

AUTOMOTIVE

Rolls-Royce helps London hotel guests travel in style

July 11, 2016



Rolls-Royce is collaborating with Preferred Hotels & Resorts

By STAFF REPORTS

British automaker Rolls-Royce is elevating guests' stays at Preferred Hotels & Resorts properties in London with chauffeured car service.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The Rolls-Royce London Suites Program, a partnership between the hotelier and the local H.R. Owen dealership, gives guests who book a suite for at least two nights up to three hours in a complimentary Rolls-Royce Ghost complete with a driver. Hospitality partnerships enable automakers to incorporate themselves in travelers' memories while also providing hands-on experience with vehicles.

Driving interest

This service is available at The Beaumont Hotel, The Wellesley and ME London.

H.R. Owen is also working with leather goods maker Smythson to gift each guest with a Panama currency case. During their stay, guests can take the case to a Smythson boutique to have their initials added for a personal touch.



Smythson amenities

While at the hotel, those who book will be treated to a VIP amenity, such as cocktails. Breakfast for two is also included for each morning of the stay.

Making it easier for visitors to sight see or go on a shopping excursion, the package entitles guests to three hours in a chauffeured Rolls-Royce.

The package will be available until Nov. 4.

Rolls-Royce has been the choice of other hotels looking to give guests high-service transportation.

Trump International Hotel & Tower Vancouver will be partnering with Rolls-Royce Motor Cars and London Air Services to provide guests with chauffeured transportation and allotted private jet rides.

London Air Services will offer guests blocks of airtime on its Bombardier Learjet 75 model and a Rolls-Royce Ghost vehicle will bring guests to destinations in downtown Vancouver. Development company Holborn Group likely sought reliable, international partners early on to pique the interest of global and business travelers who are frequently on the move ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.