

IN-STORE

Dorchester Collection anticipates seasonal plans with cultural offers

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By JOE MCCARTHY

Dorchester Collection is preparing for seasonal transitions with a number of spring, summer and autumn packages from its European properties.

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The Britain-based hotel brand is elevating suites to the top of its offers, but has also assembled a variety of cultural excursions. Since travel patterns vary significantly based on the season, luxury brands should always have packages set up well in advance.

"International travel tends to be a long-lead purchase under normal circumstances," said Taylor Rains, account executive at [Rawle Murdy Associates](#), Charleston, SC.

"As a rule, people are forward-looking," he said. "When it's winter, they're looking to summer. Now that we are entering into spring, travelers will likely begin to look to late summer early fall.

"When you layer in some unique, experiential offers like truffle-hunting in Milan, you only add to that lead time."

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

Moving culture

The array features properties in Britain, France and Italy.

Dorchester Collection's 45 Park Lane in London is feting the opening of its new rooftop BBQ restaurant. Guests that reserve the penthouse suite can enjoy items from chef Wolfgang Puck's menu on their wraparound terrace. The penthouse suite starts at \$15,000 per room per night.



45 Park Lane penthouse suite terrace

Mr. Puck also helms a modern American steak house at the property called The Cut.

Also, 45 Park Lane provides a youthful, art deco contrast to the more regal The Dorchester that is nearby.

Guests interested in exploring some Italian heritage can hunt for truffles at the brand's Milan property Hotel Principe di Savoia while staying in the presidential suite that starts at \$23,650.



Principe di Savoia presidential suite

Experts and truffle-hunting dogs will help guests locate white truffles near the village of Alba. The truffle tasting package for two centers on truffle-themed meals.

Various other amenities can be viewed [here](#).

In Paris, Dorchester has teamed up with the Theatre du Palais Royal for Musical Mondays. Throughout May and June, the Le Meurice property invites guests to attend the weekly concert while staying in the Belle Etoile Suite for \$24,640.

Tying the knot

Dorchester Collection has tried to promote greater brand cohesion among its European properties before.

For instance, Dorchester Collection targeted adventurous travelers with an educational 12-night, four-country journey that traces the paths of 18th-century aristocrats.

"The Ultimate Grand Tour" brings guests to five Dorchester properties via boat, train, limousine, classic car and helicopter. Binding the five itineraries to a single theme creates a sense of cohesion that other multi-country trips lack ([see story](#)).

Open-ended themes can help drive overall traffic by giving consumers multiple options and properties a jumping off point.

Fairmont Hotels and Resorts is seeking to rejuvenate its North American properties with various anniversary celebrations.

The celebrations range from museum-like commemorations and pop-up restaurants to surprise gifts and casino excursions. Although it may seem that concurrent anniversaries erase the rarity they are meant to convey, the brand prevented events from overlapping ([see story](#)).

"While there are certainly some consumers in the market that would immediately jump on unique, seasonal opportunities, more often than not it takes time for a property to promote the offer adequately and get some traction," Mr. Rains said.

"Perhaps more important, however, is the word-of-mouth value the property generates by opening up its seasonal offers well in advance," he said.

"It leaves all the more time for future guests to talk about their exciting plans and, in effect, promote it to their network."

Final Take

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