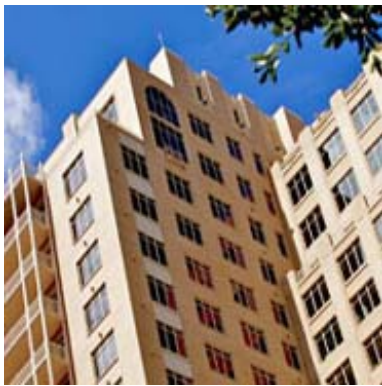


IN-STORE

Ritz-Carlton builds loyalty via free Bulgari giveaways

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By RACHEL LAMB

The Ritz-Carlton is treating guests who participate in its Suite Dreams package in Dallas by giving away Bulgari watches, fragrances and coffee table books.

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The hotel is partnering with the newly-unveiled Bulgari boutique at NorthPark Center in Dallas. The Suite Dreams package includes special branded treats such as a limited-edition Bulgari watch hidden under a guest's pillow.

“Our goal is to provide overnight experiences that not only deliver a great hotel stay but also surprise and delight our guests,” said Noeha Coutry, director of sales and marketing for The Ritz-Carlton, Dallas. “Suite Dreams does just that, and there’s something quite captivating and romantic about the possibility of discovering a wonderful watch under one’s pillow.

“For Bulgari, participation in the package allows them to further emphasize an already great working relationship with our hotel, as well as a new and beautiful Bulgari boutique located nearby,” she said.

The Suite Dreams

This package features a stay in the hotel’s deluxe suite with transportation to the **Bulgari**

boutique.

One guest per month will find a Bulgari Carbon Gold Limited Edition watch under his or her pillow. Others staying in the suite will receive a coffee-table book or something from the brand's fragrance collection.

The package also includes breakfast for two in-room or at Fearing's, the hotel's restaurant.

In addition, a personal concierge at the Bulgari boutique, valet parking and a late check-out are provided.

The rates start at \$399 a night. The promotion takes place from March 9 - Sept. 5

"Our suites offer some of the most amazing accommodations in Dallas, and offering an appealing package that specifically features suites adds value to our overall story," Ms. Coutry said.

Promotion, promotion, promotion

Ritz-Carlton, Dallas has been using special events to draw customers to its location.

The hotel had a special Super Bowl package in January that treated customers to special massages, football-inspired platters, statistics and game information ([see story](#)).

Partnering with Bulgari is a great opportunity for the hotel because the two companies share the same type of affluent consumers.

Dallas' NorthPark, just minutes from the Ritz-Carlton, houses other luxury boutiques such as Elie Tahari and Omega, as well as its new Bulgari boutique.

The hotel is promoting this on <http://www.ritzcarlton.com>, public relations and an email blast to its guests.

"Our consumers are very often Bulgari customers," Ms. Coutry said. "Targeting compatible demographics is a key driver in partnerships, and we think this works to everyone's advantage with the Suite Dreams package."

Final Take

The Ritz-Carlton hotel experience

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