

IN-STORE

## Ritz-Carlton Palm Beach entices families with summer getaways

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By ERIN SHEA

Ritz-Carlton Palm Beach is enticing affluent families with summer camp-themed getaways called “Camp Loggerhead” that combine luxury travel with childhood traditions.

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The hotel is hosting week-long excursions during June, July and August that offer bonfires, game nights and other activities. Since many consumers travel with their family, creating a specific hotel package for this will likely increase summer bookings.

“Summer is the perfect time for families to travel together,” said Christine DiRocco, director of public relations at **Ritz-Carlton, Palm Beach**. “However, Camp Loggerhead combines the nostalgia of kids’ camps, childhood memories and luxury travel as a perfect way to bring the family vacation together at the resort.

“It is a six-night minimum stay, so we are trying to duplicate the summer camp experience and activities as much as possible,” she said.

“Anytime a guest is happy and engaged with the property, it adds value, so if we can achieve a substantial memory making stay – it is a win, win for all.”

Welcome to camp

The hotel gave the name Camp Loggerhead to its packages for the popular nesting turtles in the area.

Families arrive on a Sunday and the festivities begin with a late afternoon “Barefoot Mailman Walk,” which is beach walk to show off the history of the town of Manalapan in Palm Beach.

Throughout the week, parents can enjoy Eau Spa treatments, date nights and wine tastings. Children are able to participate in scrapbooking, jewelry-making and photography classes.

The scheduled events for children are from 9 a.m. to 4 p.m. daily and include lunch.

Hands-on activities for the entire family include bonfires and barbecues, cooking classes with the hotel’s chef, a make-your-own pizza night, game and movie nights, turtle nest scouting, archery, bee-keeping seminars and pool and beach games.



### *Bonfire*

The package also includes hotel accommodations, all children’s meals and activities, one Eau Spa treatment per adult, dinner for two and a family dinner.

The package is priced at \$5,600 per week for two adults and one child, each additional child is \$150.

Dates available are June 23-29, July 21-27 and August 18-24.

### *Family affair*

Many luxury hotels have created packages specifically for families.

For instance, the Peninsula New York targeted families and couples with city getaways including “Manhattan Retreat” and “Peninsula Family Moments Retreat” packages.

The packages offered a starting-off point for a family- or couple-centered getaway that could be further tailored to guests’ needs ([see story](#)).

Also, Fairmont Hotels & Resorts’ Georgetown property in Washington targeted affluent

families with a hotel package that incorporated its partnership with the local Smithsonian museums and galleries and gave a portion of the proceeds to the institution's educational mission ([see story](#)).

Since many vacations are often taken with families, hotels that cater to this group could see more bookings.

"Families have always been a lucrative market for luxury travel," said Taylor Rains, account coordinator at [Rawle Murdy Associates](#), Charleston, SC. "The past several years have shown continued increase in family and multi-generational travel, forcing luxury properties to adapt their offerings to meet the market demands.

"Nearly 25 percent of all family travel includes some kind of outdoor activity, and that number continues to rise year after year," he said. "Offering a camp is a way for Ritz-Carlton to engage their core audience in a way that suits their interests yet maintains the utmost standard of luxury.

"It is perfectly tailored luxury for the family travel market."

Final take

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

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