusive spa designs. It is with these attributes that we aim to inspire and welcome travelers near and far, as well as loyal fans and first-time guests alike."

Cupid's Arrow

Other hotel chains have already announced their Valentine's Day offerings.

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

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 ([see story](#)).

In the past, Mandarin Oriental has created multiple packages for a single city, hoping to appeal to both locals and tourists.

For example, back in 2012 Mandarin Oriental looked to increase its mid-winter bookings at its New York locations with the debut of several Valentine's Day packages aimed at creating romantic experiences.

The five new packages offer romantic and memorable experiences that were designed specifically for couples. With packages ranging from a few hours to a few days, Mandarin Oriental appears to be targeting domestic and local travelers ([see story](#)).

"Our Valentine's Day packages provide guests with exceptional offerings, and at the crux of all that we do is the quality of our service which differentiates us from our competitors," Ms. Snyder said. "By this I mean the personalized service that is given to each guest and the sincerity of the people who deliver it.

"Passion, enthusiasm and attention to detail is essential, particularly on Valentine's Day, in order for our guests to feel that they are being looked after by people who genuinely care for them," she said. "And that's at the heart of our mission: to delight and satisfy each and every guest."