

TRAVEL AND HOSPITALITY

Peninsula Hotels gets carried away for the holidays

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Peninsula's SnowPage

By SARAH JONES

The Peninsula Hotels is soaring around the globe with a familiar personality to promote its holiday-centric offers.

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This year's festive campaign welcomes back the SnowPage, an invented character who is a classic snowman donning the official hat of the Peninsula pages, who this year is taking off in a hot air balloon. Timed to celebrate the 150th anniversary of Peninsula's parent company The Hong Kong and Shanghai Hotels, Limited, this holiday effort is acting as both a fundraising initiative and a launchpad for global events in the new year.

SnowPage sailing away

For HSH's milestone, the company commissioned a series of eight custom giant helium balloons from artist Ken Moody of Big Ideas Parade Giants Studio in Arizona.

The balloons are related to the hotelier's brand, including one representing the HSH Montgolfier, The Peak Tower, The Peak Tram, The Repulse Bay, a vintage Rolls-Royce, a Peninsula Pageboy, a helicopter and The Peninsula Hong Kong.



HSH's balloons on display during the gala

Seven of these balloons were unveiled during HSH's gala celebration for its anniversary, tethered to The Peninsula Hong Kong from Nov. 25-27. This marked the first time that a Grade-I listed heritage building had a balloon display of this magnitude.

After the display in Hong Kong, these balloons will travel the world in 2017, with displays at all of the Peninsula hotels.

Peninsula's holiday campaign teases this series of balloon exhibitions, reimagining the SnowPage as the mastermind behind this world tour.

In a short film, the SnowPage is seen floating in a hot air balloon, waving a stick arm to enact magic and borrow four of the balloons for an international voyage. They soar over Paris and New York, hitting other hotels on their way.



Peninsula's SnowPage

He also decorates a Christmas tree just with a flick of his hand.

The SnowPage is also returning this year as a plush toy. Crafted by Papinee, the 10 SnowPages reflect the culture and architecture of each Peninsula property.

These toys are being sold for about \$77, with proceeds benefiting the Make-A-Wish Foundation and local children's charities.



SnowPage toy

Since the SnowPage was first introduced in 2003, the ambassador has helped the hotel raise \$1.5 million for charity.

On Peninsula's Festive microsite, consumers can check out holiday experiences accessible at each property, using the images of SnowPages to navigate to different locales. Experiences are presented according to their ideal participant, such as the epicurean or the jet setter.

For instance, at The Peninsula Tokyo, guests can book A Holistic Holiday Glow in the hotel's spa, which combines exfoliation and massage. The chain's New York property is hosting a Polar Express-themed tea for family fun.

Festive efforts

Last year, Peninsula offered its patrons the "Golden Ticket" to holiday cheer.

The hotel chain has expanded on its SnowPage promotion with a festive microsite that includes a list of holiday offers and other festive activities in each hotel, as well as a behind-the-scenes video. The interactivity and design of the site will strengthen the bond with consumers and position a holiday stay at a Peninsula hotel as a memorable experience ([see story](#)).

Luxury hotels craft activities to welcome guests during the holidays and ensure comfort as they travel.

Offering different activities, packages and deals allows hotel brands to create a deeper relationship with guests as they are away from home during the holiday season. This year initiatives include the entire family, gift card options, philanthropic actions and holiday-themed decorations and activities ([see story](#)).