

TRAVEL AND HOSPITALITY

## Mandarin Oriental New York builds bespoke Manhattan adventures for young fans

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*Promotional image for Mandarin Oriental's Mini Manhattan package*

By STAFF REPORTS

Mandarin Oriental, New York is letting young guests pick their own adventure with the creation of a program exclusively for kids.

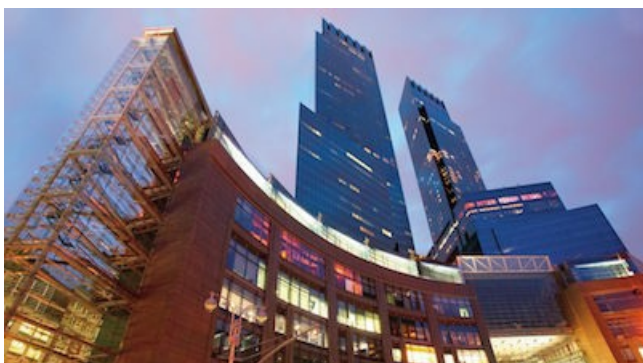
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Those aged 4 to 16 can enter into the MO Panda Club, launched July 1, with membership giving them access to special experiences in the city and within the property, welcome amenities, and a photography tour. Rather than focusing their efforts solely on the adults, hotels are catering to their younger clientele, helping to make the hotel stay memorable for all.

### Manhattan for minors

Young guests who arrive at the property will be given a Pocket Panda, a paper cutout inspired by the mascot MiniMO. Inspiring the guests to explore the city, Mandarin Oriental enlisted bespoke museum tour designer ArtSmart to curate a season-specific list of must-see places for the Panda Club members, suggesting ideas for where to snap a selfie with Pocket Panda.

At launch, the first 10 kids will be given a limited-edition Pocket Panda with a special list of places to hit, including a taping of NBC's Today Show, where they are prompted to snap a photo with one of the anchors. Mandarin Oriental encourages guests to post their pictures to social media with the hashtag #MOPandaClub.



## *Exterior of Mandarin Oriental, New York*

Extending the experience beyond a single trip, Panda Club members are told to bring their Pocket Pandas with them on subsequent stays. Mandarin Oriental will stamp the papers, rewarding guests on their milestones in the program.

Upon check-in, young guests will be treated to panda-themed treats in their rooms, a plush MiniMO and other kid-friendly amenities, such as bath toys.

A special children's menu, complete with mocktails, is available at the hotel's Restaurant Asiate and the Lobby Lounge. Guests can also arrange a private swimming lesson with a certified instructor from the hotel's spa, and those who book the Mini Manhattan package will be treated to a complimentary horse-drawn carriage ride through Central Park.

With summer vacation in full swing, now is an ideal time for Mandarin Oriental, New York to launch this kid-friendly club.

Luxury hotels frequently for school spring breaks with family-oriented packages that offer entertainment for guest of all ages.

The Fairmont, Peninsula and Waldorf Astoria all have family activities at North American properties that aim to entice families to spend their children's spring breaks at one of their hotels. Young families are not always the primary consumer of luxury hotels, but providing activities that engage the entire family allows properties to entice guests to come for a taste of their offerings ([see story](#)).

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