

TRAVEL AND HOSPITALITY

The Thermal Club launches new experiences to attract thrill seekers

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The Thermal Club attracts drivers who want to test their skills

By BRIELLE JAEKEL

Private club for auto enthusiasts The Thermal Club is looking to continue enticing adventure seekers, whose short attention spans can be hard to capture, with special on-site endeavors supported by interactive online elements.

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The Desert Track, The Thermal Club's newest and third racing circuit, has just been opened to attract those looking for a greater challenge in racing along with a special clubhouse. To get potential guests into its club, the Palm Springs, CA club also gave mobile viewers a closer look at its track with a recent video.

"We originally relied on targeting the motorsports community," said John Roger, director of club operations at **The Thermal Club**, Palm Springs, CA. "Initial marketing was with 'gentlemen-based racers' participating in series such as the Ferrari Challenge, Pirelli GT3 Cup and the Lamborghini Super Trofeo.

"This took place during our construction phase, which began in 2012," he said. "We have now built three racing circuits, a clubhouse, a tuning shop and climate-controlled storage garage.

"Once that construction work was completed, we widened our market approach and, in doing so, hired Kahn Media to help us reach affluent car collectors through public relations and marketing. Specifically, we are targeting individuals who are looking for first-class amenities of the club, with the added benefit of having a safe and legal place to thoroughly enjoy their investment."

The Thermal Club

Thrill seekers will now be able to visit The Thermal Club's Desert Track. The club is calling the newest racing track its most challenging to date.

Racers can also combine all three tracks to continue pushing their adventure boundaries with new pathways and driving combinations. The North and South tracks are The Thermal Club's additional tracks.



The Thermal Club racetracks

By combining the three tracks, drivers can complete 22 various configurations.

Architect of the Circuit Mont-Tremblant, Barber Motorsports Park and The Utah Motorsports Complex Alan Wilson designed the tracks at the Palm Springs club, inspired by professional drivers.

The tracks were designed for drivers to test out any vehicle they wish including vintage and modern cars as well as motorcycles. The club also hopes that visitors will access the karting track, skid pad and autocross course to test out a variety of driving skills.

Tower Clubhouse, The Thermal Club's brand new clubhouse, has also just opened inside The Village within the club. The clubhouse serves all three major meals prepared by a gourmet chef.

The Thermal Club is hoping to entice guests with a full bar and premium wine list.

A 360-degree video was also shared with social media viewers early this month prior to the new track and clubhouse's openings.

The Thermal Club's 360-degree video

Viewers can get a preview of The Thermal Club's North and South tracks through the video in which they can move their mobile devices around to view the track in its entirety. The video follows a vehicle around the two tracks with a POV perspective.

Insight on experience

Travel and hospitality brands such as The Thermal Club are now urged to create completely authentic experiences that also highly regard localism to cater to the new affluent traveler, but retailers need to follow suit to keep up as well.

According to the editor in chief of Cond Nast Traveller Middle East, the value of a unique travel experience has risen exponentially in the eyes of consumers, putting the pressure on travel and hospitality brands. However, it is not just travel brands that are affected, but also retailers who need to work to sell experiences along with their products ([see more](#)).

Affluent consumers have even shown to be interested in the most convenient methods of travel so they can maximize the experiences had on their vacations, according to a new report from TCS World Travel.

The private jet firm released the top travel trends that interest high-net-worth individuals, and ease of travel as well as one-of-a-kind experiences top the list. Consumers who are interested in luxury are looking for experiences to add to their repertoire and do not want to cut into this experience time with excessive travel pains; the easier the better ([see more](#)).

The Thermal Club is likely looking to attract these affluent consumers who are vacationing or visiting Palm Springs with special experiences.

"Essentially, we're offering a true motorsports experience, without the hassles and costs associated with a race support team," The Thermal Club's Mr. Roger said. "We also attend open houses at prominent racing shops, and have a presence at exclusive events like Concours d'Elegance, the Monterey Historics.

"These events attract the collectors and passionate enthusiasts people we see as our targeted potential Thermal Club member," he said.

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