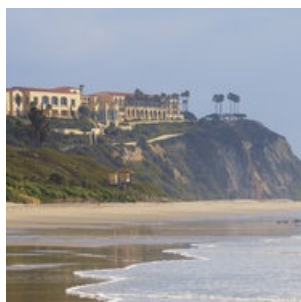


EVENTS/CAUSES

Ritz-Carlton goes backstage with Pageant of the Masters in exclusive partnership

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Ritz-Carlton Laguna Niguel

By FORREST CARDAMENIS

The Ritz-Carlton, Laguna Niguel, CA is taking its clients behind the velvet rope with a new package focused on the arts.

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The property has partnered with Pageant of the Masters to provide two experiences highlighted by a performance and the Festival of Arts. Guests at high-end hotels have come to expect exclusive access and proximity to local cultural institutions and events.

"The Pageant of the Masters is certainly a memorable experience as you witness art come to life," said Deanne French, director of public relations at [The Ritz-Carlton, Laguna Niguel](#). "By offering original and enduring experience such as the two Pageant of the Masters packages and other activities that awaken the soul, stimulate creativity, rejuvenate the spirit and inspire the heart, The Ritz-Carlton, Laguna Niguel provides the inspiration for guests to create #EpicMemories."

Behind the rope

This year's Pageant of the Masters theme is Partners, and together Ritz-Carlton, Laguna Niguel and Pageant of the Masters will offer a pair of overnight experiences. Each will include two seats in the center loge section for the Pageant of the Masters production and admission for two to the Festival of Arts.

Pageant of the Masters sees the staging of famous works of art, with a live narrator and orchestra guiding the audience through each artwork's story. The Festival of Arts is a juried art show established in 1932 and that includes paintings, photography, prints, sculptures, jewelry, ceramics, furniture and other artworks by local artists.

Pageant of the Masters

The "Behind the Velvet Rope" package offer give guests the opportunity to watch the Pageant of the Masters production come together behind the scenes and meet some of the artists involved in the Festival of Arts during a private tour. At \$1,999 per couple, the package is available only for Saturday nights and also includes ocean view accommodations at the Ritz-Carlton Club and welcome amenities, in addition to tickets toe the performance and festival.

The Pageant of the Masters "Partners" experience starts at \$849 per night and includes accommodations and the same features as the Behind The Velvet Rope offer except for the tours of each event. Both are available July 7

through Aug. 31.



The Ritz-Carlton, Laguna Niguel

The packages provide experiences that consumers will not be able to purchase otherwise, making it more likely they will choose the Ritz-Carlton. With the amenities and convenience of home-sharing services, hotels have been concentrating on providing exclusive access and cultural immersion that is harder to buy elsewhere.

Exclusive access

The Ritz-Carlton frequently provides opportunities to more fully appreciate art for its inclined guests.

The Ritz-Carlton, Dubai International Financial Centre in the United Arab Emirates is keeping its finger on the pulse of modern culture with an art collection initiative.

The bespoke "Discover With You" experience will give artistic-minded guests a primer on how to collect art and navigate the art market, with a focus on the local scene. Insider tips and localized promotions will help hotels stave off home sharing services that have recently begun to sap market share and democratize travel ([see story](#)).

Other hotels often look to the arts to provide consumers with culturally immersive experiences.

For example, Four Seasons Hotels & Resorts is strengthening its ties to culture with a series of art exhibitions.

The chain's Moscow hotel will host a series of pop-up art exhibitions in its bar, showcasing the work of a different artist every month. The pop-ups will likely appeal both to locals who frequent the bar and pique the interest of tourists at the hotel, helping to broadcast Four Seasons' values to both crowds ([see story](#)).

"The Ritz-Carlton, Laguna Niguel is a coastal haven of new experiences," Ms. French said. "It truly is a destination for travelers who want a unique Southern California luxury experience; one that also awakens the senses, and Pageant of the Masters is just that.

"Pageant is the Festival of Arts' crowning jewel and arguably one of the most unique productions in the entire world. It is world-renowned in the artistry and theatrical illusion of living pictures."