

IN-STORE

Waldorf Astoria targets foodies, beauty mavens in summer packages

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By JOE MCCARTHY

Waldorf Astoria Park City, UT, is reaching out to ultimate foodies, beauty mavens and others with summer packages to provide guests with exclusive experiences and stir interest in the Utah property.

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The summer packages are likely to broaden horizons of affluent travelers who would normally not consider Park City, UT, as a vacation destination. Enticing guests with exclusive events to a certain location can help drive foot-traffic to a hotel.

"Park City is such a hot destination when it comes to Sundance and the entire winter season as guests take advantage of the wonderful accommodations and amazing skiing and snowboarding," said Damon Banks, director of [DMB Public Relations](#), New York.

"Though Park City is also a fantastic destination during the summer season, it's often overlooked," he said.

Damon Banks is not affiliated with Waldorf Astoria, but agreed to comment as an industry expert.

[Waldorf Astoria Park City, UT](#), did not respond before press deadline.

Forage for fun

The property is primarily targeting two distinct consumer groups.



Views of Park City

The Majordomo Package appeals to those who want original food experiences.

The hotel's chef will guide guests through the Wasatch Mountain Range on a foraging journey. Guests will then use the ingredients they gather for a custom-prepared meal by chef Clement Galas.

During the foraging trip, guests can picnic with their choice of wine or locally crafted beer.

Introducing guests to the surrounding landscape and training them how to forage may create long-lasting memories which, in turn, may lead to future visits.



Park City

Majordomo packages start at \$489 per night and are available from August to September.

The HydraFacial Package starts at \$400 per night. Guests receive a 50-minute non-invasive, non-surgical procedure that aims to vivify the skin's glow.

The Wasatch Mountain Range is also the backbone for the Summer Cabanas at the Pool packages.

Guests can choose from a variety of pool-related offers that will be set alongside the mountain range.

Actions speak louder

Waldorf's decision to provide these specific packages aligns with their mission to provide unique experiences.

For instance, a Waldorf Astoria executive at Forrester Research's Forum for Customer Experience Professionals East 2013 said that luxury hotels compete against one another with guest experiences.

During the session titled "From High-Touch to High-Tech: Personalizing Service Delivery for Today's Luxury Traveler," the executive discussed the changing expectations of the luxury traveler. Now, hospitality brands should focus on creating unique guest experiences since affluent travelers are looking for exclusive offers ([see story](#)).

Certain times of the year are invariably better suited for luxury hotels when putting together exclusive packages.

"Properties such as the Waldorf Astoria are able to open their doors to a larger demographic during this season, as the rates are very reasonable, and their special offerings and packages cater to the couples and families looking for a mountain getaway," Mr. Banks said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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