

IN-STORE

Trump Hotel celebrates 15 years with \$15,000 crystal-themed package

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By RACHEL LAMB

Trump International Hotel and Tower in New York is celebrating its 15-year anniversary by offering an extravagant crystal-themed package valued at \$15,000.

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Since the 15th year is the “crystal” anniversary, Trump is offering a package including crystal jewelry, Champagne and crystal-covered Christian Louboutin shoes. The package will be available Jan. 15, 2012 through Jan. 15, 2013.

“We wanted to create something special for guests, and a crystal theme was the perfect fit,” said Suzie Mills, general manager of **Trump**, New York.

“Crystal is the traditional 15th anniversary gift, and crystal is intrinsic to our décor here,” she said.

“Guests notice the grand crystal chandeliers in our lobby and in every guestroom – they’re really a Trump signature.”

Crystal clear

Guests who indulge in the package are treated to two nights in a one-bedroom Central Park-view suite at the hotel, a 750ml bottle of Louis Roederer Cristal Brut Champagne, dinner for two at the hotel’s three-Michelin-Star restaurant Jean Georges and a daily

breakfast for two at Nougatine.



Central Park suite

In addition, guests will receive a 16-inch rose gold chain with a rock crystal center stone, long rose gold rock crystal and diamond drop earrings on diamond French wire and a 7.5-inch rock crystal and diamond chain bracelet from Ivanka Trump Fine Jewelry.

Consumers will also be given Christian Louboutin “Fifi” pumps that are covered in crystals.

To top it off, guests will receive a Schonbek crystal chandelier, which is the same design that Donald Trump himself chose for each suite of the hotel.



Schonbek crystal chandelier

Consumers can book reservations at <http://www.trumpintl.com> or by calling (855) TRUMP-00.

So far, the package is not available on the hotel's social media pages, but this could be because the promotion has not yet started.

However, guests can see the details of the package on the hotel's Web site.

Trump card

When consumers think of Trump Hotels, it is likely that they think of their namesake founder Mr. Trump who is known for an exuberant lifestyle.

Therefore, this over-the-top luxury package is something that resonates with the Trump brand.

“We really wanted to showcase the best of what we have to offer with this package,” Ms. Mills said.

This is likely a good move since it is smart to have promotions that not only play up a hotel’s individual qualities but reinforce the idea of luxury.

For example, Hilton Hotel-owned Waldorf Astoria chose a microsite to market its “Best of...” summer offerings that flaunted special characteristics and activities at branded properties around the world ([see story](#)).

By creating activities such as “Gladiator Training” at its Rome property or shopping in its New York location, Waldorf created an illusion that these properties are the only places where consumers can get these packages.

This kind of marketing will add a sense of rarity, uniqueness and luxury to any hotel.

Indeed, Trump’s packages are all aimed at offering unique experiences to draw guests.



Jean Georges restaurant

“A favorite package is the Jean Georges culinary master course, which includes a two-hour private cooking lesson with [head chef] Jean-Georges [Vongerichten] himself,” Ms. Mills said. “Our guests love our packages because they appreciate luxury and elements that are unique to Trump.”

Final Take

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