

TRAVEL AND HOSPITALITY

Rosewood London makes an immersive children's experience

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Rosewood Hotel in London. Image credit: Rosewood

By STAFF REPORTS

Hospitality group Rosewood is looking to make the holiday season special for children with a one-of-a-kind Lego experience.

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Rosewood London in High Holborn is working with the brick-building toy brand for an interactive experience. The Lego package will include a suite made entirely of Lego bricks and a trip to Legoland.

Lego and Rosewood

The package is included in the 12 Days of Rosewood promotion, a luxury holiday gift guide for travel experiences at Rosewood locations.

Rosewood's Lego package includes two of the Queen's Guards as a welcome reception and a functional cityscape of London made of Lego bricks in their suite in addition to furniture.

A custom-made, life-sized Lego sculpture of the guests' faces will be created for them to take home.

Guests will be able to take a trip to Legoland in Windsor, in a private helicopter ride. Participants will have the option to add a VIP experience with priority access to rides and a private host.

The Lego experience has been made to delight and entertain children and their parents during the holiday season.

[View this post on Instagram](#)

Have you spotted our spooky Minilanders haunting Miniland? #BrickorTreat

A post shared by LEGOLAND Windsor Resort (@legolandwindsor) on Oct 22, 2018 at 12:00pm PDT

Instagram post from Legoland

Rosewood Hotels & Resorts also recently appealed to female guests with a fresh campaign celebrating friendship and offering exclusive travel packages.

As travelers seek out more authentic experiences, hospitality brands are creating new packages that emphasize creating memories instead of luxurious amenities. Rosewood's Girlfriend Getaways program focuses on younger affluent women, who drive many high-end purchases today ([see story](#)).

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