

TRAVEL AND HOSPITALITY

Waldorf Astoria partners with Hamleys for kid-friendly activities

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The project will be in place at three hotels across China. Image credit: Waldorf Astoria

By STAFF REPORTS

Hilton's Waldorf Astoria Hotels & Resorts is partnering with British toy company Hamleys to create a unique treat for children at three of its properties across China.

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Together, the two companies will present Afternoon Tea, a series of child-friendly events featuring toys from the esteemed toymakers at Hamleys. The initiative is meant to create a special experiential event for customers who bring their children along with them to Waldorf Astoria hotels.

"Each of our legendary Waldorf Astoria hotels inspires guests to 'Live Unforgettable' within sophisticated and timeless environments underpinned at every touchpoint with hallmark True Waldorf Service and the delivery of authentic, unforgettable moments," said Daniel Welk, vice president of luxury and lifestyle operations at Hilton Asia Pacific, in a statement.

"This partnership with Hamleys presents our Waldorf Astoria hotels in China the opportunity to curate additional unique and exclusive experiences for discerning family travelers, which will turn into truly unforgettable memories for the family, lasting long after their visit ends," he said.

Toy time

Waldorf Astoria is working on a new project that will appeal to customers with small children in tow.

British toy store Hamleys has partnered with Waldorf Astoria to create a Hamleys-themed Afternoon Tea. The limited-time event will be available at the Waldorf Astoria hotels in Beijing, Shanghai and Chengdu.

Afternoon Tea will feature sweet treats for both children and adults along with toys supplied by Hamleys for the children to play with and take home.



Hamleys and Waldorf Astoria. Image credit: Waldorf Astoria

A large Hamleys toy bear will be the centerpiece of the event. There are also room packages that see hotel rooms decorated with kid-friendly amenities such as brightly colored tents for imaginary camping adventures and backpacks full of toys and treats.

Finally, Waldorf Astoria will offer parents the option to bring their children to the Kids Edutainment Club, an installation that combines fun and games with opportunities for learning. Children will be able to practice reading, math, arts and crafts and other edifying practices.

Waldorf Astoria is not the only hotel brand looking to engage children.

Marriott's Le Meridien is reimagining play time to "redefine the future of family travel."

The brand has rolled out a number of kid-friendly initiatives across global locations that will connect children to culture, art and design. With family and multigenerational travel on the rise, hotels will need to implement far-ranging initiatives to ensure that the grandchildren, the grandparents and those in between are all satisfied ([see story](#)).