

IN-STORE

## Rome Cavalieri eyes best prospects with 50th anniversary offers

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By ERIN SHEA

The Waldorf Astoria's Rome Cavalieri is celebrating its 50th anniversary with year-long, gold-themed specials to showcase the hotel's offers and history.

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The property is offering two packages and other special offers to help share its 50th-anniversary story. The Rome Cavalieri hotel is likely aiming to gain exposure for its property by providing a high-level of service for current guests and recruiting new guests.

"The 50th anniversary of Rome Cavalieri means celebrating the hotel as an icon in hospitality, as an institution of the Eternal City, and of the contemporary culture," said Serge Ethuin, managing director of [Rome Cavalieri](#).

"We created these offerings as a way to thank our regular guests, who've been loyal to us for a number of years, and to stimulate those who have yet to experience Rome Cavalieri to do so," he said.

"The added value to the brand is not only about bringing awareness of Waldorf Astoria to Europe, which entails unforgettable experiences here in the Eternal City, but in any of our 25 Waldorf Astoria properties across the globe."

Golden treatment

Throughout the entire year, the hotel is creating golden offers for its guests. The theme of the anniversary year is “La Dolce Vita,” which is Italian for “The sweet life.”

During the month of June, five guests will be greeted upon entering their rooms with gift-wrapped beds with gold linens. The guests who find this will be immediately upgraded to either the Petronius Suite or the Penthouse Suite.



### *Penthouse suite*

The hotel’s spa offers the Pure Gold Radiance Facial, which uses drops of La Prairie’s Cellular Radiance Concentrate Pure Gold. The treatment is 90 minutes and starts at approximately \$221.

Since the theme is La Dolce Vita, the property is offering gelato topped with golden flakes. During the summer months, the hotel will offer various gelato flavors including dark chocolate and chili, basil infused sweet pea and beetroot.

In addition, the property is also offering two packages to celebrate the anniversary.

The “Roman Shopping Holiday” package offers a luxury transport to designer retail locations, design studios and authentic Italian restaurants. With this package, the hotel will also arrange for appointments with art gallerists, antique dealers and interior designers.

Another anniversary package, the “Click and Go Package,” offers transportation for two in an electric car around the city with a guide to show the best sites and places to take pictures.

The 50th anniversary celebrations help the property tell its story and allow guests to become part of it.

"When a property such as the Waldorf Astoria Rome Cavalieri has a major milestone, it lends credence to its overall brand story," said Taylor Rains, account coordinator at [Rawle Murdy Associates](#), Charleston, SC.

"By crafting guest packages around this milestone, Waldorf is effectively inviting its most loyal customers to become part of that story," he said.

A year to celebrate

Other luxury hotels have celebrated important milestone this year by incorporating different themes into offers for guests.

For instance, hospitality organization Leading Hotels of the World is shining a spotlight

on its properties that have been featured in Hollywood films to celebrate the Academy Awards and the brand's 85th anniversary this year.

Leading Hotels of the World is promoting 85 properties that have been used in settings for 85 different Hollywood films to celebrate its anniversary. The hotel brand is flaunting its role in Hollywood through its social media, Web site and distributed promotional materials ([see story](#)).

Also, New York's Ritz-Carlton Battery Park hotel is celebrating its 10th anniversary by inviting previous guests and newcomers to create lifetime memories through a series of events and a special anniversary package.

The hotel is emphasizing the Battery Park hotel's track-record of service, its ability to create memories of a lifetime and the company's brand message of "Let us stay with you." The upcoming events include special dinner offers and a drink special focused around the number 10 ([see story](#)).

Not only do celebrating anniversaries allow hotels to create special offers, these milestones can keep guests returning.

"While these milestone celebrations may help the property acquire a handful of new guests, their primary purpose is to serve the existing customer," Mr. Rains said.

"It deepens the customer's relationship to the property and cultivates a sense of involvement," he said.

Final take

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

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