

INTERNET

Dorchester Collection aims for holiday surge via e-gift cards

October 15, 2013



By JOE MCCARTHY

Dorchester Collection is leveraging the marketing power of word-of-mouth with new e-gift cards that will likely insert the brand into more celebration conversations.

Sign up now

Luxury Daily

Possible gift amounts range from \$80 to \$3,200 and can be customized according to personal preferences and the desired property. Due to the increase in travel during the holidays, finding a new way to enter the conversation will likely sway consumers in the brand's direction.

"As the new Dorchester Collection e-gift Cards are available for purchase at any time and can be enjoyed at any of our ten properties, they provide an ideal instant gift," said Helen Smith, vice president sales and marketing at [Dorchester Collection](#).

"The range of options means a truly customized gift to help create long lasting memories," she said.

Gifting and receiving

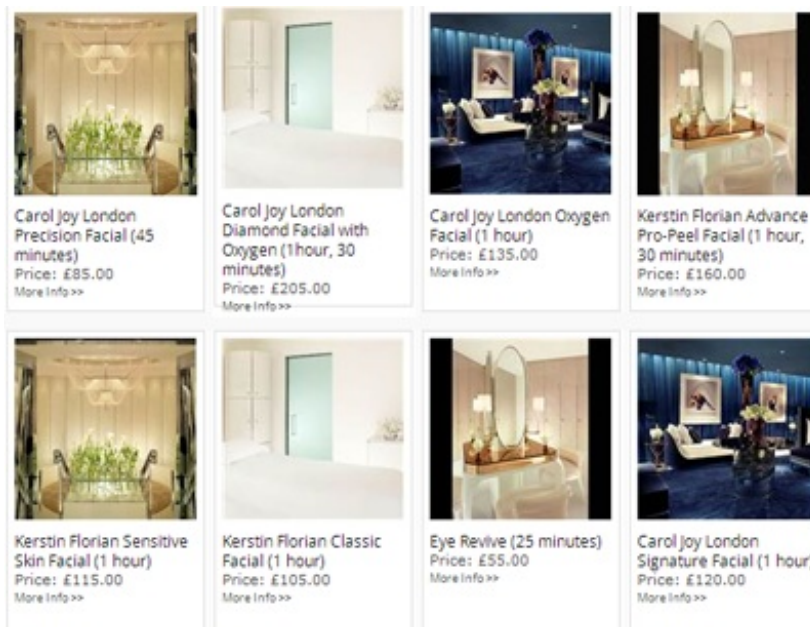
The e-gift cards are valid at all ten of the brand's properties and can be accessed any time at <http://www.dorchestercollection.com/en/hotel-gift-cards>. Cards can also be purchased through the brand's mobile site.

Each property has its own array of gift card options. Dorchester Collection Experience gift cards are for specific experiences at specific hotels.



Dorchester Collection e-gift card

For example, the Dorchester, London, allows consumers to choose from a variety of categories such as spa, afternoon tea, restaurant, accommodation, florist and master class gift cards.



Dorchester London spa e-gift cards

Alternatively, the Dorchester 45 Park Lane offers cards that are limited to its restaurant. However, general e-gift cards can be used as currency for any of the property's amenities.

To redeem the cards, consumers can either show a printed version of the card or use the digital wallet application Passbook, which integrates gift cards.

Consumers can customize their card with a range of details and can add a personalized note.

Unlike other gift cards, Dorchester's e-gift cards do not expire.

"As we are slowly entering into the holiday season, it's an ideal time for Dorchester Collection to introduce these e-gift cards," said **Damon M. Banks**, director of **DMB Public Relations**, New York.



Dorchester Collection eGift cards

"Having the income from the sale of these cards is a great way to close out the year," he said.

"While these cards will most likely not result in a huge increase in guests for the Dorchester properties, these gifts are great for locals to give to friends and family, increasing sales for items such as the spa, afternoon tea and the restaurants."

Bound together

Dorchester Collection often provides its properties with a great deal of autonomy to cultivate individual personalities.

For instance, Dorchester Collection's 45 Park Lane in London is enlisting Rolls-Royce Motor Cars to provide penthouse suite guests a chance to test out the new Wraith model starting Nov. 1.

The hotel encourages guests to take the Wraith on a half-day excursion and greets their return with a Wraith-inspired cocktail. Joining forces with another British-based luxury brand will likely generate national interest and demonstrates the brand's commitment to the national economy ([see story](#)).

Also, the Dorchester Collection targeted literary and film enthusiasts by transporting guests into a James Bond-like experience following the Sept. 26 release of author William Boyd's newest book "Solo."

"Breakfast with Bond" at The Dorchester encompasses a book reading and a host of events and activities that may evoke a Bond-like mood. Aligning the hotel's atmosphere with a well-known character will likely create a cinematic aura that draws consumers from diverse backgrounds ([see story](#)).

While gift cards are nothing new, re-fabricating them in a new way will likely have some effect on holiday traffic.

"Regardless of how you choose to look at the e-gift program, these conveniences increase sales, which at the end of the day, increases revenue," Mr. Banks said.

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/OmJ5QpdkH-Y](https://www.youtube.com/embed/OmJ5QpdkH-Y)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.