

TRAVEL AND HOSPITALITY

Post Ranch Inn fights geographic issues with luxury experiences

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Guests enjoy a scenic view on the way to the boutique hotel. Image credit: Post Ranch Inn

By BRIELLE JAEKEL

Upscale boutique hotel Post Ranch Inn is combatting a major issue plaguing hospitality in Big Sur, CA with a luxurious, but unique solution.

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Continual landslides have caused Route 1 and access to the Big Sur region to close, greatly impacting tourism in the area. Post Ranch Inn, part of Preferred Hotels & Resorts' Legend portfolio, is one of many travel brands innovating in how to solve this problem and has created a helicopter experience that will ferry guests in through the skies.

"The spirit of Big Sur is alive and well, as other Big Sur businesses including the iconic restaurant Nepenthe, the adjacent Phoenix Shop, Hawthorne Gallery and the Big Sur Deli & Tap House are all open and guests will be chauffeured to each destination via a complimentary Lexus Hybrid upon request," said Kelsey Gummow, a representative of Post Ranch Inn at Passport Resorts. "During their visit, guests will enjoy an array of activities and amenities, including infinity pools overlooking the Pacific Ocean, spa treatments, guided nature walks, culinary garden tours, stargazing, daily yoga classes, and can explore the hiking trails within Post Ranch and various trails nearby, such as a portion of the Pfeiffer Canyon State Park that has reopened to the public."

Big Sur's big problems

Post Ranch Inn's "Escape through the skies" is the hotel's latest package that solves a major issue without skimping on opulence. While the flight may be guests' only option, it is also a one-of-a-kind experience.

After a dangerous winter with multiple landslides, Post Ranch Inn is now reopened and is hoping to attract tourists with an interesting and luxurious experience.



Big Sur is known for its scenic views. Image credit: Post Ranch Inn

Guests can book two- or three-night stays and will be shuttled in and out via helicopter provided by Del Monte aviation. The flight is a 20-minute ride with a scenic view of Big Sur and complimentary Champagne.

Included in the package is a four-course meal for two at Sierra Mar, the resorts' restaurant, everyday.

A light lunch and breakfast is also included everyday at the Sierra Mar. Visitors may join in on nature walks, garden tours, stargazing and yoga classes as just a few of the listed activities.

Guests can book the exclusive Cliff House as part of the package for \$13,518 for four nights, \$10,313 for three and \$7,109 for two nights.



Post Ranch Inn is building a one-of-a-kind experience. Image credit: Post Ranch Inn

Many other locations in Big Sur have reopened and are following suit with unique packages to continue the flow of tourism while the bridge and Route 1 remain closed.

Hospitality experiences

Many hospitality brands look to air travel to make guests' experiences more special as consumers value unique experiences more than anything now.

For instance, the Ritz-Carlton, Beijing welcomed warmer weather fashion in collaboration with online retailer Net-A-Porter.

Taking inspiration from Net-A-Porter's #JetA-Porter vacation wear selection, the property launched a fashion tea. Available from June 9-14 in the hotel's lobby lounge, the tea offers Net-A-Porter another way to engage loyalists ([see more](#)).

Hilton Worldwide's Waldorf Astoria Hotels and Resorts also crafted an exclusive and luxurious experience for select travelers on a private jet.

Asian private aviation firm Deer Jet partnered with the hospitality brand to create a one-of-a-kind journey with its transit experience mirroring the trip itself. Deer Jet is offering business travelers trips to Rome and Paris at Waldorf Astoria hotel locations ([see more](#)).

"The Big Sur community is known for its self-reliance and we have tackled this situation by coming together to support one another by developing creative solutions to overcome these challenges," Ms. Gummow said. "Many of

our employees at Post Ranch Inn live in the section of Big Sur that is currently inaccessible by vehicle and so their lives have been affected by the road closures.

"While the helicopter experience is a primary example of a solution we've created to reopen Post Ranch Inn, our primary goal has always been to put our dedicated employees back to work and bring visitors in to support our local Big Sur businesses," she said.

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