

TRAVEL AND HOSPITALITY

## Rosewood London goes on festive drive to grant holiday wishes

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*Rosewood London Mini Wishes*

By STAFF REPORTS

Rosewood Hotel Group is spreading holiday cheer on the streets of London in a specially designed red Mini Cooper convertible.

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From Dec. 1 through Dec. 12, Rosewood's resident pup Pearl and Father Christmas will navigate London's streets to wish passersby a happy holiday. The cherry-red, vintage Mini will be decked out in large gingerbread, oversized candy canes and beautifully wrapped gifts to attract attention among London's every day traffic.

On the road to Christmas

During Rosewood's 12-day out of home holiday campaign, the London property will manage an animated advent calendar. Each door of the advent calendar, opened daily, will reveal the location of Rosewood's Holiday Mini.

Locations include popular landmarks such as Big Ben and the London Eye. Due the frequency these monuments are visited, Rosewood is bound to attract attention and create a memorable holiday experience for tourists and London residents alike.

If the Rosewood Mini is spotted, the hospitality brand is encouraging passersby to submit their Christmas wishes to Father Christmas for a change to have their wish come true.

Also, Rosewood will be hosting a photo contest for the best selfies taken with Father Christmas and the Mini over the 12-day campaign. To be considered, the image must be tagged #RosewoodMiniWishes.



### *Rosewood London Mini Cooper convertible*

Prizes include a weekend stay at a Rosewood London suite with butler service, a spa treatment, dinner and airport transfer for two included.

Other prizes include a two-night stay for two at a suite at Htel de Crillon, A Rosewood Hotel in Paris. A third prize will grant the winner access to Rosewood London's spa for afternoon tea for two.

At the conclusion of the campaign on Dec. 12, Rosewood London will host a gala dinner in the hotel's Mirror Room to benefit the Great Ormond Street Hospital Children's Charity.

During the gala, three wishes given to Father Christmas over the 12 days will be granted. A live auction will also be held with lots of luxury experience on the block. Auction sales will be donated to the Great Ormond Street Hospital Charity.

Last holiday season, Rosewood curated three different sizes of Christmas hampers. The medium and large editions are in association with Harvey Nichols, while the hospitality brand's "Mini hamper," valued at \$83,000, was created for charity One for the Boys ([see story](#)).

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