

IN-STORE

## Thompson Beverly Hills celebrates Father's Day via auto-centric package

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By RACHEL LAMB

The Thompson Beverly Hills hotel is looking to draw dads for Father's Day weekend by offering special packages involving Audi, Porsche, Mercedes-Benz and Bentley car rentals.

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Consumers can choose from four packages that include a luxury sportscar rental, a suite and free drinks. The promotion falls in correlation with Father's Day and the Rodeo Drive Concours d'Elegance.

"The thought process behind our strategy was to launch or start with Father's Day car and suite packages including exotic sports cars and exclusive luxury cars matched with our luxury suites," said John Visconti, director of sales and marketing at **Thompson Beverly Hills**, Los Angeles. "We don't plan on ending this particular promotion after the Father's Day offer.

"Our analysis and client feedback has taught us that most travelers coming to Beverly Hills rent a car when they secure a room or suite, so why not package them ahead of time and made it bookable with one call or a visit to our Web site?" he said. "It's convenient for the traveler, because they pick up and drop off the car at the airport, drive to hotel for their stay and drive it back to the airport when they're done.

"For the regular price of a room or suite, the consumer gets the car included through one purchase, whether it be a call that takes only minutes or a Web site transaction using a few key strokes."

Driving traffic

The first package is the Audi getaway. It includes an Audi A5 convertible rental, a one-night accommodation in a King Premium room and two complimentary gin martinis. It is \$499 per night.



*Audi A5*

The second package is the Mercedes getaway with the S550 rental. This includes a one-night stay in the Wilshire Suite and two martinis. It is \$649.

Another package is with Porsche for \$999 per night. This includes a Panamera PS rental, martinis and a one-night stay in a Thompson Suite.

The ultimate package comes with a Bentley Continental GTC rental, two martinis and a one-night accommodation in the Penthouse Suite. This package is \$2,399.



*Bentley GTC*

"This type of promotion will be helpful in creating buzz for the Thompson hotel," said Ron Kurtz, president of the [American Affluence Research Center](#), Atlanta.

"It will attract some media attention and give the hotel news to use in their social media

communications,” he said. “The promotion will probably also have tie-ins that create exposure to the clients of the dealerships providing the cars.

“This type of promotion will help position the hotel as being creative in developing appealing guest activities and as a hotel for people that appreciate luxury and who live a luxury life style.”

### Suite deals

To attract the right audience at the right time, some luxury hotels are using promotions to draw traffic at crucial holidays.

For example, Barneys New York and Mandarin Oriental tapped Facebook to market a new contest that gives a mother-daughter pair the chance to win a brand-oriented getaway package for Mother’s Day ([see story](#)).

In addition, Waldorf Astoria Hotels & Resorts’ Trianon Palace Versailles created a special couple’s package that looked to heighten all five of guests’ senses and encourage romance for St. Valentine’s Day ([see story](#)).

Furthermore, by linking with high-end automotive brands, Thompson hotel is likely to position itself at the height of luxury.

Aligning with the likes of Bentley and Porsche ensure that consumers know that they can experience true luxury when staying at the hotel.

“The package is unique in that it combines a holiday gifting occasion with the Rodeo Drive Concours d’Elegance event to create a great experience for the men who receive the package,” Mr. Kurtz said.

“Other brands might learn from this promotion that they need to be alert to opportunities in terms of timing, market segmentation and collaboration partners for creating product variations that can be appealing to clients and provide the basis for generating exposure in various forms,” he said.

### Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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