

OUT OF HOME

Mandarin Oriental Macau takes families to prehistoric time

March 28, 2016



Mandarin Oriental, Macau

By FORREST CARDAMENIS

Mandarin Oriental, Macau is indulging the curiosity of its youngest clients with its latest family package.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The Dinosaur Explorer package offers parents and children a learning experience at the Macao Science Centre, including the Interactive Living Dinosaurs exhibition. With family travel on the rise, a hospitality brand can make itself a favorite by helping to facilitate activities that parents and children alike can enjoy.

Prehistoric entertainment

The Interactive Living Dinosaurs exhibition at the Macao Science Centre includes a 3D show, giving children a spectacle and opportunity to interact that the age group typically loves. Dinosaurs are also a long-standing favorite of children, making the exhibition a sure bet to appeal to families.

The 3D show is at a planetarium recognized by the Guinness Book of World Records as having the highest resolution.



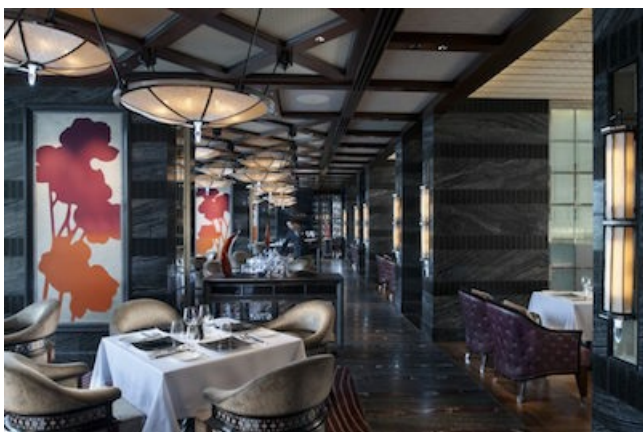
Macao Science Centre Living Dinosaurs promotional image

The exhibition is the first dinosaur-themed one in the Macao Science Centre's history. It includes 14 mechanical replica of dinosaurs as well as 72 small-scale models.

In addition, a "Dino Competition Academy" card game, an augmented reality coloring game, "Dinosaur Babies in the Science Centre" and a virtual reality exhibit, "Dare to Venture Into the World of the Dinosaurs," also constitute the exhibition. Beyond the Living Dinosaurs exhibit, the Macao Science Centre also contains 12 permanent galleries focused on space, robotics, sound, the earth, eco conversation, DNA, sports, food and "children's science."

The Dinosaur Explorer is valid from March 23 to Sept. 11 and starts from 1,999 MOP, or about \$250. The package

includes one night of accommodation for two adults and a child, breakfast at the hotel's Vida Rica restaurant, tickets to the Macao Science Centre and 3D show, as well as dinosaur-themed turndown amenities.



Mandarin Oriental Macau Vida Rica

For those interested in extending the stay, Mandarin Oriental is offering a special rate of \$175 for an extra room night and \$300 for a suite for two parents and a child, with a surcharge for additional guests.

Spring breaks are around the corner for many children, and the summer is just a little further up the road. Many families will be traveling as a result, making it an ideal time to promote family friendly or child-oriented marketing initiatives.



Ritz-Carlton, Macau room

Travel of all kinds, including family travel, is rising, and brands that differentiate themselves for aspects such as child-friendliness seek to garner loyalty among a coveted demographic whose wealth levels may still be increasing. Additionally, the lower rates the package offers gives Mandarin Oriental an opportunity to endear the brand to aspirational and first-time consumers, become a family favorite and situate itself in memories that could pay dividends in the future.

School's out

With school vacations just around the corner, other hotels are also promoting offers aimed at the whole family.

Four Seasons Grand-Hotel du Cap-Ferrat in Cte d'Azur, France is also signaling the change of seasons with new family-friendly offerings.

The hotel is positioning itself as a family getaway destination complete with a revamped Kids' Club and other activities that will please the kids as much as they do mom and dad. Family travel is on the rise, and staying out in front of the trend will help Four Seasons gain a reputation as an ideal chain for families ([see story](#)).

Mandarin Oriental has also previously targeted families by highlighting local cultures and institutions.

Mandarin Oriental, Prague is enticing the whole family with the promise of "A Fairy Tale Getaway."

The "Tale of the Puppeteer" package will grant families with young children two marionette-filled nights in the heart of Prague. With family travel on the rise, a targeted but culture-heavy campaign such as this one could be a popular choice for travel ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.