

TRAVEL AND HOSPITALITY

Mandarin Oriental aligns with Porsche for Hong Kong staycation

June 22, 2016



Entrance at The Landmark Mandarin Oriental, Hong Kong

By STAFF REPORTS

The Landmark Mandarin Oriental, Hong Kong is spurring bookings from local clientele through an exclusive partnership with Porsche.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Those who book the Porsche x Landmark Staycation package will be treated to the property's on-site amenities, including the spa and unlimited non-alcoholic drinks from the minibar, as well as a three-hour driving experience in a Porsche sports car. While booking a room at a hotel might be a tough sell for the hometown crowd, giving access to a branded experience may sweeten the deal enough to inspire an overnight trip.

Get the wheels turning

Mandarin Oriental's package is based on a one-night stay in a room or suite at the hotel, giving guests the opportunity at a firsthand experience with the redesigned accommodations.

While at the property, guests will be given a spa and dining credit, with additional opportunities to explore the hotel's bath experiences in the privacy of their en-suite bathroom, with themes including energizing, romantic and cocktail. Other perks include a Porsche gift, two beers, local gourmet treats and complimentary items from the minibar.



Bathroom in L600 guest room at Landmark Mandarin Oriental Hong Kong

The highlight of the trip is a three-hour driving experience in one of Porsche's newest cars. The models available

include the 911 Carrera S.

Those who book the L900 Landmark Suite get to extend their experience at the 2017 Porsche Snow Force event in Mongolia. Here, they can test their driving skills on a frozen lake, with eight tracks and the entire model range available.

Driving experiences are a way for hotels to drive traffic to their properties.

Waldorf Astoria Hotels & Resorts is giving consumers a chance to bring variety in their lives with the Waldorf Astoria Driving Experiences for guests in North America, Europe and the United Arab Emirates.

Waldorf Astoria Driving Experiences allows guests to take joy rides in luxury vehicles from Ferrari, McLaren, Lamborghini and Porsche, alongside a world-class professional racecar driver. Luxury travelers are increasingly seeking once-in-a-lifetime experiences as opposed to exclusivity or amenities, so this new program will help Waldorf Astoria appeal to these preferences ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.