

TRAVEL AND HOSPITALITY

## Brands tout intimate, lavish loveliness for Valentine's Day

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*Park Hyatt is providing several Valentine's Day essentials, including Champagne and chocolate. Image courtesy of Park Hyatt*

By KATIE TAMOLA

As luxury hospitality brands promote Valentine's Day offerings around the globe, consumers are realizing that love truly is all around.

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Hospitality brands including Mandarin Oriental and Le Mridien are offering thoughtfully curated packages that encourage couples to connect in a luxurious manner. From Champagne and chocolate to dogsledding and Parisian strolls, these luxury hotels and resorts are providing affluents with a holiday they will love to look back on.

"Our goal is to always provide our guests with an immersive and fulfilling experience, particularly one that they will never forget," said Peter Roth, area vice president and general manager of [Park Hyatt New York](#).

"We chose the amenities and features based on our guests' feedback and interests as it pertains to the Valentine's Day holiday, focusing on ultimate pampering, indulgence and relaxation, which is why an array of wellness, spa, food and beverage and beauty amenities are included in the Romance on the Park' package."

### Luxurious in love

This Valentine's Day, hotels and resorts have offerings that range from adventurous to intimate but nonetheless, unforgettable.

Marriott's Le Meridien Hotels & Resorts is promoting Valentine's Day stay packages at 36 hotels globally including locations in Maldives, Hamburg and Chicago. The packages are part of the hotel group's global avec amour program, which is kicking off Feb. 14.

Package offerings include hand-crafted cocktails, destination-inspired chocolates, specialty coffee and daily breakfast in bed for two to be had in-room or at one of the hotel's restaurants.

Gemstone Collection's Equinox Golf Resort & Spa in Vermont is offering a "Peak Love" package, which includes a 3-night stay at the Orvis House Inn or in the main resort's Green Mountain Suite. Other amenities from the resort include Champagne, chocolate and a six-course Valentine's Day dinner and wine pairing.

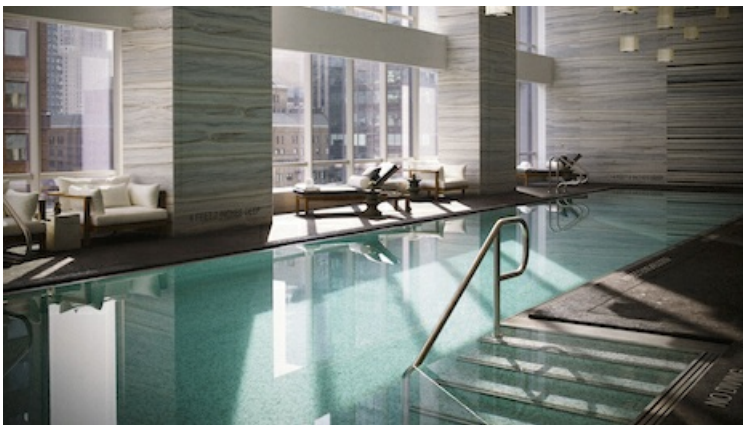


Guests can enjoy a six-course Valentine's Day dinner. Image credit: The Equinox

Guests can enjoy additional features including a romantic in-suite couple's massage, breakfast in bed each morning, dogsledding, a roading experience with Land Rover, a private sleigh ride and lift tickets for Bromley or Stratton Mountain.

"While we offer unique guest experiences all day every day, we wanted to create something truly over the top and out of the box," said Robert Booth, director of sales and marketing at [The Equinox](#). "This offer is filled with a sense of excitement that extends through the entire stay, so couples can spend more time focusing on each other."

Park Hyatt New York is spotlighting its extensive "Romance On The Park" package which includes a terrace suite or the Bryte Restorative Sleep Suite, roundtrip transportation to and from the hotel within Manhattan and a couples massage. The package, beginning at \$14,000, also includes the holiday essentials: flowers, a bottle of Champagne and a romantic dinner for two.



Several hotels and resorts are including spa amenities in their Valentine's Day packages. Image courtesy of Park Hyatt

Luxury permeates every aspect of the package, with the private dinner overlooking 57th street and Carnegie Hall and Dom Perignon Champagne.

"As a five-star luxury hotel, we aim to consistently offer innovative and extraordinary experiences to our guests that create everlasting memories," Park Hyatt's Mr. Roth said. "Our Romance on the Park' package was launched to do just that; to provide our guests with a once-in-a-lifetime experience filled with love, self-care, and effortless luxury."

For those craving a European adventure, Mandarin Oriental Hotel Group's property in Paris is offering a "Be My Valentine" package where couples can enjoy an exclusive dinner menu by renowned chef Thierry Marx, a soothing retreat in the private spa suite and a choice of bouquets.

This is the second year in a row that Mandarin Oriental Paris is collaborating on a Valentine's Day experience with Mr. Marx ([see story](#)).

The group's properties in Boston and New York are also offering packages that include various amenities from champagne and spa treatments to breakfast and more.

### **Never forget diamonds**

Luxury brands have been celebrating Valentine's Day for years with extravagance. Jewelry and fragrance brands have made it clear that they are not to be left behind when celebrating a day of love.

In the luxury jewelry world, love is always in the air.

In a push to reach new generations of affluent shoppers under the stewardship of French luxury group LVMH, U.S. jeweler Tiffany & Co. has increasingly emphasized romance in its marketing campaigns this year. Tiffany's current approach may bear a resemblance to Richemont-owned French jeweler Cartier's love-centric marketing of the past, but when it comes to jewelry, love never goes out of style and will forever be sought by consumers ([see story](#)).

What is a day of love without a pleasant fragrance? Swiss beauty brand Valmont is touting fragrances and skincare for Valentine's Day and beyond.

Offerings include Verde Erba I, Ross I, Alessandrite I, Gaggia Medio I and Blu Cobalto I scents and DETO2X Set which includes face exfoliant, face cream and additional products for a love-infused glow.

"This Valentine's Day, Valmont encourages you to discover a world of art steeped in emotion with our fragrance line," said Valerie Garot, chief marketing officer for [Valmont](#) North America. "Fragrance elicits the most vivid memories and is the perfect personalized gift to share with a loved one on Valentine's Day.

"If your loved one is a skincare connoisseur, they are sure to fall in love with our Deto2x Set; A carefully selected set of bestseller skincare products," she said. "The Deto2x Set will grant you a true Spa Valmont experience, plus, it's fun and bubbly."

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