

TRAVEL AND HOSPITALITY

## Biltmore Hotel uses art to design one-of-a-kind VIP guest experience

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*The Biltmore Hotel, poolside*

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Historic hospitality brand The Biltmore Hotel is crafting an experience unlike many other hotels in which guests can purchase a VIP stay that includes guided art tours through Miami.

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Guests can purchase the five-night, six-day Biltmore Curators Program for \$15,000 to stay in the location's nicest suites and have one-on-one access with President and CEO of the Global Fine Art Awards Judy Holm. Participants will receive chauffeured rides to and from special events, private tours and consultations with Ms. Holm.

"What makes the Biltmore Curators Program so unique is the combination of luxury accommodations at one of Miami's most incredible hotel properties paired with the expert guidance and accompaniment of world-renowned art curator, Judy Holm," said Charles Kropke, President and CEO of Dragonfly Expeditions. "The program truly offers unprecedented VIP access to the best of Art Basel Miami Beach and is a wonderful way for guests to enjoy a curated itinerary of the most prominent events, vernissages and exhibits taking place during Art Week."

The Biltmore experience

The Biltmore Hotel partnered with Dragonfly Expeditions to create the program, giving guests inside access to modern art fair Art Basel Miami. Attendees will be able to attend all the events of the festival and arrive in luxury from its chauffeur service.



*The Biltmore*

Guests can purchase the program for up to six guests and stay in their choice of the Merrick Suite or Everglades Suite. They can choose which parts of the fair they wish to see as well as extra VIP events, accompanied by Ms. Holm.

Biltmore's program is an exclusive, only available during the festival and on a first-come-first-serve basis. Other guests who have previously booked stays during this time will have to request a consultation with an art expert, but will not receive extra accommodations.



### *The Art Basel festival in Miami*

The art festival takes place from Dec 1 to Dec 4 in Miami, Florida.

#### Art experiences

Luxury brands often partner with art brands to make a lasting impression on consumers in an interesting fashion, similar to The Biltmore Hotel.

For instance, French automaker Bugatti touted the artistic talent of its founding family in an exhibition held at the Petersen Automotive Museum in Los Angeles.

For the next year, Petersen Automotive Museum hosted "The Art of Bugatti" exhibit to demonstrate the heritage, creativity and talent behind Bugatti automobiles. Located on Wilshire Boulevard in Beverly Hills, at the end "Miracle Mile," the automotive museum is in close proximity to Los Angeles' high-end shopping district, making the exhibition an easy "detour" from nearby boutiques ([see more](#)).

Auction house Christie's enabled consumers to take on the role of auctioneer in a New York display.

As part of its 250th anniversary efforts, Christie's stationed a rostrum outside of its Rockefeller Plaza location in Manhattan, allowing passersby to snap a photo of themselves behind the podium. Creating a physical set for consumers' photographs may spur participation from even those outside the brand's immediate social network ([see more](#)).

"We tied art into the program because of Art Basel, but also the founders of The Biltmore Hotel, specifically the Merrick family, were very well known supporters of the arts and artistic endeavors," Mr. Kropke said. "The Biltmore Curators Program brings the intention of the property's founders full circle and we're thrilled to have partnered with the property for this unmatched offering."