

Garden Court Hotel leverages surroundings for tech-centric package

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Garden Court Hotel

Garden Court Hotel is reaching out to brainy affluent consumers through its Geek Chic package, a promotion that combines tech-centric sightseeing and experiences in and around its Palo Alto, CA, property.

The Geek Chic package includes tours of the Computer History Museum, Apple and Google in addition to traditional package accommodations including free WiFi, late check-out and an in-room iPad 2. The package starts at \$1,299.

"This makes sense because according to research, the most popular luxury brands today are technology brands," said Chris Ramey, president of Affluent Insights, Miami. "This is consistent with people moving from desiring stuff to desiring experiences."

Mr. Ramey is not affiliated with Garden Court Hotel, but agreed to comment as an industry expert.

Garden Court Hotel could not respond before press deadline.

Geek chic

The Geek Chic package is centered around technology in and around the Silicon Valley in California.

Guests can use Garden Court's GPS route that starts down the street from the hotel at the original HP garage. Guests will then go past Google, the Apple Company Store and Facebook headquarters.

They will also be given two reservations on Airship Ventures' Discover Zepplin Tour, an aerial excursion of Silicon Valley.

Package owners are also given two tickets and free T-shirts to the Computer History Museum and a \$50 certificate towards dining at Il Fornaio Palo Alto.



[2]

Garden Court Hotel room

Guests will stay in deluxe king accommodations that will include a Molton Brown Spring Gift set, complimentary overnight parking, complimentary WiFi, a BlackBerry thumb massage and a late 2 p.m. check-out.

Garden Court is promoting this package through its Web site. There is also a link on its Facebook page that leads consumers to its site where all promotions are listed.

[3]

Garden Court Hotel Web site

The whole package

Luxury hotels are often offering packages and promotions with which to delight their guests.

Some include packages that offer a glimpse at the hotel lifestyle itself, such as when Trump International Hotel and Tower in New York celebrated its 15-year anniversary by offering an over-the-top crystal-themed package valued at \$15,000 that offers crystal jewelry, Champagne, a chandelier and crystal-covered Christian Louboutin shoes ([see story](#) ^[4]).

Meanwhile, other hotel brands use special occasions for packages.

For example, New York's Ritz-Carlton Battery Park hotel is celebrating its 10th anniversary by inviting previous guests and newcomers to create lifetime memories through a series of events and a special anniversary package ([see story](#) ^[5]).

Garden Court seems to be hyping up what Palo Alto has to offer, since it is an area known for entrepreneurs, inventors and venture capitalists.

Just as hotels in New York offer Big Apple-themed activities, it makes sense that Garden Court would reach out to techy tourists who would want to visit "Geek Meccas" such as Facebook and Google headquarters.

"We've moved beyond a materialistic needs," Mr. Ramey said. "Luxury consumers are now in the period where they desire experiences.

"The affluent don't need anything materialistic," he said. "When that happens, they move up the ladder to experiences."