

COMMERCE

Element Lifestyle eyes billionaires via elevated services

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Element Lifestyle logo

By STAFF REPORTS

Travel and lifestyle concierge service Element Lifestyle has launched a limited membership program geared toward billionaires.

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Element Lifestyle's 10⁹ membership level is exclusive for clients with a net worth exceeding \$1 billion, and will be limited to only 10 individuals starting on June 1. Concierge services are popular among ultra-high-net-worth consumers, as their busy and demanding schedules often leave little time for booking reservations, travel and transportation plans and leisure activities.

Millionaires need not apply

The 10 billionaire members of Element Lifestyle's 10⁹ tier will have annual dues of \$150,000 to access the concierge services' most exclusive offerings.

With a foundation of travel, the 10⁹ membership includes an individualized travel and lifestyle advisor that is at the member's service 24/7 through a dedicated email address and smartphone. Element Lifestyle also offers this aspect of service for lower tiers, but for an additional fee and expenses.

Membership also includes an annual \$5,000 credit to any hotel, resort or villa around the world and another annual \$5,000 stipend for private aviation, provided by XOJet, who partnered with Element Lifestyles in 2014 ([see story](#)). Yet another \$5,000 credit is also included for entertainment, music and sporting events worldwide.



XOJet promotional image

In addition to those perks, 10⁹ members also have access to Element Lifestyle's network of partners and services.

These partnerships include adventure, eco-tourism and volunteerism travel, private tours, wellness retreats, private chefs and dining recommendations, wine sourcing and private vineyard experiences, staffing services, access to international sporting events, Broadway shows, concerts, film premieres and award shows and personal shopping for all occasions, among others.

"The opportunity presented itself to create a new membership tier as unique as the members it will serve," said Michael Albanese, one of Element Lifestyle's founders, in a statement.

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