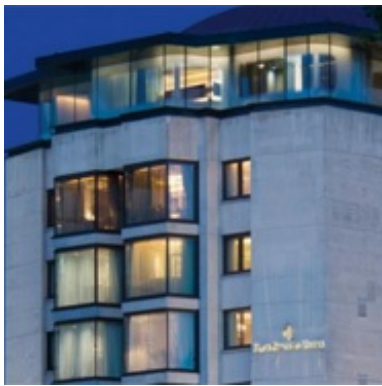


IN-STORE

Four Seasons entices London bookings with Easter package

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By ERIN SHEA

Four Seasons Hotel London at Park Lane is increasing spring bookings with an Easter package that offers guests suite accommodation and traditional afternoon tea.

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Luxury Daily

The package is available around the Easter holiday from March 27 to April 3. The hotel is also pushing its location near Hyde Park to attract guests to see the park in full bloom.

“Easter is celebrated in [Britain] with a four-day public holiday and is traditionally a spring break for the family to get away for a long weekend,” said Gerrie Pitt, director of public relations at [Four Seasons Hotel London at Park Lane](#).

“We will be serving an Easter Sunday lunch and dinner highlighted by an Easter chocolate extravaganza,” she said.

Celebrate spring

The Easter package features a minimum two-night stay in a Deluxe King room, which can accommodate two adults and one child per room and offers a separate living space in room.

Upon arrival, guests will receive a special Easter chocolate welcome amenity from the

hotel's chef and a full English breakfast the next morning.

The hotel will be serving an Easter lunch and an Easter dinner with a special chocolate dessert. Each meal is priced at approximately \$100 per person.

Also, guests will be able to have one afternoon tea session in the Amaranto Lounge with traditional tea time delicacies.



Amaranto Lounge

The package starts at approximately \$600 per night.

Although the package is focused on the Easter holidays, the hotel property seems to be using the holiday as leverage to promote its location and a spring getaway.

“Though not everyone is looking for Easter packages, having a spring package option with great amenities such as this are desired by many looking to travel this season,” said D.M. Banks, director at [DMB Public Relations](#), New York.

“If you are looking for a London getaway in a great area of the city with a fantastic hotel, this package by Four Seasons is a great option,” he said.

Holiday gatherings

Holidays can help hotels leverage packages and offerings to guests who are looking to take holiday vacations.

Many luxury hotels offer packages centered on special holiday traditions to help attract a wide variety of guests.

For instance, The Peninsula Hotels attracted affluent travelers to its properties in Asia-Pacific for the Chinese New Year holiday with hotel décor, culinary events and packages.

The brand's properties in Hong Kong, Shanghai, Tokyo, Beijing, Bangkok and Manila each provided guests with a unique display and activities to help them celebrate the holiday Feb. 10 ([see story](#)).

Also, Leading Hotels of the World's Hazelton Hotel, Toronto, boosted foot-traffic this Valentine's Day with its Bespoke Romance Package that included luxury amenities and the choice of purchasing a four-carat diamond ring ([see story](#)).

Furthermore, Thompson Hotels bolstered its New York properties in SoHo, the Financial District and the Lower East Side by offering New Year's Eve packages that were tailored to each property.

The chain gave consumers a hotel package, culinary experience or complimentary upgrade that depended on which property the guest stayed ([see story](#)).

Hotels should look to offer special package on holidays when many people are off work and are looking to travel.

“For many families and couples, Easter can be a time to get back to travel after the holidays, now that winter is winding to a close,” Mr. Banks said.

“Though many travel with families and extended families during Easter, it is nice to have several options at luxury hotels, such as this one at Four Seasons,” he said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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