

IN-STORE

Peninsula Hotels bolsters service aspect through Breast Cancer Awareness

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By RACHEL LAMB

The Peninsula Hotels is emphasizing its service aspects through efforts surrounding Breast Cancer Awareness month in October with corporate-wide and property-specific programs that give consumers a chance to give back.

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Since hotel brands are so focused on serving others, it makes sense that they want to be aligned with organizations that seek to serve others. The Peninsula is joining other hotel brands such as Ritz-Carlton and Four Seasons in its efforts.

"Aligning your brand with a social cause is an excellent way to demonstrate a commitment to something larger," said Taylor Rains, account coordinator at [Rawle Murdy Associates](#), Charleston, SC.

"Breast cancer, like so many other ailments, is such a globally-impactful disease that movements like Breast Cancer Awareness resonate with people worldwide," he said. "Being a service-based industry with a global presence, it is a natural fit for hotel brands to participate in Breast Cancer Awareness month and show a different side of what it means to serve."

Think Pink

The Peninsula Hotels are encouraging Think Pink awareness for fundraising for the fight against breast cancer.

Each of the on-property restaurants will also be offering unique pink cocktails as well as the Pink Afternoon Tea.



Pink Afternoon Tea

In addition, each Peninsula staff member will wear the pink ribbon pin throughout October. It will also be available for sale, with donations going to the fight against breast cancer.

Each Peninsula hotel will be decking out itself in its own unique way, and some are offering property-specific initiatives.

For example, the Peninsula in New York and in Hong Kong will be illuminated in pink lights and the Peninsula Shanghai is offering its “Peninsula Goes Pink” spa package.



The Peninsula Hong Kong

Each Peninsula hotel will also work closely with its local breast cancer organization, with hotel teams participating in breast cancer walks, runs and other activities, per the brand.

"While you do not want to stand out in a way that calls into question the authenticity of your motivations, you do want your consumers to know what you are doing and offer them the opportunity to participate in the cause if they express that desire," Mr. Rains said.

"Donating a portion of sales to the cause or hosting events that allow guests to contribute in an on-the-ground way are just a couple ways to open participation in Breast Cancer Awareness month to your target consumer," he said.

Season of giving

Hotel companies are going pink in October in a variety of ways.

For example, Four Seasons Hotels and Resorts is letting consumers take the reins for its first companywide Breast Cancer Awareness Month program that gives a percentage of the proceeds of specialty cocktails to local charities.

At select properties throughout North and South America, on-site bars will offer a property-specific pink cocktail during the month of October ([see story](#)).

Also, last year, Ritz-Carlton did its bit for Breast Cancer Awareness Month with a new program at its spas that benefits the Look Good ... Feel Better organization.

The hotel chain partnered with skincare brand Clarisonic to donate a combined \$10 for each facial bought at the participating U.S. hotel locations. The funds benefited the nonprofit Look Good ... Feel Better which helps cancer patients to feel better about themselves ([see story](#)).

Getting consumers involved with the various breast cancer organizations while giving them a good reason to treat themselves to something new or a spa treatment is likely going to increase a brand's reputation in consumers' minds.

Breast Cancer Awareness Month garners a lot of attention from luxury and hospitality brands, likely because it is a cause near-and-dear to their core market – women.

“Participation in Breast Cancer Awareness month may add value to a brand, but that is not the intent with a move like this,” Mr. Rains said.

“Diseases like breast cancer evokes a hugely passionate response in people around the globe and, by aligning with such a powerful cause, a brand positions itself in a much more human way,” he said.

Final Take

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