

COMMERCE

## Inspirato drives experiential travel with new membership category

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*St. Barts Inspirato option*

By STAFF REPORTS

Private travel club Inspirato is increasing accessibility for its members through a new hospitality offering available across its vacation portfolio.

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Inspirato's Key Membership is a new member option that includes the travel club's existing benefits but makes bookings that much easier. As affluent consumers increasingly search for travel offerings with paramount service and experiential touchpoints, hospitality brands have an opportunity to curate attractive programs for the booking process and in-stay objectives.

### Key to travel

Launched in 2011, Inspirato works with affluent travelers to book high-end rental properties around the globe. Each property is vetted by Inspirato to ensure quality and service standards to meet the expectations of its discerning members.

Earlier this year, Inspirato began its Hotel & Resort collection to offer members additional options aside from residential properties. This addition lets members book rooms and suites at member-only values at more than 85 luxury hotels, including St. Regis, Waldorf Astoria and Fairmont properties.

With a Key Membership, travelers will have access to expert advance planning and access to an on-site concierge service for every trip as well as Inspirato Experiences, an adventure program offering with other club members. A Key Membership perk also includes a Weekly Jaunt, travel specials that include Inspirato Residences for as little as \$295 per night and stays at Hotel & Resort partners for as little as \$100 per night.



*A rental property available through Inspirato*

When Key Membership launches next month, interested individuals will pay a \$5,000 initiation fee and \$325 monthly membership fee. As part of the promotional launch rate for Cyber Monday, American Express card members can save 50 percent on Key initiative fee and \$50 per month of membership fee, reducing the cost to \$2,500 and \$275, respectively.

Since March 2013, Inspirato has been in a strategic partnership with credit provider American Express. The latter brand has also made moves toward increased accessibility and easing the booking process.

Just this week, American Express partnered with home-sharing service Airbnb to offer card members an on-platform loyalty program.

The first-of-its-kind booking experience uses American Express technology to allow card members to seamlessly use Airbnb for accommodations while traveling. The partnership comes as Amex Travel celebrates its 100th anniversary, giving the brand ample opportunity that it is on pace with the travel industry and current consumer behavior ([see story](#)).

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