

MULTICHANNEL

Waldorf Astoria chooses multichannel marketing for ultra-service package

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By RACHEL LAMB

Waldorf Astoria Park City is aiming to drive traffic during the off-season with a Majordomo package that promises top-notch service and exclusive outdoor experiences through a loyalist newsletter to past guests, its Web site and word of mouth.

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Luxury Daily

The Majordomo package consists of hiking, mountain biking and ice-skating lessons with professionals that is tied together with service. Since birds of a feather flock together, Waldorf's multichannel marketing to loyalists and its reliance on word of mouth is likely to draw the right kind of guests to the hotel during the off-season.

"The strategy behind this initiative is to target affluent travelers seeking to receive the best and most exclusive experience," said Nicole Hausner, director of revenue management at [Waldorf Astoria Park City](#), Park City, UT.

"At the Waldorf Astoria Park City, impeccable service awaits every guest and the Majordomo program adds value with personalized service and customized programming," she said.

Domo arigato

Mostly visited for its skiing and other winter outdoor activities, Waldorf Astoria Park City is

offering the package to get consumers May-September.

The term majordomo originated in Europe to refer to the head butler of a large estate, per the hotel.

Therefore, the Majordomo package will take care of guests' every need, whether it be arranging an escort to the airport or arranging exclusive experiences throughout Park City that can only be booked through Waldorf Astoria.

A majordomo assists guests all throughout every step of their stay and ensures a one-of-a-kind experience, per Waldorf.

Guests can also choose exclusive add-on experiences, including a hiking adventure to explore a silver mine, starring in a personalized mountain bike film and taking home an edited movie and private ice-skating lessons with a member of the U.S. National Speedskating team and Olympic hopeful.



MAJORDOMO PROGRAM AT WALDORF ASTORIA PARK CITY

Waldorf Astoria Park City brings the time-honored tradition of the majordomo, a term that originated in Europe to refer to the head butler of a large estate; the majordomo will take care of a guest's every need. From small touches like making a dinner reservation and arranging an escort from the airport, to big endeavors including arranging exclusive experiences throughout Park City that can only be booked through Waldorf Astoria, the majordomo assists guests all throughout every step of their stay and ensures a one-of-a-kind Park City experience. Exclusive adventures that can be booked only when guests reserve the Majordomo Package include these add on experiences:

- Star in a personalized mountain bike film with a downhill adventure captured by a videographer and take home an edited movie of your ride, \$134 per adult
- Private ice-skating lesson with a member of the U.S. National Speed Skating Team and Olympic hopeful Patrick Meek, \$120 for two hours
- Explore the mining history of Park City with a private hiking excursion into the Wasatch Mountains to visit the former site of the largest silver mine in Park City, \$69 per adult

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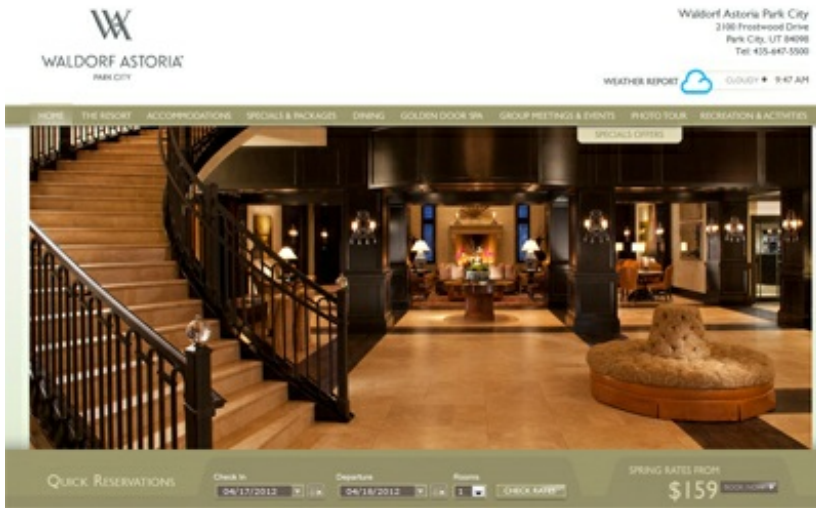


Package details on the Waldorf Astoria Park City Web site

The Majordomo package starts at \$299, with add-on experiences costing extra.

Since the traffic flow to Waldorf Astoria Park City is probably not as high in non-winter months, the brand is offering rooms starting at \$169 per night.

In addition to newsletters, package details are available on the brand's Web site. There is even a small icon on the main image of the Web site that says "special offers."



Waldorf site with special offers icon

When clicked, the icon brings consumers to the page with all available packages.

Brand experience

Many luxury hotel brands are directing guests to their properties by highlighting their best attributes.

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 ([see story](#)).

Just as hotels in New York offer Big Apple-themed activities, it makes sense that Waldorf Astoria Park City wants its guests to see what Park City has to offer.

It is also interesting that Waldorf is relying on its past guests to visit and spread news about the package.

Waldorf guests most likely have friends with the same type of income and lifestyle, which is probably of the affluent persuasion.

Knowing this, the hotel is relying on its finely-tuned service to speak for itself.

“This program will be attractive because it offers the opportunity to partake in exclusive experiences that otherwise could not be booked on their own,” Ms. Hausner said. “It also gives our guests their own personal Majordomo that will take care of every need they have down to the smallest of details.”

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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