

IN-STORE

Mandarin Oriental Atlanta teams with Bloomingdale's to beautify buddies

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Exterior of Mandarin Oriental, Atlanta

By STAFF REPORTS

Mandarin Oriental, Atlanta is prompting girlfriend getaways with a new package in partnership with Bloomingdale's.

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For the experience, guests will travel to the Bloomingdale's in the Lenox Square shopping center, where they will be treated to a private beauty luncheon. Many hotels cater to couples with weekend excursions, but appealing to pals may help inspire bookings from those in need of friend time.

Cosmetic consultation

Mandarin Oriental's "Girls Southern Sojourn" package include two nights of accommodations with daily breakfast. The hotel is within walking distance of shopping destinations in Atlanta, allowing those that book access to retail therapy.

During their stay, the friends will head over to Bloomingdale's for a customized beauty lunch complete with Champagne. Guests can choose a makeup brand, and a specialist from that cosmetic counter will give them a makeover, providing tips on product application and beauty routines.



Promotional image for Girls Southern Sojourn

A gift bag with deluxe product samples will be given to the participants.

The package, designed for a pair of friends, also includes two 80 minute Oriental Essence Massages at the hotel's

spa. One of Mandarin Oriental's signature treatments, the massage is designed to alleviate shoulder tension and stress throughout the body.

For double occupancy, the package begins at \$1,500.

Female-focused travel offers are a way for hotels to cater to those who want a feminine touch.

In 2012, Four Seasons Hotel Cairo at The First Residence focused on affluent women travelers in a hotel package and multichannel marketing campaign to reach this well-traveled sector of luxury consumers.

The property appealed to women with a shopping, spa and dining experience called the Ladies' Luxury Package that the property marketed via print and digital outlets. This package complemented the hotel's upcoming establishment of a women-only floor and was created in response to the rising number of female travelers that the hotel had seen ([see story](#)).

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