

TRAVEL AND HOSPITALITY

## Top 10 travel and hospitality efforts of H1

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*Burj Al Arab Jumeirah hotel, Abu Dhabi*

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With the on-demand economy encroaching on hotels, brands have been forced to up their game.

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While start-ups brought more exclusive sectors into the digital economy, hotels looked forward with new technology and backward to brand heritage to find creative new value propositions. As travel takes off when much of the luxury industry is stalling, those in the sector will likely continue to find engaging new ways to attract consumers.

Here are the top 10 travel and hospitality efforts of the first half of 2016, in alphabetical order:



*Aman private jet*

### Aman flies to Asia

Ultra-luxury travel agency Remote Lands and hotelier Aman are giving their clients a tour of Asia in their latest private jet expedition.

The aerial excursion will be taking 16 guests through China, Bhutan, India and Sri Lanka from Oct. 9-26. As travel becomes more accessible further down the income ladder, private jet experiences remain an ultra-exclusive manner of winning over the highest-value clientele ([see story](#)).



*Baccarat Hotel Grand Salon*

### Baccarat touts history

French crystal-maker Baccarat is touting its history for its most affluent clients with a 12-day intercontinental journey.

Run through the Baccarat Hotel New York, "The Heritage Experience" will allow consumers to more closely examine and interact with the brand's story, spanning more than 250 years. With consumers' growing taste for experiential luxury, The Heritage Package is an opportunity for Baccarat to sell a lifestyle and an experience that will leave a stronger impression ([see story](#)).



*Cunard's Queen Mary 2*

### Cunard finds a friend in Marilyn

Global cruise line Cunard is partnering with Julien's Auctions to prove that "There's No Business Like Show Business."

The celebrity auction house will showcase highlights from David Gainsborough-Roberts' Marilyn Monroe collection aboard Queen Mary 2. Ms. Monroe remains one of the most beloved icons of 20th century Hollywood, and her glamorous profile both on and off-screen make the collection an enticing way for Cunard to widen its net ([see story](#)).



*Promotional image for #BostonRomanceMan*

### Four Seasons looks for romance

Four Seasons Hotel Boston undertook a citywide search for the man who most embodies romance.

The hotel gave its Instagram followers a mission to nominate a special guy from the Greater Boston Area who they believe most personifies romance, sharing a photo of him on the social network with the hashtag #BostonRomanceMan. Four Seasons Boston launched the initiative exactly a month before Valentine's Day, associating its brand with romance leading up to the holiday ([see story](#)).



*Four Seasons Private Island Maldives at Voavah, Baa Atoll*

### Four Seasons redefines "getaway"

Four Seasons Hotels and Resorts is promising no neighbors, no paparazzi and endless possibilities at the Four Seasons Private Island Maldives at Voavah, Baa Atoll.

The property is the hotelier's first private island offering and is the world's only exclusive-use UNESCO hideaway location in a World Biosphere Reserve. The secluded five-acre property is scheduled to open later this year and will offer Four Seasons' discerning guests a true private island experience ([see story](#)).



*Immidia app*

### Immidia introduces yachting on-demand

New luxury travel company Immidia is launching its app with a promise to be Uber for yachts.

Immidia will allow consumers to hail a yacht to charter for private use, with delivery promised in no more than a couple hours. The new digital economy has encouraged a consumer mindset based around immediately fulfilling wants and needs, and the app represents a further step in the direction of on-demand luxury ([see story](#)).

### Jumeirah perfects virtual tour

Dubai, United Arab Emirates-based international hotel chain Jumeirah is transporting its guests behind its walls.

"Jumeirah Inside" offers consumers 360 degrees of luxury, allowing for exploration of the brand's Burj Al Arab hotel in Dubai and parts of its other hotels. Consumers are inundated with options when traveling, so giving them a look inside will help Jumeirah stick out in the minds of prospective clients ([see story](#)).



*The Peninsula Chicago*

### Peninsula creates an artful room

The Peninsula Chicago is teaming with the Art Institute of Chicago to give guests a peek into the room that inspired legendary artist Vincent Van Gogh.

A special Keys to the City experience enables guests to take a private tour of the exhibit Van Gogh's Bedrooms, the centerpiece of which are the three paintings he made of his bedroom in Arles, as well as a physical replica of the chamber. This exhibit offers an intimate view of where the artist created bodies of work, and allowing guests to view the exhibit in groups of 10 or less will help remove possibility of intrusion as they explore his source of inspiration

(see story).



*Ritz-Carlton, Dubai International Financial Centre*

### Ritz-Carlton helps with charity

The Ritz-Carlton Hotel Company is displaying its commitment to making an impact with its latest Community Footprints program.

Impact Experiences offers group guests opportunities to partake in charitable and socially responsible activities at their destination. As social activism continues to overlap with travel and becomes a concern of businesses looking to foster a clean image, hotels are bound to follow suit (see story).



*Silversea Cruises Silver Wind ship*

### Silversea enhances onboard luxury

Monaco-based cruise line Silversea Cruises is offering its consumers a plethora of enriching experiences to make voyages more memorable.

The Exclusively Yours Enriched Voyages collection will bring everything from opera and ballet to the culinary arts on board. Providing cultural experiences that travelers crave will position Silversea Cruises as a more enticing choice for consumers (see story).

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