

**The Mayfair Townhouse introduces The Dandy Fox Trail  
... a new detective experience for children,**



*The Mayfair Townhouse's mischievous mascot is hiding in Mayfair, can you find him?*

**London, April 2024:** [The Mayfair Townhouse](#), a haven of wit, wonder and mischief tucked away in the heart of Mayfair, will this month introduce a brand new experience for its littlest VIPs, [The Dandy Fox Trail](#). Following a set of clues, families will be led on a self-guided tour through Mayfair's bustling streets to find The Mayfair Townhouse's mischievous mascot, the Dandy Fox, who has mischievously disappeared and needs to be found before the General Manager finds out!

Upon arrival, Riyas, our Golden Key Head Concierge and his team will provide families with a Dandy Fox Trail pack, with numbered envelopes which contain clues to be opened in order along the trail. The treasure hunt will take families past some of Mayfair's most vibrant art galleries and museums, renowned restaurants, and leafy parks. Each clue poses a question, and at the end of the trail, the answers reveal a secret code that will unveil the Dandy Fox's final location, and a prize for the Dandy detectives! After completing the trail, young investigators and their parents will return to The Mayfair Townhouse to receive their prize from the hotel's concierge team, as well as a refreshing mocktail or hot chocolate in The Dandy Bar.

Having worked up an appetite after a day of exploration, guests can enjoy a lunch or dinner of home-style family favourites, seasonal salads, and sweet treats: and as part of the experience, children staying overnight under the age of 12 will dine for free. Upstairs, families can opt for one of the elegant interconnecting rooms, with the second room for children offered half price. For larger groups and families, rooms can be connected to facilitate up to four adjoining bedrooms. The spacious open-plan layout offers privacy to children and parents alike, providing enough room for the whole family to entertain, relax and sleep.

*"Travellers big and small are more adventurous and curious than ever to discover new things to do in the Capital, our Dandy Fox Trail responds to this demand. It is a secret gateway to discovering the incredible sights, sounds and smells of Mayfair, let the adventure begin!"* comments Paul Rafferty, General Manager at The Mayfair Townhouse.



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### **About The Mayfair Townhouse**

The Mayfair Townhouse is a high-end neighbourhood hotel overlooking London's Green Park. Curious, engaging, witty - The Mayfair Townhouse delivers the unexpected and redefines what it means to be a London hotel. Part of Iconic Luxury Hotels, this is the fifth hotel in the portfolio and offers an unexpected new personality from what the brand is traditionally known for - think: Oscar Wilde meets Alice in Wonderland. Bringing a new lifestyle product into one of London's most distinguished neighbourhoods - The Mayfair Townhouse is a carefully stylish, imaginative home for the modern traveller - the essence of the Townhouse invites discerning travellers who appreciate an intuitive, perceptive level of service and a guest who above all, has a refined palette for curiosity.

At the heart and soul of The Townhouse is the aptly named The Dandy Bar, inspired by the Dandy characters of Mayfair's past and present, The Dandy Bar is a theatrical, subtly lit, sophisticated bar where you will find eclectic signature drinks and an extensive curated list of cocktails, that can be enjoyed throughout the day, paired with smaller shareable plates. The Dandy Bar has the essence of a private club, without the frills of membership. Free from the constraints and traditions of a regular hotel, there is no room at The Mayfair Townhouse that has not been thoughtfully curated. The hotel bridges the gap between ritzy high-end lavish hotels and the corporate enterprise properties that currently stand in Mayfair.

### **About Iconic Luxury Hotels**

Iconic Luxury Hotels was founded in December 2016 and is an expanding hotel company with an international focus. The collection of owned and managed hotels comprises an eclectic mix of properties each of which celebrates distinctive architectural style, cultural heritage, and natural surroundings. Each property has its own character, traditions, and stories but they share a common commitment to delivering outstanding experiences.

The current portfolio includes some of the world's most famous hotels from Cliveden House, one of England's finest country estates, to the Hotel Excelsior in Italy which is the home of the Venice International Film Festival. The other UK hotels comprise the Chewton Glen, an English estate on the South Coast; The Lygon Arms, a 14<sup>th</sup> Century Coaching Inn in the Cotswolds; 11 Cadogan Gardens in Chelsea, one of London's most prestigious residential neighbourhoods; The Mayfair Townhouse which sits in the heart of exclusive Mayfair; and the newest addition to the collection The Chelsea Townhouse, which opened its doors in September 2023. Later this year we will see the opening of the luxurious Palm House Hotel, in Palm Beach, Miami, Florida.

Iconic Luxury Hotels is part of L+R Hotels, a family-owned global hotel investment and management company with an extensive portfolio of more than 115 hotels, with 23,000 bedrooms across the UK, Europe, the US, and the Caribbean. With an evolving collection, ranging from select service hotels in Europe's most sought-after cities, to opulent, five-star assets and breath-taking leisure resorts, many of which are in the world's most exclusive locations, including Barcelona, Grand Cayman, Ibiza, London, Los Angeles, Mallorca, Monte Carlo, Turks and Caicos, Venice and more.