

MOBILE

Luxe City Guides launches all-in-one travel app

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Luxe Concierge mobile app

By FORREST CARDAMENIS

Global destination experts Luxe City Guides is introducing an exclusive, invitation-only mobile application for the travel industry that will deliver consolidated itineraries, destinations and travel documents directly to clients' devices.



The service, entitled Luxe Concierge, is designed for the travel industry and is meant to benefit hotels, travel agents, high-end conference planners and others with affluent client bases. The app serves as a one-stop-shop for all travel needs and will serve both as a useful tool and as a way of promoting Luxe's Travel Partner Program and strengthening its brand.

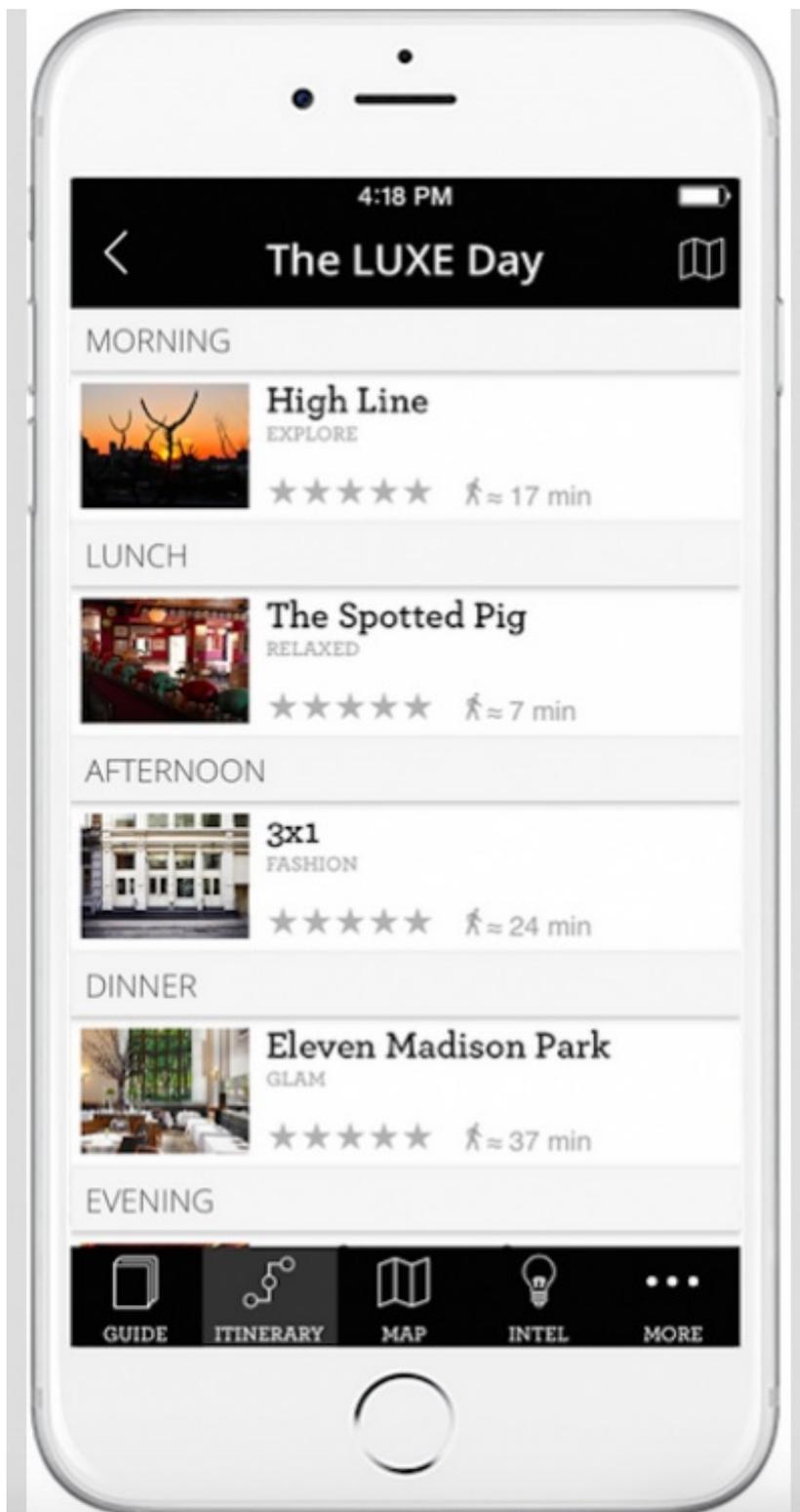
"By keeping the app exclusive and invite only, Luxe is trying to create the perception of scarcity," said Simon Buckingham, CEO of [Appitalism](#), New York. "People often want more what they can't easily get."

