

IN-STORE

Waldorf Astoria lets autophiles sample rare cars

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Waldorf Astoria Edinburgh- The Caledonian Hotel

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Waldorf Astoria Hotels & Resorts is giving consumers a chance to bring variety in their lives with the Waldorf Astoria Driving Experiences for guests in North America, Europe and the United Arab Emirates.

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Luxury Daily

Waldorf Astoria Driving Experiences will allow guests to take joy rides in luxury vehicles from Ferrari, McLaren, Lamborghini and Porsche, alongside a world-class professional racecar driver. Luxury travelers are increasingly seeking once-in-a-lifetime experiences as opposed to exclusivity or amenities, so this new program will help Waldorf Astoria appeal to these preferences.

Trial period

The Waldorf Astoria Driving Experiences will include exclusive access to luxury cars from a variety of the best automakers, along with tips from professional racecar drivers and scenic predetermined driving routes for guests to enjoy. It will be available at 12 of the brand's 26 hotels and resorts around the world.



Waldorf Astoria hotels are popular around the world

The models available will be the Ferrari 485 Italia, the McLaren MP4-12C, the Porsche GT3, the Lamborghini Huracan and the Lamborghini Gallardo. Professional racecar drivers Didier Theys, Vanina Ickx and Eric Van De Poele will give guests tips and lessons in North America, Europe and the UAE, respectively.

Guests will be allowed to drive on prearranged routes that will highlight the technical abilities of the car and the scenic atmosphere of the particular location. The routes will feature some of the most beautiful landscapes and historic landmarks in the world.



Guests will have the opportunity to try different routes

The Waldorf Astoria Driving Experiences can also be booked as part of a number of packages. Guests can choose to pair their drive with a night at the hotel, a round of golf, or a dinner at the signature restaurant at the property.

According to reports from research companies such as Unity Marketing, luxury travelers are more interested in having unique experiences than anything else. Waldorf Astoria Driving Experiences will give guests a chance to enjoy something they might not have access to at home.

Providing unique experiences helps hotels connect with consumers and keep them coming back for more. Because the hotel chain is offering a variety of luxury car models, guests can return to have different experiences each time.



Porsche cars are among the options guests will be able to choose from

All around the world

Other hotel chains have partnered with luxury automakers to offer similar experiences in the past. For example, the Four Seasons teamed up with Mercedes-Benz for a program that allowed hotel guests to use the German brand's cars during their vacations to explore nearby sights.

Four Seasons properties in Colorado, Arizona and Wyoming offered preferred guests a chance to drive a Mercedes during their trips at no extra charge. The partnership benefited both companies, since most Four Seasons guests are in Mercedes' target demographic ([see story](#)).

Because both hotels and cars are significant components of the luxury travel business it makes sense for brands in the industries to partner with each other. Peninsula Signature Events, a division of Peninsula Hotels, is drawing auto aficionados to Carmel Valley, CA this summer by hosting a number of motorsports events at the Quail Lodge & Golf Club.

Events will take place over the weekend of May 15-16 with The Quail Ride and The Quail Motorcycle Gathering and again on Aug. 14 with The Quail, A Motorsports Gathering. By supporting events in the community, Peninsula Hotels will gain publicity and connect with consumers who may go on to stay at its locations in the future ([see story](#)).

Waldorf Astoria Driving Experiences will give guests the opportunity to try new things and experience the joy of driving a luxury car.

Final Take

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