

TRAVEL AND HOSPITALITY

Luxury hotels prepare for Valentine's Day with romantic experiences

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Four Seasons and other hotels are offering romantic dinners, dance classes and more. Image credit: Four Seasons

By DANNY PARISI

As Valentine's Day approaches, luxury hotels around the world are offering up a slew of getaways, dinners and special events to lure in wealthy couples looking for a romantic escape.

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From dinner in a private palazzo in Florence, Italy to couples' dance classes over the Chicago skyline, luxury hotels are pulling out all the stops to bring in affluent couples out on a romantic trip. Valentine's Day provides these hotels with an opportunity to catch wealthy travelers at their most spontaneous as they look to commemorate a romantic evening out.

Romantic encounters

For luxury hotels, the time around Valentine's Day is an important season as it sees some of the business' most valuable customers going on spontaneous trips with their romantic partner.

This presents a major opportunity for hotels to offer something fun, memorable and exciting for customers looking to savor a unique experience with their significant other. It also allows those hotels to tap into customers' spontaneity and sense of adventure.

Four Seasons, for example, is offering a number of limited-time experiences for couples for Valentine's Day, including a guided tour of a 15th century wine cellar in Milan and a six-course Italian meal accompanied by the classic romantic film *Roman Holiday* at the Four Seasons in St. Petersburg, Russia.

The Peninsula Hotel in Chicago is taking a more hands-on approach to its Valentine's Day offerings, giving customers the option of a high-end Asian cooking class. During the class, the hotel's culinary staff will instruct them on how to make dim sum and other dishes, which they can sit down and eat afterwards.

Also, the hotel is offering couples' dance classes and spa treatments.



Customers can cook and eat a high-end Asian meal at Peninsula. Image credit: Peninsula Hotels

Some hotels are even working with celebrated luxury fashion designers to improve the Valentine's Day experience. For example, Mandarin Oriental in Paris has collaborated with Christian Louboutin on a package called "Be My Parisian Valentine."

Customers who purchase this package will get a romantic stay in the heart of Paris along with a number of Christian Louboutin beauty products, a manicure curated by the designer and makeup sessions at the Christian Louboutin boutique nearby the hotel.

Valentine's Day

These hotels make a regular habit out of creating elaborate and memorable Valentine's Day experiences.

For example, in 2016 Four Seasons Denver tapped into James Bond's popularity for its Valentine's Day promotions, because, well, "you live only twice."

From sharp suits to fast cars and equally flashy watches, the British spy, who has been raking in cash at the box-office for more than 50 years, has become something of a style icon for young males across the globe. Proving to be an inexhaustible branding partner, Four Seasons is inviting "smitten sweethearts" to Denver to partake in 007-themed packages with elements that include spa treatments and exclusive specialty cocktails ([see story](#)).

Non-hotel luxury brands have also gotten in on the action. Last year, precision-cut crystal maker Swarovski celebrated both romantic and platonic love in an interactive WeChat campaign.



Swarovski's "Unique Valentine's Day" campaign. Image credit: Swarovski

Swarovski's pick your own adventure-style effort allows consumers to choose a story that most closely reflects their personal plans, whether spending Valentine's Day as part of a couple or single. While Valentine's Day markets heavily to those who are sharing it with a significant other, including this nod to independence may help the brand's messaging resonate with a larger audience ([see story](#)).

This Valentine's Day, hotels will be banking on the spontaneous and romantic mood many travelers will find themselves in to entice them into trying a new experience.

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