

IN-STORE

Mandarin Oriental flaunts property amenities via 25th anniversary hotel packages

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By TRICIA CARR

Mandarin Oriental's San Francisco property is marking its 25th anniversary through two packages meant to offer the best of the city and the hotel's amenities.

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The hotel seems to be targeting two tiers of consumers in this effort. The package is leveraging what Mandarin Oriental, San Francisco, offers on its property so that guests have a reason to come back in the future.

“We were looking for interesting ways to celebrate our 25th anniversary milestone and the completion of our extensive refurbishment,” said Edwina Kluender, director of communications at **Mandarin Oriental, San Francisco**. “Therefore, we decided to create two packages for luxury travelers of varying levels that would delight our guests and can realistically be executed by our team.

“We acknowledge that this package is not within the means of all of our guests, but we do have other packages of varying interests and needs available during the same time,” she said. “Our Extravagant Silver Package targets luxury travelers with disposable income from around the world.

“We believe that Mandarin Oriental is uniquely qualified to present this level of luxury to our guests.”

Silver is better than gold

The property is celebrating its silver anniversary with two packages that are called the Silver Package and the Extravagant Silver Package.

The Silver Package includes a two-night stay in a king guestroom that overlooks the San Francisco Bay, welcome bottle of Prelation 2010 Pinot Noir, themed room amenity and two personalized monogrammed bathrobes.

During their stay, guests will take a 20-minute helicopter ride via San Francisco Helicopters. The hotel will provide town car transfers to and from the helipad.

Guests are also invited to a 25th anniversary dinner created by executive chef Adam Mali at on-property restaurant Brasserie S&P. It includes a gin and tonic tasting and wine pairings.

In addition, guests will get a two-hour couples' spa treatment at the hotel's new spa.

The package starts at \$2,500 for two.

Meanwhile the Extravagant Silver Package starts at \$25,000. Guests will stay in an Oriental Suite for two nights.



Oriental Suite

The package includes town car transfers from San Francisco Airport, a private one-hour helicopter ride, a 25th anniversary dinner with Champagne and wine pairings served on the Oriental Suite terrace, a two-hour couples' spa treatment that includes a gift, two monogrammed bathrobes and a gift certificate to Christofle in San Francisco.

The anniversary packages are available Oct. 1-Dec. 30.

“The goal of this package is to raise awareness of our history and presence in San Francisco, to create buzz amongst our guests in regards to our milestone and

refurbishment, and to offer luxuries that only Mandarin Oriental can offer,” Ms. Kluender said.

Celebrate good times

Other luxury hotel brands are incorporating company milestones into hotel packages.

For instance, New York’s Ritz-Carlton Battery Park hotel celebrated its 10th anniversary earlier this year by inviting previous guests and newcomers to create lifetime memories through a series of events and a special anniversary package.

Events included a special St. Valentine’s Day dinner and a drink special focused around the number 10 ([see story](#)).

In addition, 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.

Since the 15th year is the “crystal” anniversary, Trump is offering a package including crystal jewelry, Champagne and crystal-covered Christian Louboutin shoes ([see story](#)).

Exclusive anniversary packages, such as Mandarin Oriental’s Extravagant Silver Package and Trump Hotel’s crystal package, could help keep the brand top of mind to affluent travelers.

“Though many affluent consumers will visit the property to experience the new design and property improvements regardless of these packages that are offered, some will be more inclined to visit sooner rather than later to take advantage of these packages that provide an exclusive getaway, complete with spa treatments and an exclusive dinner,” said D.M. Banks, director of [DMB Public Relations](#), New York.

Furthermore, packages that have an anniversary theme will likely encourage repeat business above all else.

“Many will take advantage of these packages if they coincide with their travel plans, but rarely plan their time in San Francisco based on these types of offerings,” Mr. Banks said.

“Guests remember the services and amenities offered by the hotels that really stand out and make them feel exclusive,” he said. “For the affluent consumer looking for a beautiful property to visit with spectacular San Francisco views, the packages can work well to provide them the level of suite desired, along with several added perks to make the stay a bit more memorable.”

Final Take

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