

TRAVEL AND HOSPITALITY

The Plaza celebrates the holidays in 1990s-style with anniversary offer

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Ava lives the good life at The Plaza Hotel. Image credit: The Plaza

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Fairmont-managed The Plaza Hotel is aligning its property with kids and comedy by celebrating its famous appearance in a classic holiday film.

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The Plaza Hotel in New York is a staple in the holiday classic, *Home Alone 2: Lost in New York*. To celebrate the 25th anniversary of the film, Home Alone and The Plaza have teamed up with a social media influencer in a comedic recreation.

"The Home Alone franchise is a holiday standard that resurfaces the same time every year," said Taylor Rains, managing partner at **Flugel Consulting**, Charleston, South Carolina. "For many, Home Alone 2 painted a very formative picture of New York City and, more specifically, the Plaza, during the holidays.

"It helped elevate the property as the pinnacle of holiday luxury in the eyes of moviegoers," he said. "Owing to the movie's enduring popularity, Plaza has a unique opportunity to leverage its emblematic film status in a way that no other property can replicate."

Comedy celebration

Ava Ryan, better known as Charlene in her funny viral videos that bring Facebook users of all kinds together, is the star of the latest initiative from The Plaza and Home Alone.

Twenty-five years ago, child actor Macaulay Culkin and The Plaza hit the box office in Home Alone 2.

Mr. Culkin played a young boy who accidentally boards a flight to New York instead of Florida and ends up in the big city alone without his family.

With his father's credit card, the character Kevin stays at The Plaza to celebrate the holidays alone.

Decades later the holiday film is still considered a hit, with kids and adults wishing they could stay at The Plaza in the same way as Kevin.

These fans actually have the opportunity to do so with The Plaza's "Live Like Kevin" campaign. Throughout the hotel

grounds, various nods to the film are being implemented during the holidays for the 25-year celebration.

For instance, the Todd English Food Hall at the hotel will feature a '90s-inspired menu featuring childhood favorites, but with a high-end twist. Snacks such as Funyons, Lunchables, Punch and Sunny D are all getting the luxury treatment with the limited-edition menu.

The property has also included a photo experience in which guests are superimposed into the movie.

Guests can order the Home Alone 2 Anniversary Package in which they receive a specialized backpack, a Home Alone paint can including all the DVDs as well as a special anniversary Blu-ray and a complimentary in-room ice cream sundae cart.

The Plaza has partnered with another popular kid comedian for a video to celebrate. Ms. Ryan stars in a short video, shared on social media, in which she creates some of the film's popular scenes.

Set to the frantic and well-known score of the film, Ms. Ryan rushes around New York in the same manner as Kevin did.

The clip shows Ms. Ryan eating popcorn while watching Home Alone 2 in a theater. Then in a limo, she sticks her head out the window shouting, "Pizza, pizza! Hear all about it!" Ms. Ryan then runs around central park chasing the pigeons yelling, "Where's the pigeon lady?"

Next, Ms. Ryan enjoys ice cream in a room at The Plaza in which after being asked how many scoops she repeats the famous line, "Make it three, I'm not driving."

The Plaza

The Plaza Hotel has also recently just celebrated an anniversary of its own, the 110th anniversary of its opening with help from its famous guests.

Located on southern edge of Central Park and Fifth Avenue, the hotel opened its doors on Oct. 1, 1907. Since its beginnings, the famed New York landmark has played host to a bevy of world leaders, captains of industry, Broadway legends and Hollywood royalty ([see more](#)).

The Fairmont-managed property is also changing hands once again, according to recent reports.

The iconic hotel has been bought and sold a number of times throughout its history, with previous owners including hotelier Conrad Hilton and current U.S. President Donald Trump in the late 1980s, who even made an appearance in the Home Alone 2 film ([see more](#)).

"Film has a unique and enduring power over the public, which is one reason why film product placement has continued to be an extremely viable space for some of the world's most popular brands," Flugel Consulting's Mr. Rains said. "It is, however, always a gamble, as you can never predict with certainty how a movie will perform."

"The relationship between Plaza and Home Alone 2 is a prime example of the gold-standard for film placement: the brand is central to the film and the movie continues to resonate some 25 years later," he said. "It's important that Plaza take advantage of that unique convergence and celebrate milestones like this 25th anniversary."