



Ocean Park suite keeps the thrills coming

Hong Kong's Cosmopolitan Hotel is offering fans of the famous Ocean Park attraction the opportunity to carry on living the theme park dream after their visit is over.

The four-star Cosmopolitan, which opened in February 2005 with a total of 454 keys, recently launched a series of themed suites, one of which sets out to recreate the excitement and colour of one of Asia's most successful family attractions.

Decked out in Ocean Park colours and decor, the suite also boasts a Wii home video console and Ocean Park signature stuffed toys, bathrobes and key chain and card. The room even offers a '4D' effect through a themed 'ocean breeze' scent, which kicks in as guests step into the room.

The Ocean Park theme suite is spaciouly sized at 48 square metres, encompassing a separate dining and living area, pantry and choice of either two queen-size or one king-size bed. Offering a maximum occupancy of two adults and two children, a stay at the suite includes admission to the park for two adults and one child, limousine transfer between the hotel and the park and buffet breakfast for three.

The mid-week rate for the suite is around US\$468 while the weekend rate averages US\$865.

Included by *Forbes.com* in its 'Ten most popular amusement parks in the world' and also ranked by *Forbes Traveler* as one of the '50 most visited tourist attractions in the world', Ocean Park features a diverse selection of marine and wildlife attractions, including two giant pandas, rides, entertainment, and education.

Anita Chan, general manager of the Cosmopolitan, says the

Ocean Park theme suite is part of a wider strategy to target the potential of the family travel sector.

"Although the Cosmopolitan has always been supported by international business travellers, we are also aware of the importance of the family market, so we initiated a series of family packages and room types to appeal to this demographic."

She adds that the idea for a collaboration with Ocean Park came partly from seeing the reaction of guests returning from the attraction and describing the fun they had had, and partly from her own children.

"My two boys were always saying "Mum, why can't we stay longer?" even though they had spent the whole day at Ocean Park! As a family-friendly hotel we decided it would be a good idea to extend that positive guest experience, and came up the idea of the Ocean Park suite."

She says the decision to work with Ocean Park rather than other brands was made as the 35-year-old attraction is a major generator of tourism awareness and business in the city.

"Among our theme suite series, Ocean Park is the most popular," Chan says.

The success of the venture could only have happened with the help of Ocean Park, and specifically the attraction's executive director, sales and marketing, Paul Pei, who has overseen six record-breaking years out of the last seven in terms of annual attendance, revenues and surpluses.

"When Anita approached us we jumped at the chance," says Pei. "I'm a salesman and am always looking to grow sales, and we could not have found a better partner. We were excited at the idea of the themed suite as we've never had a partner like this before."

Both insist that although the collaboration has offered a unique selling opportunity, with myriad mutual benefits, it hasn't involved money changing hands.

"It's really just been more the opportunity to help promote each other's brands," concludes Chan.