

TRAVEL AND HOSPITALITY

Rosewood shares local cultures with immersive holiday travel guide

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Rosewood London suites will include LEGO creations of local landmarks. Image courtesy of Rosewood

By SARAH RAMIREZ

Hospitality group Rosewood Hotels & Resorts is curating exclusive activities for its annual gift guide, as authentic experiences become a bigger selling point among guests.

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With more affluent travelers seeking out unique experiences in addition to upscale accommodations and amenities, luxury hoteliers are changing the way they market their properties. The holidays especially are a time when consumers are willing to splurge on shared experiences to create new memories.

"Our second annual '12 Days of Rosewood' was designed to satisfy the curiosity of today's travelers by offering entirely new perspectives and insight into Rosewood destinations around the world," said Thuy Tranthi Rieder, chief marketing officer at **Rosewood Hotel Group**, Hong Kong. "Building off of the inaugural 2017 gift guide, this year's edition was thoughtfully curated to include a rich selection of journeys that will appeal to discerning travelers of all interests and ages."

Gifting experiences

12 Days of Rosewood features experiences that capture the heritage of each Rosewood destination, and many packages enlist local icons as well.

Rosewood's curated experiences appeal to many types of travelers. Some packages include supplemental options, while others traverse two continents.



Each package includes Rosewood accommodations and once-in-a-lifetime experiences. Image courtesy of Rosewood

Fashion lovers will have the opportunity to visit designer Anas Jourden Mak's atelier in Hong Kong and help create their own bespoke garment. This experience also includes backstage access at Ms. Mak's fashion show at Paris Fashion Week and accommodations at Htel de Crillon.

Fans of wine can experience harvesting and a helicopter tour at a vineyard in Tuscany, followed by a private wine dinner and gala in Beijing alongside vintner Massimo Ferragamo.

Other destinations also shine on a light on their local arts scenes. In Phuket, guests will work alongside Thai street artist Alex Face to create their own spray-painted piece, and travelers in Riviera Maya will meet Mexico's best furniture and home decor designers.

More adventurous travelers can opt for surfing lessons at Rosewood Sanya or sailing lessons at Rosewood Bermuda. Meanwhile, those with an interest in voluntourism can work on child literacy projects in Cambodia.

"12 Days of Rosewood" reflects the cultures surrounding each of the group's properties

For guest with families, Rosewood London in High Holborn is working with Lego for an interactive experience, including a suite decorated with Lego versions of British landmarks, a trip to Legoland via private helicopter and a personalized Lego sculpture ([see story](#)).

Prices range from \$5,500 for a spiritual retreat at Rosewood Luang Prabang in Laos to \$171,500 for a night at a 16th century chateau followed by a stay at Htel de Crillon.

Unique experiences

Although authenticity has been a leading focus for heritage hospitality and travel brands, ultra-personalized experiences are set to overtake it, according to a recent report from Virtuoso.

For affluent travelers, these personalization requests go beyond upscale accommodations and events and instead include specific meals and personal photographers. Social media continues to play a major role in travel planning, from inspiring some adventurers and motivating others to seek out under-the-radar experiences ([see story](#)).

This winter, select Rosewood locations have also launched pop-ups sponsored by luxury alcohol brands, making it more special for guests.

For the duration of the holidays, Rosewood Sand Hill guests can step into its Library Terrace pop-up, sponsored by Hennessy. The pop-up includes specialty cocktails with Hennessy and comforting bites designed by the chefs of property's Michelin-starred restaurant, Madera ([see story](#)).

"While past generations sought over-the-top opulence and pampering, the luxury traveler of today is seeking actual transformation through travel," Ms. Rieder said. "These travelers, which we like to refer to as 'affluent explorers,' are looking for deeper connections, profound authenticity, and life-changing insights into the cultures and communities that they visit."