

TRAVEL AND HOSPITALITY

The Ritz-Carlton creates an edible wonderland

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The Ritz-Carlton Charlotte celebrates the holidays with edible decor. Image credit: Ritz-Carlton

By STAFF REPORTS

Marriott's luxury hospitality brand, The Ritz-Carlton, is welcoming guests of its Charleston location into a winter wonderland to celebrate the season, with a tasty twist.

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The Ritz-Carlton's Holiday Wonderland will feature seasonal decor from Nov. 22 to Dec. 27. But the location is making its wonderland unique for guests, by creating real-life edible decorations.

Edible wonderland

Three trees will feature almost 9,500 glittering macaroons as ornaments to welcome guests into the lobby. Underneath the trees will be donated teddy bears, to be given to the local children's hospital.

A 12-foot tall gingerbread house will glow with red, white and green candies, along with a red door, sporting a 10-foot clock tower alongside it. Elves will ride a train that circles the gingerbread's house garden and classic movies will play inside, that can be seen through the window.

A tree decorated with 980 red and white clairs will be featured in the hotel's Bar Cocoa.

Ritz-Carlton Facebook post

Outside of Bar Cocoa, The Ritz-Carlton will assemble an ecofriendly tree made of recycled plastic bottles that reaches 17 feet, celebrating the location's sustainable design.

Bar Cocoa will also provide miniature versions of the lobby gingerbread house for guests as well as a build-your-own cookie item.

The Ritz-Carlton recently brought new depth to user-generated content through a collaborative filmmaking project with Hearst Magazines.

"The Note" is the first film released of in "The Stay" series that was shot on-location at different Ritz-Carlton properties by five up-and-coming directors selected from 500 contestants. Luxury brands, especially in the hospitality industry, are focusing on more experiential strategies, including supporting the arts ([see story](#)).

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