

TRAVEL AND HOSPITALITY

## Rosewood Hotels focuses on family travel with new initiative

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*Rosewood Family Time includes travel packages geared towards affluent families. Image credit: Rosewood*

By SARAH RAMIREZ

Hospitality group Rosewood Hotels & Resorts is offering immersive experiences designed to take family vacations to new heights as more affluent millennials are traveling with their children.

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Leisure time is a luxury for many, and Rosewood Family Time offers activities for parents and children that blend cultural experiences with educational opportunities. To reflect the variety of interests families may have, the featured packages are centered around themes of culture, culinary arts and wellness.

"Modern travelers seek opportunities to spend time together as a family and for their children to take something meaningful from their travels," said Niamh O'Connell, group vice president of guest experience and wellness at [Rosewood Hotel Group](#), Hong Kong. "Whereas before children would traditionally stay behind when their parents visited more exotic destinations, we now have families visiting with young children as parents are becoming more and more eager to expose their children to multicultural activities from a young age."

Rosewood memories

Rosewood properties are offering their own localized takes on Family Time.

At the Rosewood Luang Prabang in Laos, families can visit an elephant sanctuary, learn about rice farming and attend a bespoke basket weaving class. Guests staying at Rosewood's Myanmar property can watch a live puppet show at the Htwe Oo Myanmar Puppet Theater.



*Rosewood London previously offered a Lego-centric experience for children. Image courtesy of Rosewood*

Rosewood locations in the United States also have their own culturally centric Family Time packages.

The Rosewood Miramar Beach in California can arrange a visit to the Santa Barbara Zoo, as well as watersports lessons including surfing and paddle boating. In Santa Fe, NM families can view the multimedia exhibits at the Meow Wolf Art and Entertainment Venue.

With interest in trying local cuisine being one of the leading reasons for leisure travel, Rosewood properties worldwide are offering cooking and baking classes for chefs of all ages.

At Rosewood London, young bakers can partake in pastry workshops at the hotel's Pie Room and make their own sausage roll and apple pie. At Rosewood Puebla, guests will be able to handpick the ingredients for their Mexican meal during a trip to a local marketplace.

Wellness-themed family packages include Mommy & Me spa treatments and Daddy & Me golf lessons at the Rosewood Baha Mar in the Bahamas, as well as kayaking, horseback riding and zip lining classes at California's Rosewood Sand Hill.

At several properties, young children can participate Rosebuds and Rosewood Explorers programs when parents need time on their own. Among the activities offered are dance lessons at Rosewood Phuket and a "Toy Story 4" themed-program at Rosewood Mayakoba.

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RosewoodHotels (@RosewoodHotels) [June 24, 2019](#)

*Twitter post from Rosewood Hotels & Resorts*

In a whimsical campaign film, a young family is shown arriving at a Rosewood hotel. Inside their suite, the children are surprised with a decadent display of toys and treats while the parents enjoy a glass of Champagne.

The daughter is jumping on the fluffy hotel bed when a ballon delivery man outside catches her eye. She continues to explore the hotel before finding the man and getting handed a ballon.

Family travel

This is not the first time that Rosewood Hotels have offered packages geared towards different types of guests, including affluent families.

Previously, Rosewood Hotels appealed to female guests with a fresh campaign celebrating friendship and by offering exclusive travel packages ([see story](#)).

In an earlier family-oriented effort, Rosewood London in High Holborn worked 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. This package was part of its annual "12 Days of Rosewood" gift guide ([see story](#)).

Millennial consumers with children are a significant \$39.2 billion portion of the travel market, and they plan to up

their vacation spending by 12 percent in the coming year.

During a keynote presentation at The New York Times Travel Show on Jan. 25, an executive from MMGY explained that millennials are the only generation expected to up their travel spending this year, and about half of the age group now has families of their own.

Children now play a significant role in planning vacations. Twenty-seven percent of parents say that they are at their kids' mercy for deciding where to go, and 53 percent pick destinations that are kid-friendly ([see story](#)).

"Today's travelers are increasingly interested in engaging with a destination in meaningful ways, and they want the same for their kids," Rosewood's Ms. O'Connell said. "By creating experiences that allow both parents and children to authentically interact with the destinations and communities that they visit, luxury hospitality players will remain top of mind for travelers of all ages."

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