

TRAVEL AND HOSPITALITY

Chinese travel brands cater to millions of Lunar New Year travelers

February 13, 2018



Chinese New Year attracts billions of travelers. Image credit: Peninsula.

By BRIELLE JAEKEL

Numerous travel brands in China are hoping to attract the millions of travelers coming into the area celebrating the New Year by focusing on experiences rather than themed goods.

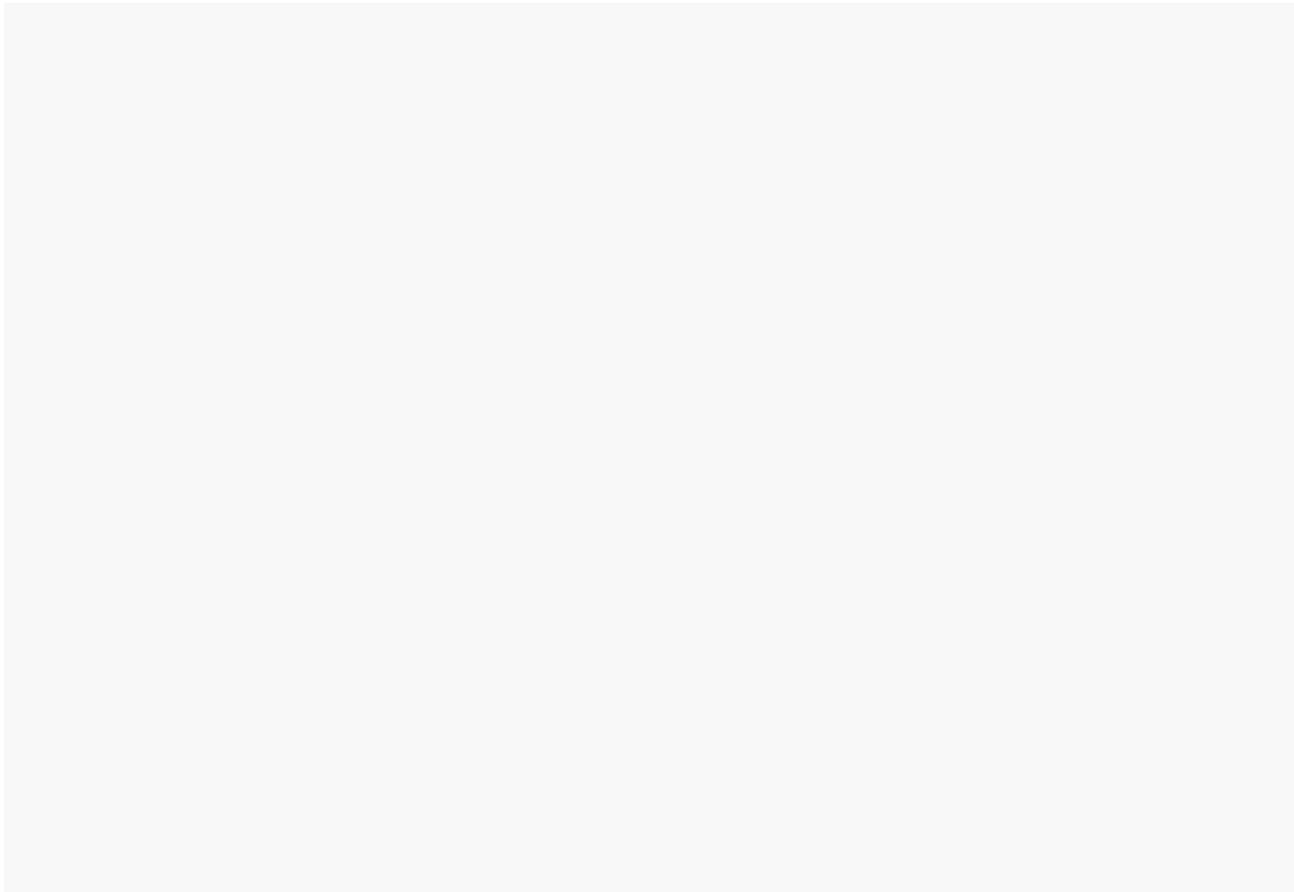
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Feb. 16 will ring in the Year of the Dog as celebrations for the Chinese New Year begin and luxury travel brands work to attract the millions of visitors. Hotel brands such as Shangri-La and Mandarin Oriental are offering unique packages and experiences to celebrate the New Year.

Travel celebration

Mandarin Oriental in Hong Kong will be entertaining its guests with a firework display over Victoria Harbour on Feb. 17.

