

TRAVEL AND HOSPITALITY

Waldorf Astoria driving experience grants access to Lamborghini supercars

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Waldorf Astoria Driving Experiences at Park City

By STAFF REPORTS

Waldorf Astoria Hotels & Resorts is teaming up with Automobili Lamborghini to put guests in the driver's seat.

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This year's edition of the Waldorf Astoria Driving Experiences will include the opportunity to get behind the wheel of one of the Italian automaker's supercars, driving them through scenic routes. Kicking off in July, the experience will be available at seven international hotels, coinciding with key events, reaching guests when they are apt to be visiting a particular city.

Driving interest

The Lamborghini driving experience features some of the automaker's latest models, including the Huracán LP 580-2 and the Huracán LP 610-4 Spyder.



Waldorf Astoria driving experience featuring Lamborghini

During the 30-minute sessions, Lamborghini's professional driving instructors will guide guests in the operation of the brand's vehicles. At each destination, routes will be mapped out to coast by local landmarks and scenery.

Extending this sight-seeing aspect beyond the physical property, guests can take part in a virtual reality experience. Looking through Gear VR Oculus goggles, guests can view a 3-D simulation of the drive outside of various Waldorf Astoria hotels.

These videos are also available in a 360-degree format on Waldorf Astoria's Facebook and other digital channels.

An Unforgettable Waldorf Drive in Paris (360 Video)

Park City, UT saw the first driving experience, which popped up from July 7-10 during the 12th annual Park City Food & Wine Classic.

Waldorf Astoria New York will host its experience from Sept. 8-11, while the U.S. Open takes place.

Other stops include the Trianon Palace Versailles outside Paris, Boca Raton Resort & Club in Florida, Waldorf Astoria Dubai Palm Jumeirah and the Waldorf Astoria Ras al Khaimah, United Arab Emirates.

Partnerships between automakers and hoteliers are a win-win, as the property gets bookings from loyalists and the car brand gets to benefit from the high-service touches provided by the hotel.

German automaker Porsche chose Four Seasons Hotel Atlanta as the hospitality partner for its United States driving experience.

Fans who attend a program at the Porsche Experience Center can take advantage of special offers at the hotel, rounding out their time in the southern city. About 30,000 Porsche enthusiasts are expected to visit the center per year, making this alliance mutually beneficial ([see story](#)).

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