

IN-STORE

## Ritz-Carlton Macau gives children special welcome to encourage family travel

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*Ritz-Carlton, Macau premier suite*

By FORREST CARDAMENIS

The Ritz-Carlton, Macau is making itself a site for all occasions with its latest set of promotions.

Three new room packages capitalize on recent trends without ignoring more traditional reasons for travel and are billed as "providing guests with extraordinary experiences." Consumers today have countless choices when traveling, but a package that provides a hook suited for the occasion could help influence the decision.

"The Ritz-Carlton properties are certainly some of the premium hotels within the Marriott brand of hotels, which continue to further differentiate the brand among a host of luxury hotels," said Damon M. Banks, media consultant and editor at LuxeGetaways. "From the company's gold standards to the recently developed Ritz-Carlton Reserve properties; the Ritz-Carlton continues to provide their guests a variety of unique family, wellness and localized experiences to enhance the travel opportunities for their guests."

### Macau getaway

First among the packages is the latest addition to the Ritz Kids program. Ritz Kids targets children between the ages of 4 and 12 and was created by Jean-Michel Cousteau of the Ocean Future Society, with a goal of harnessing children's innate curiosity and sense of adventure.

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*Ritz Kids promotional photo*

Those traveling with children who book the package will find a large tent pitched in their room, complete with duvets, plush pillows and even a pair of pajamas. Also included are camping tools such as a compass, torch lamp, water bottle and a backpack to carry them. Kids will also be given a plush toy lion as a memento.

During the stay, children can complete coloring activities and collect stamps to earn an "Explorer Certificate." The package also includes access to The Ritz-Carlton Club, the JW Kids Club and kids movie night, featuring unlimited movies throughout the day, with popcorn included.

Children can sometimes be an impediment to travel because of nervousness or a lack of interest in seeing the sights and partaking in the experiences that attract the adults. As such, anything to help make the child adapt to the stay and provide entertainment alternatives to sight-seeing will be seen as a huge relief and enable parents with young children to travel without having to worry as much about ensuring their kids also have a good time.



*The Ritz-Carlton Club, Macau*

"Though Family Travel is often overlooked within the luxury travel market, it's very important to a very large number of travelers," Mr. Banks said. "We see this becoming increasingly prominent in the advertising by many hotels, as guests appreciate having packages designed around family travel."

Health-minded individuals may opt instead for the spa package. A private consultation with a therapist will precede any spa treatments, with notes being made of personal preferences and helping to customize the package for the individual.

After the treatment, vitality pools, saunas, ice-fountains and more are available for relaxation. A health menu at The Ritz-Carlton Club and similarly themed menu will also be available at Lai Heen, among the finest restaurants in Macau.

Health and wellness concerns have risen to the front of consumers' minds, and hotels that have realized and acted in accordance allow patrons a chance to indulge themselves with a vacation without short-changing their diet or exercise in the process.

Lastly, The Ritz-Carlton, Macau will also go the extra mile to make an occasion memorable. If the occasion is a romantic one, the room will be prepared ahead of time with 99 roses.



*Room at The Ritz-Carlton, Macau*

Even if not, a rose petal bath will help make the night more special, and Champagne will be served inside the limousine during the complimentary pick-up and drop-off. More Champagne will be waiting in the suite, and guests can look forward to a special rooftop dinner for two.

Looked at altogether, the packages address a number of common travel reasons and concerns. Given the range of travel options, such packages can be the final push that instigates the decision to book.

Kids in the hall

Other hotels have also sought to make travel more fun for kids and thus more viable for families.

For example, Starwood Hotels & Resorts' Le Meridien is reimagining play time to "redefine the future of family travel."

The brand has begun to roll out a number of kid-friendly initiatives across global locations that will connect children to culture, art and design. With family and multigenerational travel on the rise, hotels will need to implement far-ranging initiatives to ensure that the grandchildren, the grandparents and those in between are all satisfied ([see story](#)).

Many other hotels have also launched spa-oriented promotions to bring in travelers, although the trend's appeal has proven long lasting and goes far beyond New Year's Resolutions.

Nonetheless, hotels rang in the new year with offers targeted at health and fitness resolutions and building repeat consumers.

The desire to be healthier is particularly prominent when the calendar turns and people see a symbolic chance to start anew, and a number of hotels are capitalizing on the trend with spa and wellness offerings. Regardless of whether or not consumers keep their resolutions, getting them in the spa for the first time could lead to repeat business ([see story](#)).

"These opportunities such as this ESPA package at The Ritz-Carlton Macau allow for guests to take advantage of these spa amenities and services without committing to an extended wellness program," Mr. Banks said.

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