

TRAVEL AND HOSPITALITY

## Luxury hotels help guests ring in Chinese New Year

February 5, 2019



*Mandarin Oriental is hosting Lunar New Year festivities across several properties. Image credit: Mandarin Oriental*

By SARAH RAMIREZ

High-end hospitality brands are helping revelers celebrate the Year of the Pig in China and across the world with special events and packages.

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Leading up to Chinese New Year on Feb. 5, luxury travel brands including Mandarin Oriental and Four Seasons offered unique experiences to mark the holiday. The holiday represents an opportunity for hospitality groups to appeal to both Chinese travelers and other affluents who have a strong desire to experience more cultural events.

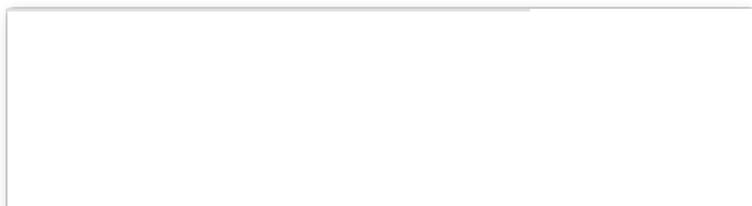
“Hospitality companies can attract those travelers by celebrating the Chinese New Year as they are increasingly traveling further afield to celebrate,” said Chris Fair, president of [Resonance](#), Vancouver.

“From an American perspective, we think of Thanksgiving as being the busiest travel time of the year, but the number of trips taken for U.S. holidays pales in comparison with the number of trips taken during the Lunar New Year holidays,” he said. “The 40-day festival period is the single busiest travel time in the world with 3 billion total trips taken – 65 million of them by airplane.”

Culinary celebrations

According to Travel Leaders Group, 70 percent of travelers are interested in exploring culinary offerings and 77 percent consider meals as their top splurges ([see story](#)).

Since culinary exploration is more popular than ever among affluent travelers, many hoteliers are capitalizing on Lunar New Year as chance to experiment with Chinese cuisine.



[View this post on Instagram](#)

The traditional #ChineseNewYear dragon and lion dance performance has begun @mo\_jakarta. #ImAfan #LunarNewYear

A post shared by Mandarin Oriental Hotel Group (@mo\_hotels..

### *Instagram post from Mandarin Oriental*

Mandarin Oriental properties across Asia are offering special reservation and dinner packages for the New Year.

At Mandarin Oriental, Taipei guests receive a spa credit for the Macanese Dragon treatment when they book a room through Feb. 17, while visitors in Shanghai receive complimentary daily breakfast.

Mandarin Oriental, Guangzhou hosted a Cantonese feast by Chef Fei at Jiang, one of the city's most prominent restaurants. Through Feb. 10, the hotelier's Camélia restaurant in its Paris property is offering a Chinese New Year brunch.

Four Seasons Hotels and Resorts, Hong Kong had Lung King Heen puddings, which represent togetherness, good luck and prosperity, available through Feb. 4. Guests were also encouraged to gift their family and friends Lunar New Year hampers that included the puddings and other gourmet items.

The Shangri-La Hotel, Chiang Mai is offering a Chinese menu through Feb. 20, and the property hosted a grand dinner on Feb. 4 to usher in the Year of the Pig. In addition to the special meals, guests also received discounts on spa packages and other services.



*Four Seasons offered puddings that represent good luck in the new year. Image credit: Four Seasons*

Beyond Asia, Four Seasons Cairo at Nile Plaza is offering a six-course menu that combines Chinese dishes such as Sichuan soup with seafood and Peking duck with Egyptian influences.

Through Feb. 23, The Ritz-Carlton, San Francisco has reimagined its afternoon tea service and has incorporated Chinese dim sum, including unique dumplings and fortune cookies. Guests can also attend a self-guided tour organized by the hotel's executive chef that explores San Francisco's legendary Chinatown.

## Cultivating cultures

Annual traditions allow luxury hospitality brands to offer personalized and culturally-relevant experiences for guests.

During the Western holiday season, hoteliers emphasized community building and local touches.

Tribute Portfolio's Friendsgiving special included a Thanksgiving-inspired breakfast and a communal culinary experience with local ingredients. Four Seasons also helped its guests celebrate Thanksgiving, both in the U.S. and abroad, with locations in Asia offering special Thanksgiving dinners, with menus pairing local cuisine alongside traditional American fall dishes ([see story](#)).

As Lunar New Year approached, luxury labels leaned in to the Chinese zodiac with products and marketing starring pigs.

Looking to help Chinese consumers enter the new year with a lucky symbol, everything from watches to handbags have been embellished with swine characters.

There is significant retail interest from Chinese consumers for zodiac-themed merchandise. Dealmoon, a site that connects Chinese-American buyers with luxury deals, has noticed an uptick in the number of brands creating zodiac-themed merchandise this year, as brands look to meet this demand ([see story](#)).

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