

TRAVEL AND HOSPITALITY

Waldorf Astoria debuts concierges to cater to guests' plan procrastination

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Waldorf Astoria's Bath Master will help to combat jet lag. Image courtesy of Waldorf Astoria

By STAFF REPORTS

Hilton's Waldorf Astoria Hotels & Resorts is bringing its latest marketing campaign to life in its European and Middle Eastern hotels with the launch of two new concierge services.

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A Jet Lag Guru will help guests recuperate after traveling across time zones, while a Book Master will be focused on guiding guests toward a travel read. Research from Hilton found that about half of leisure travelers purposefully leave parts of their trip unplanned until they get to their hotel, allowing room for guidance from on-site staff.

Relaxation and reading

Last June, Waldorf Astoria launched its first digital-led campaign motivated by consumer insight data as rapidly-changing luxury travel trends shift how travel brands need to cater to affluent guests.

The "Live Unforgettable" campaign playfully highlights Waldorf Astoria's commitment to service in three 15-second spots, with each storyline featuring the concierge helping to fulfill customers' offbeat requests. Waldorf's commitment to evolving its strategy around consumer insight with this campaign exhibits the necessity to adapt to the new normal for luxury travel brands, and using data to do so ([see story](#)).



Waldorf Astoria has released its first digital-led campaign. Image credit: Waldorf Astoria

Taking this data-led approach further, Waldorf Astoria is expanding its concierge services. While personal concierges are on-hand at its properties to assist with details such as pet care and drawing a bath, the hotel chain's newest services are specific to traveler needs.

According to a survey of 2,000 luxury travelers, 36 percent of guests are interested in engaging a Jet Lag Guru. Meanwhile, 19 percent showed interest in the Book Master.

These concierge services are manifesting in special on-property experiences and services.

At Rome Cavalieri, A Waldorf Astoria Resort, guests can partake in a Jet Lag Cure by Aromatherapy Associates. Guests at Waldorf Astoria Dubai Palm Jumeirah and Waldorf Astoria Ras Al Khaimah can also have a nighttime tea and special sleep-aiding soaks drawn by the Bath Master.

Book Masters at Waldorf Astoria properties in Amsterdam, Jerusalem and Edinburgh will be available to suggest locally themed titles and book stores in the area.

"For today's luxury travelers, providing personalized and tailored services is key to delivering truly unforgettable experiences," said Dino Michael, global head of Waldorf Astoria Hotels & Resorts, in a statement. "We are delighted to trial these new service offerings at select Waldorf Astoria properties, in response to widespread consumer demand."

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