

TRAVEL AND HOSPITALITY

Shangri-La welcomes baby in new parent showcase

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Shangri-La Hotel Ningbo in China. Image credit: Shangri-La Hotels & Resorts

By STAFF REPORTS

Shangri-La Hotels & Resorts is demonstrating its understanding of Chinese culture with the launch of the Baby Full Moon Show at its Ningbo, China property.

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According to Chinese custom, when a baby turns one month old a "full moon" ceremony is held to celebrate his or her first month of life. Shangri-La Hotel Ningbo has taken this concept and created an on-site experience dubbed Welcome Baby for parents and babies, showing that the hotelier can create unforgettable moments for each milestone in their guests' lives.

Babymooning

Shangri-La Hotel Ningbo's inaugural Welcome Baby event promoted the physical, emotional, social and intellectual development of a child from infancy to adulthood.

The property partnered with event planner Mr. Party, hosting team Think Share and videographers GDT Filming for Welcome Baby.

As to not skimp on any detail, the hotel's lobby staircase was decorated with pink and blue balloons. The balloon decor continued up to the second floor where guests entered a "Time Tunnel" to go into the hotel's grand ballroom.

During the Welcome Baby event, parents-to-be were encouraged to write down wishes to be hung in the Time Tunnel. Shangri-La Hotel Ningbo will deliver the messages via "snail mail" when the babies are born.



Shangri-La Hotel Ningbo's Welcome Baby showcase was held in the grand ballroom. Image credit: Shangri-La Hotel Ningbo

Videos produced by GDT were showed to guests with topics touching on a mother's unconditional love, a new dad dealing with the responsibilities of parenting and a "man on the street" candid interview film discussing parents.

Welcome Baby also offered an overview on symbolic rituals to ensure a child's good health, happiness and success, such as the Grabbing Test and Passing the Severn Bridge.

Shangri-La's Welcome Baby showcase was organized to inspire expectant parents to return to the property to host their baby's Full Moon ceremony. The event conceptualized the service and abilities of the Shangri-La event and catering specialists.

The babymoon concept is also gaining traction prior to a child's birth.

Four Seasons Resort Scottsdale at Troon North, AZ, for example, is helping expectant couples relax while enjoying their final days as a party of two.

The Babymoon getaway concept gives soon-to-be parents an opportunity to enjoy each other's company before the birth of their first child. Hoteliers often curate programs that are woven into guests' memories, and in the case of a Babymoon, Four Seasons' Hello Baby package will help the couple relax, reconnect and prepare for baby bliss ([see story](#)).

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