Restaurant guests will receive Lai See packets from the God of Wealth to celebrate the age-old Chinese tradition of exchanging red envelopes with money to celebrate the New Year.

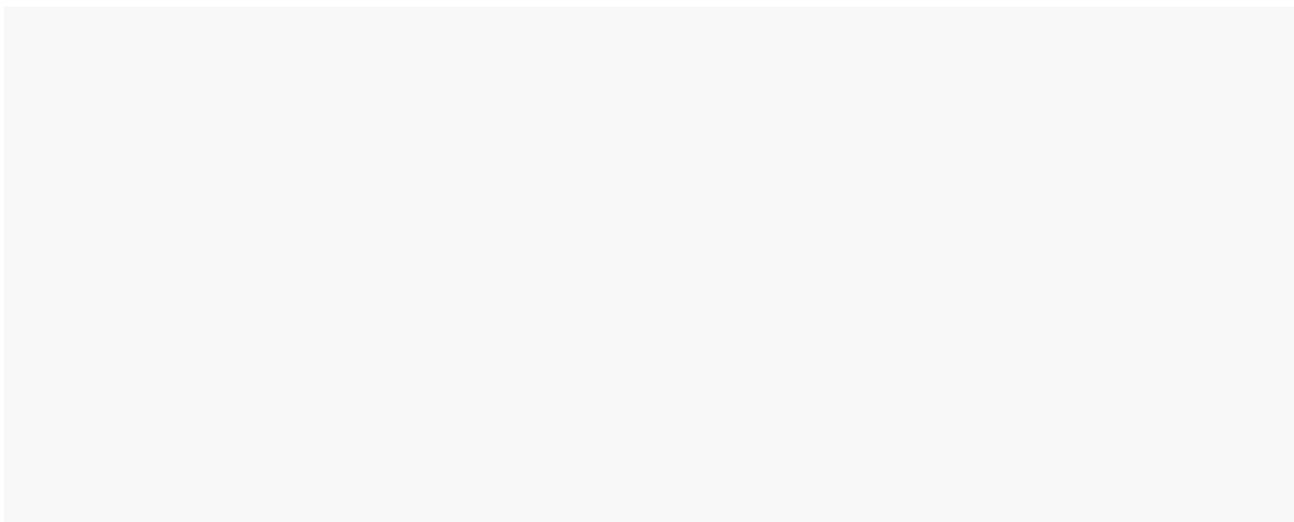


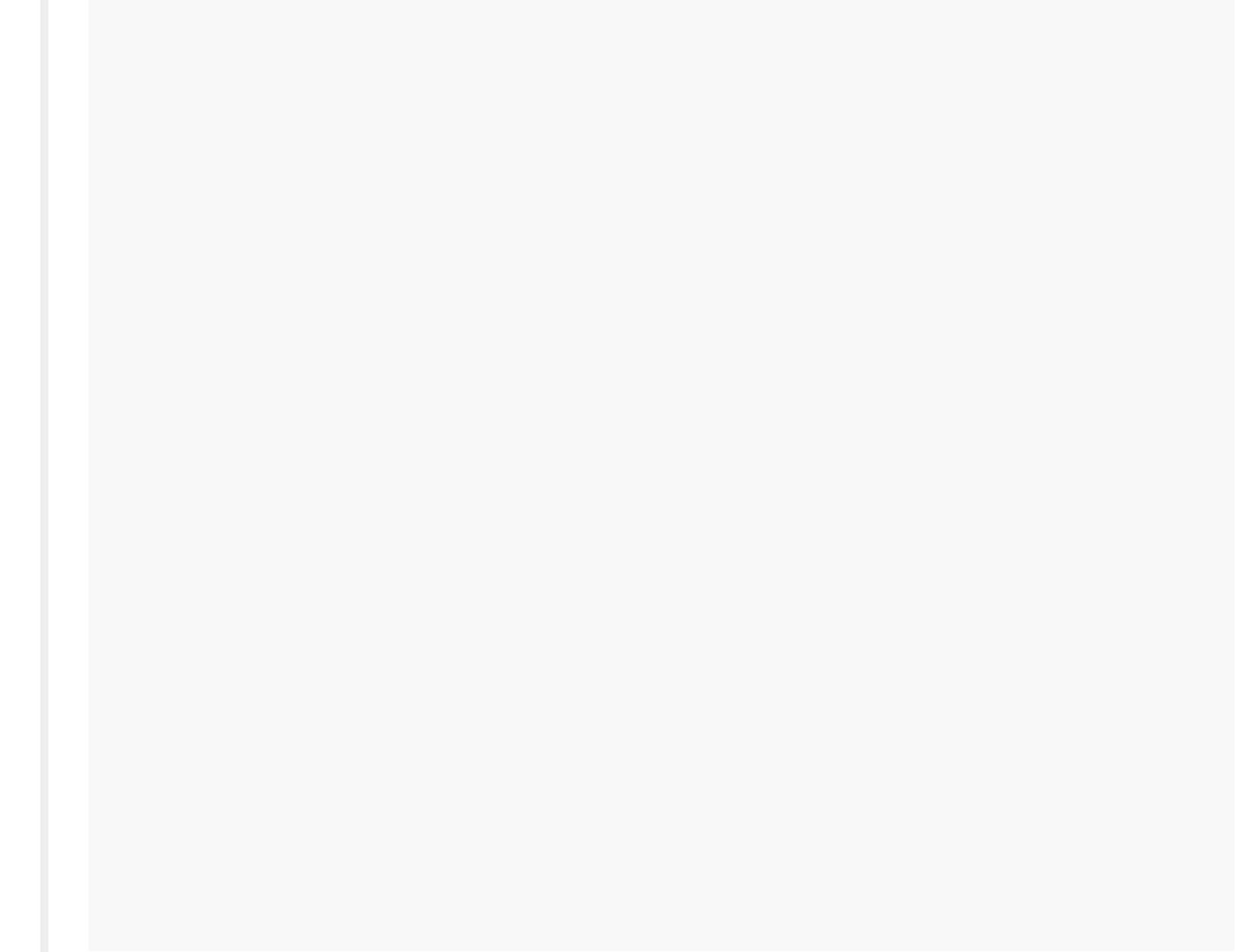
Usher in Chinese New Year at Mandarin Oriental, Macau with lavish feasts, beautiful gifts and auspicious spa treatments to bring good blessings to you and your loved ones in the Year of the Dog. The Year of the Dog will unfold with roars of firecrackers and traditional Chinese lion dance performance on 16 February 2018, spreading good fortune to all. The "God of Wealth" will welcome guests and distribute traditional 'Lai See' packets to bestow blessings of wealth and prosperity between 16 to 18 February 2018. #MOCny #CNY #MandarinOrientalMacau @mo_macau #YearoftheDog #ChineseNewYear

A post shared by Mandarin Oriental Hotel Group (@mo_hotels) on Feb 7, 2018 at 6:43am PST

On Feb. 21, a special eye-dotting ceremony and traditional lion dance will be performed in the lobby.

The Shangri-La Hotel, Harbin showcases breathtaking ice and snow sculptures, with some even functioning as bars, restaurants and games. Guests will be able to sit and lounge on ice sofas and bar stools.





#ShangriLaDestinations: An afternoon spent at Yu Garden is an afternoon spent immersed in the natural history of ancient China, with its peaceful layout made up of pavilions, corridors and ponds. Who would you like to explore these gardens with? : @ohhcouture via @jinganshangrila #ShangriLahotels #Jinganshangrila #Shangrila #Shanghai #exploreshanghai #tbt #travel #travelgram #wanderlust #repost #nature #instatravel #vacation #instagood #adventure #holiday #beach #wheretogo #bucketlist #travelmore

