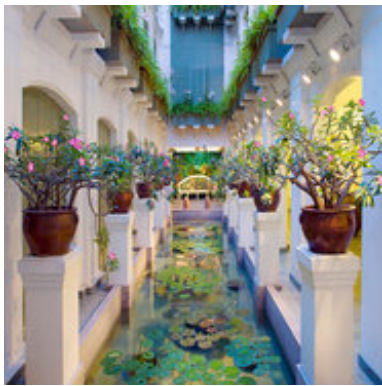


IN-STORE

Mandarin Oriental, Bangkok fetes 20 years via spa packages

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By JEN KING

Mandarin Oriental, Bangkok is celebrating its 20-year anniversary by offering an exclusive spa package at the Oriental Spa now until the end of October.

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Hotel guests can indulge in the 20th Anniversary Oriental Spa Package featuring accommodations, daily buffet breakfast, roundtrip airport transfers and three hours of pampering. Anniversaries allow brands to celebrate milestones and attract consumers with offers.

"Anniversaries and other milestones are a significant tool in the development of a brand story," said Taylor Rains, account executive for [Rawle Murdy Associates](#), Charleston, SC.

"Typically, we see anniversaries celebrated for properties, as a whole," he said. "Spa services are one of the key differentiators for Mandarin Oriental as well as something for which the brand receives global acclaim.

"It would stand to reason that Mandarin Oriental would recognize the value of its spa by celebrating its anniversary."

Mr. Rains is not affiliated with Mandarin Oriental, but agreed to comment as an industry expert.

Mandarin Oriental, Bangkok was unable to comment before deadline.

A tranquil retreat

Oriental Spa guests will unwind in the colonial-style teak house located two minutes away on the west bank of the Chao Phraya River. Once guests step off the hotel's private shuttle boat they will be welcomed with towels and tea.

The 20th Anniversary Oriental Spa Package features a three-hour spa experience for individuals or couples that combine classic Siamese aesthetics with spa treatments on the banks of the Chao Phraya River.

To mentally and physically unwind, spa guests will indulge in the Oriental Signature Treatment, which is 90 minutes; Thai Organic Rice Scrub for 30 minutes; and Breathing Techniques and a 30-minute Meditation.

Following spa treatments, guests will also receive a healthy snack, fruit drink and an aloe vera gel mask.



The interior of The Oriental Spa

The 20th Anniversary Spa Package is available through the end of October. Guests must stay at the Mandarin Oriental, Bangkok a minimum of two nights. Packages begin from approximately \$560 per room per night for single occupancy and approximately \$690 per room per night for double occupancy in a Superior Room.

"World-class spas within luxury hotels can attract guests who are looking to renew the mind, body and soul without having stayed at dedicated wellness spas," said Tiffany Dowd, founder and president of **Luxe Social Media**, Boston.

"Guests can enjoy the best of both luxury accommodations and first-class spa services," she said.

The Mandarin Oriental brand is well-known from their excellent spa services throughout the world.

"For many guests, the spa is at the forefront of their selection owing to Mandarin Oriental's reputation for superiority in that front," Rawle Murdy's Mr. Rains said.

"Forming a spa package in recognition of the anniversary is the best way to get it in front of those customers and potential guests," he said.

Pampered Bliss

The Mandarin Oriental, Bangkok's decision to celebrate the 20th-anniversary of The Oriental Spa with an exclusive spa package has been successful for other luxury hotel properties.

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

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.

The Waldorf introduced a spa special, The HydraFacial Package, where guests received a 50-minute non-invasive, non-surgical procedure that aims to vivify the skin's glow ([see story](#)).

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

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 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 ([see story](#)).

By involving guests in an anniversary celebration, of any kind, guests can celebrate alongside the brand while experiencing an exclusive event unavailable for others. Guests who feel they were included in a brand's milestone will be more likely to become repeat guests.

"State-of-the-art spas are a valuable tool for any luxury hotel, however, some brands have leveraged them more successfully than others," Mr. Rains said. "Mandarin Oriental is one such brand.

"A great number of its properties have managed to enmesh the spa with the overall luxury experience, providing the brand with a successful niche among luxury consumers," he said.

Final Take

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