

IN-STORE

## Ritz-Carlton Battery Park taps new market of same-sex couples with wedding packages

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By ERIN SHEA

The Ritz-Carlton New York, Battery Park, is tapping into a new consumer market by offering tailored wedding packages for same-sex couples.

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The hotel property has two different packages that can accommodate up to 50 wedding guests. Packages include an LGBT-certified Ritz-Carlton wedding consultant, wedding concierge, Statue of Liberty view accommodation on the wedding night, marriage officiant, Champagne toast and wedding cake, floral options and caricature of the wedding couple and Lady Liberty to commemorate the day.

“There is a real opportunity to grow the market with the legalization of gay marriage in New York,” said Jocelyn McCarthy, director of catering sales at [The Ritz-Carlton New York](#), Battery Park, New York.

“The package takes care of this market that opened up and we have had a lot of inquiries for something like this,” she said.

“With the full-planning service it can help take away some of the anxiety of planning a wedding, especially with an unknown destination.”

## New York style

Both of the packages include New York-exclusive offers such as the views of the Statue of Liberty and the commemorative caricature.



*Statue of Liberty view room*

“The caricature adds a fun New York-twist to the package,” Ms. McCarthy said.

The two packages are the Modern Manhattan Matrimony package and the Modern New York Matrimony package.

The Modern Manhattan Matrimony package includes a certified Ritz-Carlton wedding consultant, wedding concierge, the use of the Statue of Liberty guest room, officiant for the ceremony, custom two-tier wedding cake, Nicolas Feuillatte Brut Champagne for the toast and special rates on rooms for the guests.

This package starts at \$8,500.

The Modern New York Matrimony package includes the same offerings as the Modern Manhattan Matrimony package, but also offers three hours of photography, three hours of a solo musician and rose petal aisle for the ceremony. It starts at \$12,500.

Couples choosing either package have a choice of location for the ceremony.

Locations offered are The Rise on the hotel’s 14<sup>th</sup> floor that accommodates 20-50 guests or the Liberty Suite that can take in 2-20 guests.



## *Liberty Suite*

Both rooms offer a view of the Statue of Liberty and the New York Harbor. The Rise also features a view of Ellis Island.



*View from the Rise*

Guests can also choose from additional features to both packages such as a reception or dinner.

### New customers

The wedding packages offered by the Ritz-Carlton New York are helping the hotel reach out to new customers since same-sex marriage is legal in New York.

“In today’s world, it is not a smart decision for brands to alienate same-sex couples for both ethical and financial reasons,” said D.M. Banks, director at **DMB Public Relations**, New York. “The number of hotel brands making a point to not offer these packages is constantly decreasing, while few still publicly advertise these special services.

“We are seeing same-sex marriage offerings becoming more standard with obvious exceptions such as many parts of the Caribbean and Asia,” he said.

Since Ritz-Carlton chose to offer these packages for same-sex couples, this could also increase the hotel chain's customer loyalty.

"I think the packages do add value to the Ritz-Carlton and will surely result in additional loyal long-term guests for the property," Mr. Banks said.

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

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