Mr. Buckingham is not associated with Luxe, but agreed to comment as an industry expert.

[Luxe City Guides](#) did not respond by press deadline.

Going mobile

Included on the app is a curated recommendation of desirable locations and points of interest for 25 destinations that will each be updated monthly by editors who reside in said city. It will further allow the creation of daily, personalized itineraries that travel agents can reuse for future clients.



Luxe Concierge itinerary page

In addition to putting information, insider tips and documents in one place and delivering it to the client according to their preference, whether mobile app or PDF, Luxe Concierge is also aiming to be flexible and customizable. Besides personalized itineraries, the app will also allow clients to input destinations that are not among the brand's

recommendations and will include maps and directions.

The app will work in conjunction with Luxe's Travel Partner Program, with the app leading to growth in the program and vice-versa. Luxe Concierge subscribers will automatically receive a membership in the Travel Partner Program, which provides a 25 percent discount on Luxe Print products and a variety of digital and print assets, while Luxe Travel Partners can take advantage of a special offer that allows them 12 months of Luxe Concierge at introductory pricing levels.

Luxe already has partnerships with some luxury hospitality brands, such as The Peninsula Hotels. Luxe Concierge will solidify those partnerships, as the app is co-branded for each subscriber.



PenCities, a collaboration between Peninsula Hotels and Luxe City Guides

“Of course the world's best travel consultants and hotel concierges already do a fantastic job providing relevant recommendations for their clients, but we can make it easier to do the job even better,” said Simon Westcott, CEO of Luxe City Guides, in a statement. “Our up-to-the minute content delivered via state-of-the-art mobile technology straight into the hands of customers ensures above-and-beyond service and expertise.”

Luxe City Guides' Luxe Concierge app can be downloaded for free from the [Apple App Store](#) or from [Google Play](#).

Luxe and redux

Luxe has partnered with other luxury brands in the past to ease travel for clients.

In June, The Peninsula Hotels updated its PenCities travel guides with the launch of printed versions that offer insights into 10 cities around the world.

The hard-copy travel guides allow guests to peruse options for the city they are visiting in the comfort of their Peninsula hotel room. The addition of these books to guest's rooms likely drew attention to the online component of PenCities that has been a partnership between Peninsula and Luxe City Guides since 2012 ([see story](#)).

However, Luxe is not the first to go mobile in an effort to simplify and coalesce travel.

In June, Starwood Hotels and Resorts equipped event planners with a new mobile

application to streamline and broaden decision-making capabilities.

The “CrowdCompass” app, designed by event management platforms Cvent and PSAV, is available for event planners around the world, reflecting the transnational nature of business. Events constitute a good portion of revenue for luxury hotel brands and reveal their properties to swaths of consumers who may end up staying as a guest in the future ([see story](#)).

It is clear from the app's interface that it is designed to promote brands.

"The app promotes many of Luxe's partnerships," Mr. Buckingham said. "It shows many western places like the Park Hyatt, Ritz-Carlton and Westin."

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York

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