

IN-STORE

The Hazelton Hotel targets ultra-affluent via \$200,000 shopping package

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By ERIN SHEA

Leading Hotels of the World's Hazelton Hotel, Toronto, is targeting ultra-affluent guests through a holiday shopping package for \$199,000 that offers a two-night stay and private jet transportation.

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The bespoke Holiday Season Shopping Package is available just in time for the gift-purchasing season. Guests will receive distinct personalized his-and-her shopping experiences through the hotel.

“We wanted to create something that was really lasting and memorable for the guests,” said Lindsay Tessis, public relations representative for [The Hazelton Hotel](#), Toronto.

“The Hazelton is the only five-star boutique property in Toronto,” she said. “The area around the hotel features the best shopping you will find in the city.

“It is for anyone looking for the ultimate shopping experience.”

His and hers

The package includes separate shopping activities for men and women.

For him, a private shopping experience is offered at luxury watch retailer Louis Black

located in the lobby of The Hazelton Hotel.

Louis Black will personally help guests pick out their watch.

In fact, the retail store carries the Black Kite watch by Richard Mille priced at \$135,000, which is one of 30 worldwide.



Black Kite watch

For her, a stylist is offered to work with the guest for a day.

The shopping destinations will be up to the female guest since the hotel is located in a prime shopping area in Yorkville, Toronto.

In addition, the package offers shopping for both genders. A couple has the opportunity to work with the hotel's art concierge to be taken on a tour of nearby art galleries.

Opportunities to meet certain artists may be arranged as well.

The package also features accommodations in the hotel's Bellair Suite, meals catered in the suite's private dining room by on-site One Restaurant and a luxury sedan and driver as needed.



Bellair suite

The Hazelton Hotel holiday shopping package starts at \$199,000, but other factors such as travel arrangements and shopping selections could add to the price.

Ultra-affluent getaways

Other luxury hotels are offering themed packages for ultra-affluent guests.

The Ritz-Carlton, Washington, DC, is encouraging politically-minded ultra-affluent consumers to experience the 2013 Presidential Inauguration through a hotel package priced at \$100,000.

The “Access Washington” hotel package is available Jan. 18-22 and offers a behind-the-scenes look into the inauguration events in Washington. The package is certainly tailored for wealthy consumers who seek experiences to which the general public does not have access ([see story](#)).

Hotels may be seeking attention through over-the-top packages since luxury travel is only available to a small percentage of the population.

“From a marketing position, there is no major negative to offering these packages as there is no money lost with minimal or zero participation,” said D.M. Banks, director at [DMB Public Relations](#), New York.

“Even beyond offering an exciting package filled with the specified amenities and services to make their guests feel like royalty, these packages are also good for gaining the attention of the press, and therefore more recognition to the hotel or tour provider,” he said.

“For someone looking for a special Toronto experience, this package could attract a new guest to the hotel, as well as the additional press and media having the hotel on their radar for future luxury package options.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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