

TRAVEL AND HOSPITALITY

Peninsula teams with Crystal for \$159K aircruise

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Image courtesy of Crystal

By STAFF REPORTS

The Peninsula Hotels is linking with Crystal Cruises as it makes its maiden jet voyage, putting its properties' local knowledge to use to introduce travelers to 10 international destinations.

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Over the course of 27 days, "The Peninsula Grand Inaugural Crystal AirCruise" will make stops in 10 cities as it journeys from New York to Paris in a Boeing 777-200LR, with Peninsula providing both a place to stay and events that showcase the locale's culture. For Peninsula, this tour presents an opportunity to spotlight its attention to detail and its service to those who may not have stayed at one of its hotels before.

Around the world

Crystal's first jet experience will take off on Aug. 31, 2017.

At each location, guests will be treated to a welcome cocktail reception hosted by a local tastemaker, such as fashion and jewelry designers or artists and gallerists. These individuals will share their insider knowledge about the local culture.



Crystal's jet

Sharing its tradition of afternoon tea, this ritual will also be observed for the jet passengers at each hotel along the way.

Kicking off the experience in grand fashion, Peninsula will host the travelers on the rooftop of its New York property. Other highlights of the hotelier's curated events will include a dinner atop the Great Wall of China and a kabuki performance in Tokyo.

Ending the journey, Peninsula will craft surprise events in Paris.

The Peninsula Academy, the brand's programs of activities designed to immerse guests in the locale, will also provide itineraries for the travelers.

"Two world-class brands are partnering to create the ultimate global journey with The Peninsula Grand Inaugural Crystal AirCruise," says Simon Yip, vice president of sales, The Peninsula Hotels. "We couldn't imagine a more perfect partner than Crystal to offer a guest experience reminiscent of the historical grand tours,' now elevated to include a private air experience unlike any other paired with our incredible hotels and bespoke destination programs."

Crystal AirCruises & Peninsula

According to Crystal, its plane is the largest of any private jet tour operator's, offering lie-flat seats in its Executive Class.

On-board hospitality includes a social lounge complete with a bar and table seating, with a premium wine list and meals prepared by an executive chef.

Creating cohesion between the hotel and on-board experience, Peninsula branded amenities will be available on the plane.

Booking for the journey will begin on Nov. 1, with prices starting at \$159,000 per person.

"It is our honor to partner with The Peninsula Hotels for the landmark occasion of Crystal AirCruises' inaugural journey, as their reputation for excellence is legendary, and their philosophy of exceeding guests' expectations and wishes aligns beautifully with Crystal's own," said Edie Rodriguez, CEO/president of Crystal.

"For more than two decades and throughout our tremendous expansion, our guests continue to expect innovative experiences and new heights of luxury with their Crystal vacations," she said. "Crystal AirCruises will offer these with our signature meticulous service and attention to detail."

Other hotels have partnered with tour operators to showcase their hospitality to an affluent clientele.

Four Seasons' private plane will reach consumers outside of its own branded trips through a partnership with private jet tour company TCS World Travel.

The tour operator will use the hotel brand's jet to transport travelers embarking on one of its "Secret Escapes," a series of bespoke itineraries that journey to locales such as the Great Barrier Reef, Bora Bora or the Serengeti Plain. This expands the impact that Four Seasons' private jet can have on affluent travelers beyond that of the chain's own planned trips ([see story](#)).