

TRAVEL AND HOSPITALITY

## Hong Kong's Rosewood Hotel & Resorts minds changed travel patterns with adapted packages

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*The Hotel Villa Magna in Madrid, Spain will debut in 2021 after an upgrade as Rosewood Villa Magna. Image credit: Rosewood Hotels & Resorts*

By LUXURY DAILY NEWS SERVICE

As it reopens the 28 properties it manages, Rosewood Hotels & Resorts has debuted new promotions geared to guests whose travel patterns have shifted to more local and domestic locations in the COVID-19 era.

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The Hong Kong-based chain has developed five packages Summer at Rosewood, Family Time, Suite and Villa Sojourn, Rosewood Reset and More Rosewood to acknowledge the evolution of staycations. Coming on top of phased hotel reopenings with enhanced safety precautions, the effort is also a nod to traveler concerns over catching the COVID-19 coronavirus that is still active worldwide.

"We are already several months into navigating the new normal,' and are buoyed by the quick recovery our properties in China have experienced in just a few months," said Sonia Cheng, CEO of Rosewood Hotel Group, in a statement.

"As travel begins to resume globally, now more than ever we are embracing our guiding A Sense of Place philosophy to provide guests with the continued opportunity for transformative travel that embraces the sensibilities of our destinations."

The Rosewood collection includes The Carlyle in New York, Rosewood London, Rosewood Mansion on Turtle Creek in Dallas, TX, Htel de Crillon in Paris and Rosewood Hong Kong.



*Rosewood Abu Dhabi. Image credit: Rosewood Hotels & Resorts*

Going the distance

The amended **packages** reflect the sign of the times.

Summer at Rosewood is meant to offer residents in Rosewood's main drive-markets a mini-escape.

In addition to extended check-in and checkout hours, each participating Rosewood property has curated a collection of authentic activities that allow for an engaging and educational stay, the company said.

For example, at Rosewood Hong Kong, the Summer at Rosewood package offers activities for parents and kids, including sailing classes with the Royal Hong Kong Yacht Club, cheese and wine pairing tutorials led by the hotel's resident sommelier, and exclusive experiences with luxury brands such as Cartier and the Christie's auction house.

Available across 13 Rosewood properties in the United States, Caribbean, Middle East and Mexico, the company's Family Time package offers its own selection of activities and benefits designed with children in mind, from kid-friendly welcome amenities and experiences to complimentary meals for those ages 12 and under.

Rosewood's Suite and Villa Sojourn was built in response to increased requests for more privatized stays this summer, with more personalized experiences.

Promoting the benefits of health and wellness, Rosewood Reset comprises culturally inspired spa experiences for the guest's rest and relaxation.

For example, Asaya Hong Kong, the brand's holistic integrative wellness destination, offers local members and day guests a complete eco-system of wellness, ranging from physical therapies to sessions with dedicated health coaches, and transformative self-expansion and evolution programming, the company said.

Finally, More Rosewood is back for the summer season with a complimentary night of accommodations for qualifying stays, inviting guests to roam or relax with a resort, spa or dining credit.

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