

MULTICHANNEL

Peninsula Paris guarantees family fun with child-targeting activities

May 12, 2016



Peninsula Paris

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The Peninsula Paris is the latest hotel to devote extra attention to its youngest guests.

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The hotel has unveiled a number of new programs, taking place both on and off the property, aimed at ensuring children make the most of their visit. Hotels have seen the writing on the wall, and child-friendly initiatives are now a focus for luring vacationing families.

"The term 'family travel,' and in many cases, 'luxury family travel,' is a very popular topic of conversation within the world of travel at the moment," said Damon Banks, editor-in-chief of [LuxeGetaways Magazine](#). "We have always seen an influx of family packages emerge as we get closer to summer vacations, but many luxury hotels and luxury-ish boutique hotels are going big with the family travel promotions through the year now, and for good reason.

"Many savvy and affluent travelers today prefer to travel with their children whenever possible, and it's becoming increasingly easier with the hotels having a host of activities available to not only provide child care for the parents, but to also provide the kids, tweens and teens unique experiences that not only entertains, but in many cases educate."

Kids in the hall

Hoping to sway summer travelers, the Peninsula Paris is offering everything from in-room entertainment to cultural exploration for children. Children under 12 will stay for free in their parents' room or suite or half-off in a separate room, will be treated to their own breakfast and a complimentary meal each day, and will have access to coloring books and cartoon DVDs upon request.

Parents' lives will also be easier with strollers on request, a crib/high-chair and bathrobe, baby blankets and children's slippers in room. The Family Stay package will also include daily newspaper and access to the fitness center and swimming pool.



Peninsula Paris kids activity

Families can embark on a tour of Medieval Paris that will take them to the Notre-Dame and the old walls of Le Marais' half-timbered houses to the Medieval Museum. Along the way, games and riddles will keep children engaged as they work toward the knighting ceremony that caps the tour.

The hotel has also created a detective game, where children and their professional guides will work to solve a mystery, moving through the Saint-Sulpice neighborhood and the Jardin du Luxembourg for clues. The first to solve the mystery will win a special prize upon returning to the hotel.

Adults will of course want to explore The Louvre during their stay in Paris, but controlling children in a museum of that size is no easy task. Accordingly, an art studio specialist will escort guests and unlock their inner creatives, playing games along the way to engage the younger guests.



Peninsula Paris family stay

In room, iPads pre-loaded with games featuring hotel mascot Peter Bear will be provided to children on request. Children will also enjoy 3D TV and 3D glasses in addition to the aforementioned cartoon DVDs.

Lastly, those looking for more family-friendly activities can look to a book in each room containing entertainment suggestions.

The range of activities that the Peninsula has prepared for children will make it easier for groups to find something that can engage the whole family. In addition, integrating child-friendly ways of experiencing grown-up favorites, such as the Louvre, means that parents will not be compromising, but rather finding options that will appeal to everyone.

Peninsula's programs are well timed, with the school year nearing its end in many parts of the world. As parents look for places to go on vacation, a hotel that ensures kids will have fun and that parents won't have to compromise what they want will likely be an appealing option.

Summer vacation

With the school year winding down, many other hotels are also advertising their child-friendly activities.

Four Seasons Grand-Hotel 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](#)).

Changes in travel habits are forcing hotels to design promotions with children in mind.

In a study released at the beginning of the year, high-end hospitality network Virtuoso found five trends that will shape the growth of its hotels, resorts, spas, lodges, camps, villas and private islands. While the information may be based off Virtuoso properties, the hospitality industry as a whole can learn from its findings.

The first trend hospitality brands should be aware of for 2016 is multi-generational travel. Changes in the demographics of wealth and access to travel are spurring family trips where possibilities did not exist until recently ([see story](#)).

"The Peninsula Hotels continue to do so many things 'right' in the world of luxury hotels, and these packages at The Peninsula Hotel Paris are ideal examples," Mr. Banks said. "The level of personal service and amenities continues to be at a very high standard, while also incorporating ways that parents can enjoy all the luxury amenities at the hotel, or adult activities around Paris; while the children are able to be in good hands while learning about the city, and also having localized Parisian experiences without simply being in a hotel room with a nanny or babysitter."

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