

IN-STORE

Four Seasons Baltimore tailors summer offers to customer segments

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By ERIN SHEA

Four Seasons Hotel Baltimore is tailoring summer packages to accommodate multiple kinds of travelers including families, sports enthusiasts and couples.

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The hotel is offering four different packages depending on which experience guests would like to have during their stay. Through this effort the hotel is likely to gain a number of bookings.

"We reviewed feedback from guests and discussed the various types of travelers visiting Baltimore this summer and how we could create memorable experience for all of them, while also providing added value," said Audrey Slade, director of public relations at [Four Seasons Hotel Baltimore](#).

"When coming up with our packages, we wanted to create something for everyone," she said.

Pick your adventure

The four new packages are "Pirates and Princesses Family Package," "VIP National Aquarium Experience Package," "Ultimate Fan Package" and "Ignite the Spark Spa Package."

The Pirates and Princesses Family Package will give children the opportunity to live like pirates.

This includes a ride on “The Fearless,” a ship decorated like a pirate ship, through Baltimore’s Inner Harbor; pirate and princess costumes; and themed welcome amenities. Families also receive the hotel’s family guide prior to arrival.



Hotel room

Another family package is the VIP National Aquarium Experience Package, which gives guests two VIP tickets with express entry to Baltimore’s National Aquarium.

This offer also includes daily breakfast for two and marine-themed welcome amenities for children.

Furthermore, the hotel offers a package for sports fans who are visiting Baltimore for various games such as baseball, football, soccer and minor league teams.

The Ultimate Fan Package gives those guests attending sporting events daily breakfast, a sports-themed welcome amenity and a \$20 beverage credit at the hotel’s Wit & Wisdom tavern or the Wit on the Water.

Lastly, the property is also offering a romantic getaway package for couples.

The Ignite the Spark spa package includes couple’s treatments in a private spa suite, a variety of chocolate-covered strawberries and other sweets for tasting and a breakfast at Lamill Coffee.



Spa

Fun in the sun

Many luxury hotels are creating special packages for families during summer months.

For instance, the Ritz-Carlton, Westchester, NY, is targeting summer travelers through a family-friendly, pirate-themed package and a historical tour offering that immerses guests in the local culture.

The package includes tickets to the Pirates of the Hudson festival at Philipsburg Manor in Sleepy Hollow, NY, and the “Hudson Valley Summer” package comprises a tour of the Hudson Valley ([see story](#)).

Also, 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](#)).

Not every guest wants the same summer experience, so it makes sense for hotels to offer multiple options.

"Last year, we noticed that we had a lot of leisure travelers coming in for the pool and spa," Ms. Slade said. "We also have a ton of sports fans staying with us, especially since the Baltimore Orioles are doing better.

"We have a lot of families who want to travel to Baltimore, so we wanted to create an experience for them," she said. "We are all about creating these experiences and taking the planning out of vacations for guests."

Final Take

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