

ADVERTISING

Ferrari and Shangri-La partner for racing season to combine clientele

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Ferrari teams up with Shangri-La

By NANCY BUCKLEY

Italian automaker Ferrari is entering a partnership with Hong Kong-based hotel chain Shangri-La to bring guests a personalized experience when traveling to European and Asian race series.

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The joint venture will offer Ferrari fans the opportunity to experience exclusive events and temporarily reside in a local Shangri-La during the various Ferrari racing series. Fans turned guests will have the opportunity to gain awareness about the similarities in the affluent traditions of each brand.

"Shangri-La customers and the Ferrari fan-base are passionate about quality design, luxury, and extraordinary and unique experiences," said Sarah Chen, Vice President of Sales and Marketing at [Shangri-La Hotels and Resorts](#), Shanghai.

"We feel this partnership is a natural fit to reward both company's loyal supporters with a bespoke and refined experience that will speak to their discerning passion for the very best in detail and in service," she said.

"We believe with this partnership and our joint marketing activities, it will help generate

new followers for both brands from each other's existing fan base."

From fan to guest

The partnership was announced at the Ferrari Racing Days in Shanghai on Sunday, June 8 and will spread throughout the 2014 Ferrari Challenge Series in Asia Pacific and Europe.

Ferrari racing fans who stay at the local Shangri-La hotel will have high-end travel opportunities at more than 80 of the Shangri-La's hotels and resorts.

Fans who stay as guests will also have the chance to experience first-hand tours of the Ferrari garage and exclusive entry to the hot laps during the Ferrari Challenge European Series, the Ferrari Challenge Asia Pacific Series and the Ferrari Days in China.



Chairman of Ferrari (left) with Shangri-La's President and CEO (right)

The bespoke opportunity for Ferrari fans and Shangri-La guests is the chance to watch the Formula One World Championship with the fastest circuit-racing cars in the world.

The Shangri-La's logo will appear on all the imagery and activities of the Ferrari Challenge Championship. This includes the podiums, official Web site and the cars.



The two brands will partner

The future of the partnership will lead to charitable drives in the cities where Shangri-La's China hotels are located.

Ferrari and Shangri-La's alliance will likely bring awareness of each brand to the opposing company's clientele.

Combination benefits

The collaboration of different industries via brand partnership generates a bridge for consumers. A Ferrari enthusiast can be very similar to a Shangri-La guest, so this partnership creates awareness among their consumers.

Prior to this partnership, Bentley and Starwood's St. Regis and The Luxury Collection Hotels & Resorts entered into a global partnership that allowed the hotel chains to offer Bentley driving experiences to guests, giving the automaker a leg-up over competitors.

Bentley vehicles have been available at many hotel properties for guest use, the increased awareness of which likely caused the automaker to benefit most from this partnership. Both brands brought their affluent heritage to light through exclusive events, driving programs and house fleets at St. Regis and Luxury Collection flagship hotels worldwide ([see story](#)).

Similarly, British fashion house Burberry partnered with Apple to showcase its upcoming spring/summer 2014 collections through images and video captured on the new iPhone 5S.

Leading up to Burberry's spring/summer show Sept. 16, the brand posted images and videos from the iSight camera on the iPhone 5S. Burberry is likely to see an increased interest in its spring/summer show due to its partnership with Apple during the hype of a new iPhone release ([see story](#)).

The consciousness of consumers drives brands. Doubling that awareness through a partnership with a company of equal values can be an indispensable relationship.

"These types of partnerships are certainly mutually beneficial, as the Ferrari and Shangri-La Hotel names are both synonymous with luxury and a precise attention to detail, which provides amazing cross-promotional opportunities," said Damon M. Banks, director of [DMB Public Relations](#), New York.

"Though many guests of the hotel might not be avid race fans, having 'inside access' to an element of the Ferrari brand can be very intriguing and a positive effect of the relationship," he said.

"Frequent travelers are loyal to their hotel brands, as are race fans loyal to their teams - making it possible for both brands to gain additional fans and attention."

Mr. Banks is not affiliated with Shangri-La or Ferrari, but agreed to comment as an industry expert.

Final Take

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