

IN-STORE

## Mandarin Oriental entices winter guests through reopened rooftop chalet

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By RACHEL LAMB

Mandarin Oriental, Munich, is reopening its new rooftop chalet to target consumers who wish to spend the holiday or host Christmas-themed parties at the property.

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The Alm will be serving Bavarian cuisine and is open for lunch and dinner. The new rooftop chalet will be open for business Oct. 23 - Jan. 31.

“The wooden chalet was specifically designed for Mandarin Oriental, Munich, to showcase Mandarin Oriental’s unique sense of place by affording incredible views of the city and the Alps,” said Konstanze Ruf, groups and communications manager at **Mandarin Oriental, Munich**.

“The chalet is often used for holiday events for local clients and provides an additional element of delight to the legendary service and unsurpassed amenities we consistently provide our guests on a daily basis,” she said.

Up on the rooftop...

The Alm is set above the hotel with a view of the Alps, the city of Munich and the city’s iconic Frauenkirche church.

The chalet has wooden interiors and employs waiters dressed in traditional Bavarian

Dirndl and Lederhosen.

Cuisine is of typical Bavarian tastes, including a three-course menu for \$71 per person. Some options include the traditional Bavarian platter, Vienna organic chicken and Schladerer schnapps.



*Mandarin Oriental, Munich*

The Alm will be open Monday-Friday 5 p.m.-10 p.m. and Saturday and Sunday noon-10 p.m. It seats up to 65 people.

Mandarin Oriental seems to be marketing the chalet especially for Christmas and winter parties since it is opened during this time and is offering private bookings for lunch and dinner.

The hotel is looking to market the new offering via email, banner ads in the Mandarin Oriental newsletter, social media and direct mail outreach.

#### Direct connection

Most hotel brands are relying on direct customer outreach to market new offerings that are property-specific.

For example, Four Seasons Hotels & Resorts is enticing consumers on its email list to book summer travel by giving a free night or hotel credit.

The brand sent an email in May that led consumers to an international summer travel site to book packages at hotels where the offers are valid on properties in New York, Miami, Hawaii and Cairo in Egypt. Guests can choose to receive a free night after a certain number of paid nights or a credit depending on the hotel ([see story](#)).

Also, Sofitel Luxury Hotels is reaffirming itself as an authority on high-end travel in the United States through a Tumblr effort that offers consumers city-specific travel guides meant to help them plan a trip.

The Life is Magnifique Tumblr blog acts as an online concierge to cities where Sofitel hotels are located. The effort is likely to single out brand loyalists by offering them content that fits in with the luxury lifestyle ([see story](#)).

Indeed, offering an experience to consumers who the brand knows will be interested in staying at the hotel is one of the best options for the property to entice visitors.

“We wanted to bring a unique experience to our guests at Mandarin Oriental, Munich, by offering an exclusive location with spectacular views of the city,” Ms. Ruf said.

“The chalet is an ideal venue that offers our guests the opportunity to dine in a cozy rooftop atmosphere during the winter months,” she said.

Final Take

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

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