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Waldorf Astoria sleight of hand entices children and families

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Rome Cavalieri hotel entrance 185

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



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.



Ferrari racing

Teens, meanwhile, will be able to delight on a language immersion experience and Formula 1 simulators.

Activities for the whole family will be available as well. The outdoor pool bars will be reopened on May 1, offering kid-friendly milkshakes, ice cream and pizza for the whole family to enjoy around the pool. Also reopened is the nearby Chalet Stadium, where families can watch European Football League games and the 2016 Summer Olympics.

To commemorate the Olympic games, held this year in Rio de Janeiro, the hotel will hold a Brazilian Food Festival.



Waldorf Astoria Rome Cavalieri poolside breakfast

In general, higher income individuals are more likely to have children, with more than 90 percent of ultra-high-networth people being married with between one and four children (see story). Because this demographic and those in the immediately preceding income rungs are the most likely to have the flexibility to take a family or multigenerational vacation, hotels that cannot ensure young children will enjoy the trip will be ruled out sooner.

Multigenerational travel is also on the rise, necessitating family-friendly options for those traveling in large groups. By accommodating these trends, the Rome Cavalieri will likely be a top choice for large families looking to vacation together.

Do it for the kids

Several hotels have taken notice, placing kid- and family-friendly activities as a primary selling point.

For example, Four Seasons Grand-Htel du Cap-Ferrat in Cte d'Azur, France is also signaling the change of seasons with new family-friendly offerings.

The hotel is positioning itself as a family getaway destination complete with a revamped Kids' Club and other activities that will please the kids as much as they do mom and dad. Family travel is on the rise, and staying out in front of the trend will help Four Seasons gain a reputation as an ideal chain for families (see story).

It is not just hotels that are catering to parents and families via children. Luxury as a whole is realizing that the young are important to consumers and represent a lucrative market.

While developing children's wear may have seemed risky to luxury brands in the past, the market is rife with untapped potential for high-end fashion players, according to a new report by Fashionbi.

"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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