

IN-STORE

## Trump, Fontainebleau woo moms with spa offers

April 7, 2011



By ELIZABETH ZELESNY

With Mother's Day around the corner on May 8, luxury hotels are taking advantage of the marketing potential within the holiday to promote their spa packages.

[Sign up now](#)

**Luxury Daily**

The Trump Hotel Collection and the Fontainebleau Miami Beach are offering guests exclusive Mother's Day spa services. But why do hotels advertise its spa treatments over other amenities?

"Mother's Day is an amazing holiday for hotel amenities because everyone wants to do something lovely for their mom's on the holiday," said Lisa Holt, creative director for DLS Hotels, Napa, CA. "Mother's Day is all about giving back to your mother because she has done so much.

"The benefit of plugging in a spa special is a sharp move," she said. "In fact, everybody should do it because it's getting people into your hotel."

The Mother's Day spa package will be offered at four locations nationwide including Trump International Hotel & Tower Chicago, Trump International Hotel Las Vegas, Trump International Hotel Waikiki Beach Walk in Hawaii and Trump Soho New York.

Trump International declined comment. The Fontainebleau Miami Beach did not respond by press deadline.

Ms. Holt is not associated with Trump or Fontainebleau and agreed to comment as a third-party industry expert.

DLS Hotels is a hospitality development firm that offers brand conceptualization and development solutions.

Mother tones

The Fontainebleau Miami Beach is marketing its Mother's Day spa specials via its Facebook and Twitter pages.

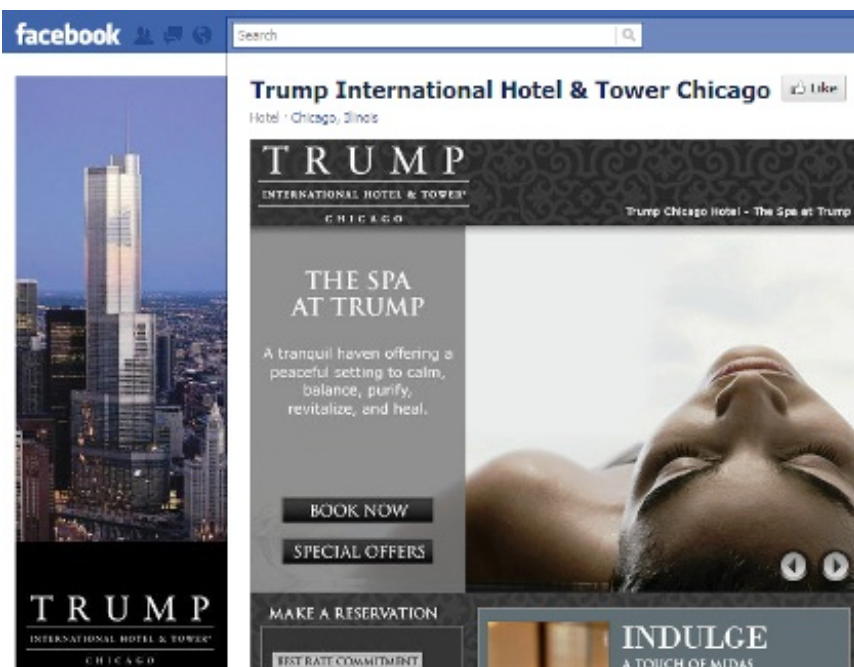
For example, the Fontainebleau is asking consumers to bring home its "Absolutely Natural" bath products for busy moms.



*Fontainebleau's Facebook post*

Consumers can use the promotional code "Mother" to receive 15 percent off spa services for Mother's Day.

The Trump International Hotel and Tower in Chicago is marketing spa promotions for Mother's Day via its Facebook page.



*Trump Chicago's Facebook page*

In addition, the Trump Collection is marketing its Mother's Day spa package via its Twitter page.



**TrumpCollection** Just Announced: Mother's Day Spa Package  
from The Spa at Trump@: <http://bit.ly/eyv1vq> #mothersday  
9:59 AM Apr 5th via CoTweet

### *Trump Collection tweet*

Consumers may choose from two experience packages for \$299.

The first package includes a 90-minute classic massage followed by a 60-minute Kate Somerville dermal quench facial with a bonus sunscreen gift.

The second package includes a 90-minute Gemstone massage, a 60-minute Kate Somerville Trump results facial and a bonus gift of a SPF 30 sunscreen.

A package can be bought through Mother's Day and must be used by Sept. 5. The package must be used by one person only and all services must be rendered on the same day.

### *Spa spar*

Offering spa packages for Mother's Day is a way for luxury hotels to align themselves with guests who are traveling and the consumers within the local community.

Consumers may or may not choose a particular hotel depending on its spa amenities if that is something they are looking to do for Mother's Day.

In addition to Mother's Day, luxury hotels are driving consumers to their spas in other ways.

For example, the Ritz-Carlton, Dallas is incorporating its new "Run and Recover" running program that personalizes a fitness routine for its guests and ends with an athletic massage at the hotel's spa ([see story](#)).

"It does double-duty," Ms. Holt said. "It's a good move across both demographics.

"If you are traveling to come visit your mother, a spa package promotes the hotel over another because you could set yourself up to have the Mother's Day package," she said.

"It hits both the traveling and local community demographics, which is a smart move all the way across."

### *Final take*

*Is one day enough for mom to relax?*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.