A post shared by Shangri-La Hotels and Resorts (@shangrilahotels) on Feb 8, 2018 at 2:01am PST

Some celebrations even extend beyond China into the United States, with brands such as Waldorf Astoria Beverly Hills creating special packages and events to mark the holiday.

The luxury hotel is also giving out Lai See gifts and a citrus fruit amenity. A complimentary Chinese Tea will come with evening turndown service.

A Chinese newspaper will be delivered to guests' rooms and a luxury house car will be provided for travel to nearby destinations.

Chinese New Year

Looking to grab the attention of Chinese consumers as they celebrate Lunar New Year, luxury brands are also rolling out canine-themed products in honor of the Year of the Dog.

Man's best friend is being incorporated into thematic collections and one-off editions. While luxury brands typically celebrate each Chinese New Year with special editions, this year's zodiac sign has inspired significantly more playful pushes ([see more](#)).

For instance, Scotch whisky-maker Johnnie Walker honored the bond between man and man's best friend for a limited edition Blue Label bottle collaboration for Chinese New Year.

Johnnie Walker is ensuring that its scotch will be among gift considerations for the holiday. With scotch becoming increasingly popular in Asia, Johnnie Walker has been proactive in creating localized products and designing exclusive experiences for consumers in the market by way of its Johnnie Walker House lounges and travel retail ([see more](#)).

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