

INTERNET

Peninsula hops on social media bandwagon for Easter promotion

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By RACHEL LAMB

The Peninsula Chicago is using social media to market its new Easter-themed activities, including a Mini dressed as a rabbit, dining options and room deals.

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Consumers can follow Peninsula Chicago's Facebook and Twitter pages this week to see where Peter Cottontail and the "Mini Bunny" will be. There are also a variety of brunches, teas and promotions at the hotel.

"By taking the Mini Bunny out on Chicago streets to spread our good cheer, we knew that it would attract attention and that people would want to take a photo of the car or have their photo taken with it," said Susan Ellefson, spokesperson at The Peninsula Chicago.

"We knew people would be likely to tweet about the Bunny car and post it on their Facebook pages, so we used social media to spread the word about where we were going and what we were doing and it took off," she said.

Bunny trail

Consumers can track the Mini Bunny as it travels throughout Chicago, spreading Easter cheer.

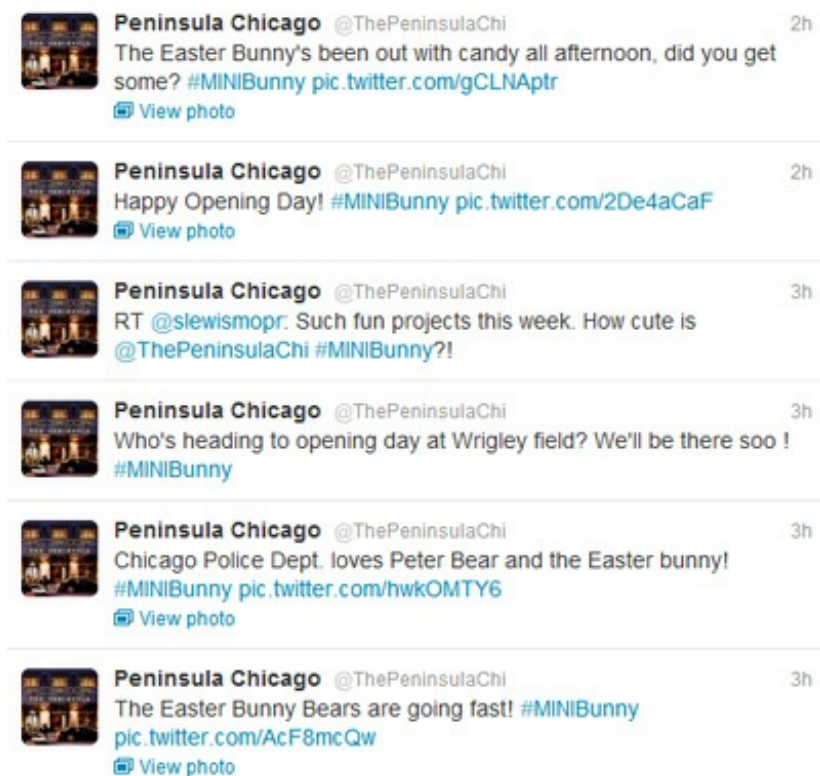


Mini Bunny

So far, the bunny has visited Wrigley Field, Millennium Park and Lincoln Park. It has also been spreading cheer by visiting hospitals and homes.

The brand is posting pictures of Peter Cottontail and the Mini Bunny all around Chicago on its Facebook page at <http://www.facebook.com/peninsulachicago>.

Consumers can also follow the brand's Twitter handle at <http://www.twitter.com/peninsulachicago> to see where the bunny will be that day.



Peninsula Chicago Twitter

Peninsula Chicago is encouraging consumers to use the hash tag #MiniBunny.

"Decorating the Mini to look like a bunny is whimsical, spirited and just plain fun," Ms. Ellefson said. "That's what Peninsula is all about—to bring unexpected pleasure to people.

"Usually it's for our guests, but this time it was for the city of Chicago," she said.

The hotel is also offering a variety of activities at its property.

The children's afternoon tea will be tomorrow in the Lobby from 11 a.m. to 1 p.m.

Both guests and locals can participate in cookie decorating, crafts, story-telling, Easter Bunny visits and afternoon tea menus. The tea is \$50.

On Easter Sunday, consumers can attend the Alice in Wonderland-themed brunch in the Lobby.



The Lobby

There will be a wide variety of culinary stations, festive décor and entertainment.

In addition, the brunch will feature children's activities, a magician, Alice and an Easter Egg hunt. The brunch is \$138 for adults and \$42 for children.

There will also be a special Easter room promotion, where room rates will start at \$375 per night.

Perfect package

The Peninsula Chicago is not the only luxury hotel brand gearing up for the Easter holiday.

For example, The New York Palace is creating a unique venue for luxury consumers through a partnership with Lindt & Sprungli chocolatiers focused on providing a limited-time experience for springtime.

The New York Palace promoted the Gold Chocolate Package that honors the 60th birthday of the Lindt Gold Bunny near Easter Sunday. Guests can opt into the chocolate experience that includes a themed hotel stay and a chocolate brunch ([see story](#)).

However, holidays are not the only time that hotels offer packages to entice stays.

For example, Garden Court Hotel is reaching out to brainy affluent consumers through its Geek Chic package, a promotion that combines tech-centric sightseeing and experiences in and around its Palo Alto, CA, property.

The Geek Chic package includes tours of the Computer History Museum, Apple and Google in addition to traditional package accommodations including free WiFi, late check-out and an in-room iPad 2 ([see story](#)).

Also, New York's Ritz-Carlton Battery Park hotel is celebrating its 10th anniversary by inviting previous guests and newcomers to create lifetime memories through a series of events and a special anniversary package ([see story](#)).

"It hasn't been about marketing Easter events, it's been about doing the right thing," Ms. Ellefson said. "This week we've been to a children's hospital, a children's home and

we've been passing out candy and stuffed animals and toys throughout the city.

"This weekend, we're passing out daffodils to passers by," she said. "It's about bringing joy."

Final Take

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