

IN-STORE

Mandarin Oriental Paris romances consumers via Valentine's Day package

February 13, 2013



By TRICIA CARR

Mandarin Oriental, Paris, is spotlighting the romance of its home city through a new Valentine's Day-themed package offered during the month of February.

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The "Love in Paris" package includes traditional amenities that a couple would enjoy during a hotel stay. The hotel seems to be highlighting what it has to offer on-property through the package to encourage repeat business.

"I think it's a great package that plays to the sensual side of an affluent guest," said Gary Henderson, founder/CEO of [Interactivity Marketing](#), Conway, SC. "It takes the planned out of the night and creates an amazing experience."

Mr. Henderson is not affiliated with Mandarin Oriental, but agreed to comment as an industry expert.

[Mandarin Oriental, Paris](#), could not comment before press deadline.

Love in paradise

The Love in Paris package is \$1,711 for overnight accommodations based on double occupancy.

Guests are given an in-room welcome amenity that includes a chilled bottle of Champagne and rose petal arrangement on their bed upon arrival.

Also included is an 80-minute Oriental Essence Treatment for two in the couples suite at the hotel's spa.



Couples spa suite

The next morning, breakfast for two is included and can be served in-room or at on-site eatery Camélia.



Camélia

The departure gift with the package is a Belle de Nuit candle.

Mandarin Oriental chose to offer the package Feb. 1-28 so likely it was not limited to increasing bookings for Valentine's Day weekend.

The package also leaves time for guests to explore Paris on their own and have dinner away from the property.

The hotel is pushing the package on digital properties such as its Web site and Facebook page.

"There is a stronger emphasis on service and personalization in the luxury travel industry and packages like these can provide the guest with a much desired romantic experience," said Tiffany Dowd, luxury hotel inspector and president at [Luxe Social Media](#), Boston.

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Quite a few luxury hotels geared up for Valentine's Day by marketing packages, some of which were targeted at ultra-high-net-worth guests.

For example, Four Seasons Hotel New York and JetWay Private Air are partnering to offer the "52 Love Salute" package that includes a chartered flight, penthouse accommodation and a Premier Gem diamond necklace. It runs at \$417,000 to \$487,000 depending on the departure city ([see story](#)).

Also, Leading Hotels of the World's Hazelton Hotel, Toronto, is boosting foot-traffic this Valentine's Day with its Bespoke Romance Package that includes luxury amenities and the choice of purchasing a four-carat diamond ring. The package starts at \$6,999, but the price of the ring is not included ([see story](#)).

However, other packages such as Mandarin Oriental's Love in Paris are less extravagant, but indeed tailored for affluent travelers.

"Mandarin Oriental, Paris, is offering an intimate experience with good value for luxury," Ms. Dowd said. "Packages like these allow guests to experience a short yet memorable taste of romance in the City of Lights.

Simple yet luxurious packages can be attractive to the affluent guest with the idea that less is more," she said. "Luxury hotels with impressive settings and excellent service do not need to over-sell the guest with elaborate packages."

Final Take

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