

TRAVEL AND HOSPITALITY

Ritz-Carlton, Showtime bring First Lady' suites to life

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"The First Lady" stars Viola Davis, Michelle Pfeiffer and Gillian Anderson (not pictured). Image courtesy of Showtime/Marriott Bonvoy

By LUXURY DAILY NEWS SERVICE

Hospitality brand The Ritz-Carlton is collaborating with television network Showtime to reimagine the concept of presidential suites.

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To commemorate Showtime's new anthology series "The First Lady," select Ritz-Carlton properties will reconceptualize their presidential suites as "First Lady suites" this April. Overnight stays in the suites will be exclusively offered to Marriott Bonvoy members through the loyalty program's Moments platform.

"We are thrilled to work with Showtime to bring these First Lady-inspired suites to life," said Donna McNamara, vice president and global brand leader for **The Ritz-Carlton**, in a statement. "Not only is it an exciting opportunity to pay homage to these extraordinary women, but it offers our guests and Marriott Bonvoy members a truly unique and memorable experience."

Presidential treatment

Premiering on April 17, "The First Lady" stars Gillian Anderson as Eleanor Roosevelt, Michelle Pfeiffer as Betty Ford and Viola Davis as Michelle Obama.

Four Ritz-Carlton properties will feature First Lady suites inspired by the historic women, in addition to incorporating details such as actual set pieces and props, period costumes and specialty cocktails at its bars and restaurants.

The trailer for "The First Lady"

The Ritz-Carlton New York, Central Park will evoke the Roosevelt era, complete with a bespoke replica of President Franklin Roosevelt's wheelchair, while The Ritz-Carlton, Los Angeles will reflect the Ford era with a model building of the Betty Ford Center. The Obamas will be represented at The Ritz-Carlton, Chicago, with a replica of boxing gloves from the Let's Move! health initiative.

All three first ladies will also be celebrated at The Ritz-Carlton, Washington, D.C.

Through the Marriott Bonvoy Moments platform, members can bid on exclusive stays in the First Lady Suites. The

experience includes a one-night stay, an in-suite custom-curated dinner and drinks for two, featuring the First Ladies' favorite recipes, and an exclusive gift from Showtime and The Ritz-Carlton.

Later this month, Marriott Bonvoy will also open bidding for a VIP experience at the world premiere of "The First Lady," including attendance at an exclusive after-party.

The public will also have an opportunity to join docent-guided tours of the suites at the conclusion of the collaboration.

"We are excited to collaborate with The Ritz-Carlton and Marriott Bonvoy to bring to life the world of The First Lady' for hotel guests, Marriott Bonvoy members and the public," said Michael Engleman, chief marketing officer at Showtime Networks Inc., in a statement.

"Our longstanding relationship with Marriott International provides guests access to premium Showtime content and this one-of-a-kind experience builds on that tradition to spotlight these remarkable women."

According to Deloitte, loyalty programs from brands should be well-balanced with both monetary and non-monetary benefits, as more consumers are seeking flexibility, versatility and personalization from their loyalty programs.

More than half of consumers cite non-financial rewards as an important benefit of loyalty programs. For many, this translates into exclusive access for services and experiences ([see story](#)), such as those offered by Marriott Bonvoy.

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