

IN-STORE

Ritz Carlton targets spring breakers with three-for-two nights offer

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By GISELLE T'SIRULNIK

The Ritz Carlton Marina del Rey's spring 2011 holiday package that offers a complimentary third night is meant to increase the number of days guests spend splurging at the hotel's bars and restaurants.

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Guests who book a deluxe room April 14-17 for two nights get the third night free. Keeping guests at the hotel for a day longer likely means they will be spending more on water sports, dining and cocktails.

"With spring break and a desire for convenient travel options at top of mind, we wanted to create an offer that would speak to consumer timing and travel trends," Michael Mettler, director of sales and marketing at [Ritz Carlton](#), Marina del Rey, CA.

"Many guests anticipate having a long April 14-17 weekend due to religious and school holidays, so offering an extended weekend rate over those particular dates makes sense," he said.

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The hotel industry is facing several challenges this spring. One of the biggest is the ongoing rise in oil prices, which affect what travelers pay for gas and airline tickets.

As a result, many in the hospitality industry are looking for ways to give consumers incentive to travel.



The Ritz Carlton addresses this challenge head on with the spring package, helping even the affluent save a little in terms of hotel stay.

Because of economic uncertainties, consumers – even the affluent ones – are very deal-conscious and the brands that offer the best incentives will win at the end of the day.

Additionally, the fact that the Ritz provides a free night lets consumers do more in terms of entertainment and dining during their stay, upping the spending in the hotel's bars, restaurants and other paid-for amenities such as the spa and any water sports.

This makes their stay more pleasant, upping the chances they will return.



“By allowing guests to experience a long weekend at the water, we’re showing a part of Los Angeles to travelers who may not have experienced our setting before,” Mr. Mettler said. “This will translate not only into future stays at The Ritz-Carlton, Marina del Rey but also into even greater appreciation for this amazing location.

“There’s so much to do within minutes of the hotel that we anticipate any incremental spending [because of the complimentary third night] will be shared among a variety of area locations,” he said. “We do believe, though, that this offer will allow guests to extend their stay and enjoy a longer spring mini-break than they had initially planned.

“Despite rising gas prices, springtime travel remains a time for families to spend together. The holiday package lends value to these travelers.”

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