

OUT OF HOME

Mandarin Oriental Kuala Lumpur draws families with interactive locale

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Mandarin Oriental, Kuala Lumpur

By FORREST CARDAMENIS

The Mandarin Oriental Kuala Lumpur, Malaysia is capitalizing on new trends by offering its guests some family fun.

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The Family Fun package exemplifies the hotel's service standards, curating a series of attractions that the whole family, including small children, can enjoy. As more travelers bring their kids along and multi-generational travel takes off in popularity, hotels are realizing that offering something for the little ones will make mom and dad happy, too.

"Many parents today know the importance of travel for their kids, and recognize the long-term positive impact it has on children who have the opportunity to experience various cultures," said Damon Banks, editor-in-chief of [LuxeGetaways Magazine](#). Making spring and summer travel with the kids an ideal family getaway.

"These curated experiences allow guests to make the most of the local culture, without the need to do a lot of research themselves," he said.

Mr. Banks is not associated with Mandarin Oriental, but agreed to comment as an industry expert.

[Mandarin Oriental](#) could not respond by press deadline.

For the kids

The Family Fun package is valid until July 10 and begins at 749 Malaysian ringgits, or \$191.30. It includes a daily buffet breakfast for two, and a second room for children can be added at half price.



Kuala Lumpur city center

Mandarin Oriental's hotel is located in the heart of Kuala Lumpur's shopping districts, also near a number of family-friendly attractions. Among them is Petrosains, a petroleum-focused science center with an emphasis on interactive storytelling,

The museum gives kids a fun way to learn about the role of technology in the energy industry. Malaysia's oil, gas and energy company PETRONAS owns the museum, which is located in the same building, making it a locally specific attraction.

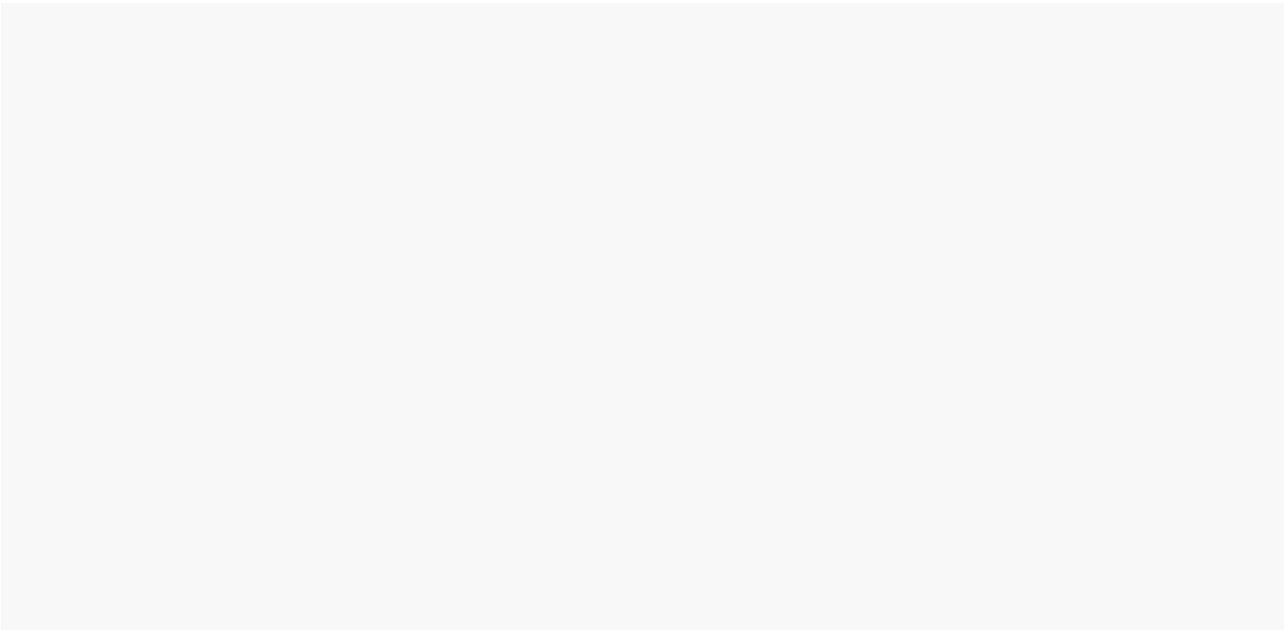
That building, the PETRONAS Twin Towers, also provides a great vantage point of the city from its Skybridge between the buildings. The towers are each 1,483 feet tall, about 32 feet taller than America's second tallest building, Chicago's Willis Tower, formerly known as Sears Tower.



Mandarin Oriental Kuala Lumpur lobby

Kids are united in their love for dinosaurs, and the city's center also hosts "Dinoscovery." The 13,000-square-foot space features dinosaur exhibits and more interactive learning experiences.

Similarly, the city's 60,000-square-foot aquarium, minutes away from the hotel, contains more than 5,000 different exhibits. At night, the nearby Kuala Lumpur City Centre Park hosts music, dancing and other entertainment from 8 p.m. every night.



Comprises of two water fountains, the KLCC park features a striking Lake Symphony which is programmed to provide 150 magical dramatic animations. #MOdestination

A photo posted by Mandarin Oriental Kuala Lumpur (@mo_kualalumpur) on Apr 6, 2016 at 7:53am PDT

While it goes without saying that almost any destination will have activities that children may enjoy, offering special packages and otherwise highlighting those elements in marketing materials can provide traveling parents with the information they need to make a decision on a vacation.

By highlighting all the surrounding activities, the hotel saves the parents the trouble of having to research the area entirely on their own. Having options laid out ahead of time is both a testament to a hotel's far-ranging service and a weight off the shoulders of the planner.

Family travel

Other Mandarin Oriental hotels have also highlighted dinosaur-related exhibitions near properties to lure parents with young children.

Mandarin Oriental, Macau is indulging the curiosity of its youngest clients with a similarly themed package.

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 ([see story](#)).

As family trips and multigenerational travel become more common, other hospitality brands are also shifting focus with promises to appease the young ones.

For example, Starwood Hotels & Resorts' Le Meridien is reimagining play time to "redefine the future of family travel."

The brand has begun to roll out a number of kid-friendly initiatives across global locations that will connect children to culture, art and design. With family and multigenerational travel on the rise, hotels will need to implement far-ranging initiatives to ensure that the grandchildren, the grandparents and those in between are all satisfied ([see story](#)).

"Family travel, and luxury family travel is becoming increasingly more popular, so these types of opportunities are sure to become even more prominent in the coming seasons," Mr. Banks said.