

TRAVEL AND HOSPITALITY

Bloomingdale's, Lotte New York Palace team to prep kids in need for the classroom

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Exterior of Lotte New York Palace

By STAFF REPORTS

Department store chain Bloomingdale's is heading back to school with hotel Lotte New York Palace with a room package that gives back.

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Guests who book "Give Back, Go Back" will receive a Bloomingdale's gift card and a discount on purchases made with the retailer. For each guest that books, a school bag will be donated to Volunteers of America's Operation Backpack, helping the organization reach its goal of 20,000 backpacks and school supplies for the children of New York.

Booking for a cause

Guests who book Give Back, Go Back, valid until Sept. 11, will receive a 10 percent discounted room rate. Those who stay in The Palace will be gifted a \$50 Bloomingdale's gift card, while those staying in The Towers will have \$100 to spend with the retailer.



Image courtesy of Bloomingdale's

Leveraging Lotte New York's existing concierge referral program, guests will get a 15 percent discount on purchases made at Bloomingdale's. The concierge will also work to schedule personal shopping excursions.

One out of every 20 New York children is homeless, with 23,000 of the city's kids living in shelters. Operation Backpack looks to counteract the negative impact that homelessness can have on children's education, removing one disadvantage these children face.



Image courtesy of Operation Backpack

Traveling is an increasingly popular way for people to give back, and hotel brands must stay on top of the trend to maintain their status as the best in the business.

A [recent study by Tours.com](#) found that an astonishing 55 percent of America-based travelers partook in volunteer work during a vacation within the past two years, with almost three quarters calling their charitable donations or philanthropic endeavors "important," "very important" or "extremely important." As "voluntourism" becomes increasingly common, brands must show that they care equally and assist travelers in partaking in volunteer work or gifting to maintain status and image ([see story](#)).