

COMMERCE

## Aston Martin, Elegant Resorts pave scenic routes for travelers

February 9, 2016



*Aston Martin Vanquish*

By FORREST CARDAMENIS

British automaker Aston Martin is offering adventurous consumers a taste of elegance.

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Alongside travel retailer Elegant Resorts, the automaker is offering a once-in-a-lifetime opportunity to tour Scotland, England and Italy in one of its sports cars. Such offerings are gaining popularity within the automotive sector because they introduce the brand to travelers and create ties to less tangible experiences.

"In travel, each individual creates their own narrative," said Chris Ramey, president of [Affluent Insights](#), Miami. "It requires a collaboration to close the circle."

"Experience is a pillar of luxury and Aston Martin enables and enhances the experience," he said. "The product is essential to the experience."

Mr. Ramey is not affiliated with Aston Martin or Elegant Resorts, but agreed to comment as an industry expert.

Neither [Aston Martin](#) nor [Elegant Resorts](#) could comment by press deadline.

### Elegant journeys

Beginning in April, parties of up to 12 can fill up to six Aston Martins for any of the three journeys. The trip through [Scotland](#) is six nights, [Italian-bound adventurers](#) will have nights, while the "[England All Stars](#)" package is four nights.

For the "Scottish Legends" experience, patrons will explore the landscapes near Glencoe and Glen Affric in the Scottish Highlands. Guests will begin the adventure with a welcome dinner prepared by Jeff Bland, the Michelin-starred chef of The Balmoral in Edinburgh, Scotland.



*The Balmoral Hotel, Edinburgh*

From there, the Aston Martins will head west for a private tour of Inverary Castle with the Duke and Duchess of Argyll, Scotland, followed by a night at Inverloch Castle. Afterward, a two-night stay on the island of Eilean Shona and another two nights at Glen Affric Estate and a whiskey tasting session will round-out the trip.

Those opting for "Italy Unpacked" will also begin their trip with a meal, this one with Francesca Bortolotto Possati, a designer, author, TV personality and owner of the Bauer Il Palazzo boutique hotel. A drive through Verona follows, with a lunch at Michelin-starred La Fontanina providing a welcome break before two nights on Lake Garda.



*Bauer Il Palazzo presidential suite*

Consumers will drive through the Dolomite Mountains and see the Marmolada Glacier and the surrounding valleys in their Aston Martins. The trip will conclude with a private dinner in the company of Aston Martin chief creative officer Marek Reichman and a night at the Palazzao Parigi.

As with the Scottish tour, "England All Stars" begins with a Michelin-starred meal courtesy Jason Atherton. Afterward, guests will be taken to Blenheim Palace via helicopter to pick up the Aston Martin and commence a drive through Oxfordshire, "for more Michelin-starred delights."

More scenic routes follow, along with a hot-air balloon ride. The trip culminates with a meal in the company of Mr. Reichman at Aston Martin's headquarters in Gaydon, Warwickshire, UK.



*Mallory Court, Warwickshire*

Automakers have taken to partnering with hospitality brands because it allows them to link their product to experiences and reach clientele they might not otherwise. As consumer desires have shifted over the past several years, numerous sectors, including auto, have found new ways of retaining appeal.

Once in a lifetime

In a similar promotion, British automaker Jaguar Land Rover is offering consumers the trip of a lifetime to promote the latest Range Rover model.

Over a three-week period, consumers will drive the Range Rover SVAutobiography from Nice, France to Monaco, through the Dolomite and Atlas mountain ranges, the Atacama desert in Chile and many more destinations. More than promoting the new vehicle, the trip will provide consumers with a memorable trip that will endear them to the brand for a lifetime ([see story](#)).

Other automotive initiatives looking to offer more than just an automobile have gotten into the hospitality space more directly.

For example, In September, British automaker Bentley Motors made a foray into the hospitality industry with the opening of its first mountain lodge in Kitzbhel, Austria.

The Alpine lodge offers patrons access to activities such as fishing and hunting, horseback riding, skiing, tennis and golf in addition to around-the-clock access to some of Bentley's latest vehicles. Automakers are increasingly attempting to align their brands with values and experiences to supplement their products, and Bentley's Kitzbhel lodge offers one of the clearest ideas yet of a car brand's lifestyle ([see story](#)).

"[Aston Martin and Elegant Resorts'] collaboration engages and enables a product promotion to become the desired experience," Mr. Ramey said. "The affluent don't buy what you think you're selling; it's more than a hotel room or just another car. It's what happens when you combine the two."

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