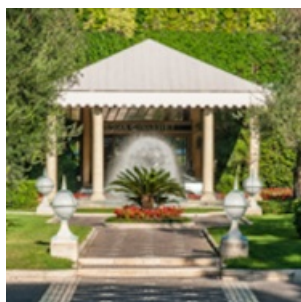


IN-STORE

Waldorf Astoria sleight of hand entices children and families

May 5, 2016



Rome Cavalieri hotel entrance 185

By FORREST CARDAMENIS

Waldorf Astoria Hotels & Resorts' Rome Cavalieri hotel is spurring family travel by promising the youngest guests extra attention.

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For its IT Club - League of Young Cavaliers, the hotel has lined up a series of activities and experiences for kids, ranging from magic shows and video games to language immersion. Hotels are making themselves kid-friendly to maintain an edge with family and multi-generational travelers.

Thinking of the children

From June 1 to Sept. 30, each day of the week will feature a different activity at the Rome Cavalieri open exclusively to kids aged 4-12.



Waldorf Astoria Rome Cavalieri Concierge

On Monday, kids will craft souvenirs and make drawings as part of the art workshop. The next day calls for a change of pace, with tournaments in table tennis, mini golf, darts and a Formula 1 simulator.

On Wednesday, children can learn sleight of hand from a real musician and be given additional tips, tricks and preparation for wowing their families with magic. "Theme Park Day" on Thursday will include scavenger hunts, life-size pirate ships to explore and all the goodies one associates with an amusement park.

Friday returns to the Formula 1 theme with a radio-controlled car race, while Saturday offers a lesson on the fine points of Italian cooking. Lastly, Sunday will have a video game party.

"Kidswear Market: Evolution and Potential" explains how a combination of factors, including parents having children at an older and more financially stable age, an increasing birth rate and baby boomer grandparents with the means to dote on their grandchildren, have helped to boost market growth in the children's wear sector. Over the past couple of years, a number of luxury labels, including Tom Ford and Balmain, have begun designing for younger consumers, appealing to a more brand-conscious generation ([see story](#)).

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