

TRAVEL AND HOSPITALITY

Top 10 travel and hospitality efforts of H1

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Titanic Survey Expedition by Blue Marble Private and OceanGate Expeditions. Illustration by Andrea Gatti for Blue Marble Private and OceanGate Expeditions

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With affluent consumers valuing experiences over goods, travel and hospitality brands have an opportunity to make guests' trips unforgettable and special.

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However, because consumers are on the hunt for unique experiences, travel brands have to compete more so now than ever to create one-of-a-kind moments. Sector marketers are leveraging themes such as technology and personalization to make an impact.

Here are the top 10 travel and hospitality efforts of the first half of 2017, in alphabetical order:



Coachella is a hotspot to be seen in the latest fashion

Blade, often called the Uber for helicopters, teamed with high-fashion rental service Armarium to give customers both a flight and a style makeover as they headed to music festivals around the country.

The partnership geared up around the Coachella Valley Music & Arts Festival April 21-23 in Indio, CA and other similar music events. The two companies hoped to give consumers an answer to the two most common questions when it comes to outdoor music festivals: how to get there and what to wear ([see story](#)).



Illustration by Andrea Gatti Titanic Survey Expedition by Blue Marble Private and OceanGate Expeditions

Affluent consumers were able to trace the transatlantic course of the ill-fated RMS Titanic on an exclusive survey expedition with Blue Marble Private Tours.

Built in Belfast, Ireland by the United Kingdom's White Star Line, the Titanic was deemed "unsinkable," being it was the largest passenger cruise liner built at the time. Despite its claim to fame, the Titanic sank on its maiden voyage between Southampton, England and New York Harbor on April 15, 1912 after colliding with an iceberg in the North Atlantic, a fact now disputed by experts ([see story](#)).



Image courtesy of de Grisogono

Swiss jeweler de Grisogono put together an interactive guide to St. Moritz for the ultimate alpine get-together experience.

Each winter season, de Grisogono celebrates its Swiss heritage by heading to the Alps during prime ski conditions. At the center of its Swiss Alps-themed venture is de Grisogono's Black Book, a print travel guide dedicated to a location particularly popular for winter activities such as apres ski ([see story](#)).



Four Seasons Culinary Discoveries

Hospitality brand Four Seasons took affluent culinary enthusiasts on a journey that spans multiple continents with once-in-a-lifetime experiences.

As part of the Four Seasons Jet Experience, the Culinary Discoveries journey appeals to the foodie, spanning nine

locations in 19 days. The \$135,000 per person trip includes a variety of encounters having to do with food that guests will not be able to experience anywhere else ([see story](#)).



Jimmy Choo's bridal collection for 2017

Mandarin Oriental, Singapore is sending brides down the aisle in style through a partnership with British footwear label Jimmy Choo.

The "I Do in Choo" experience centers on personalization, with brides to be able to choose a customized pair of pumps and a wedding cake that it catered to their tastes. This package is one way for the property to differentiate its offerings for couple's celebrations, helping the hotel spur bookings for big days ([see story](#)).



The St. Regis in Maldives will be one of the locations to receive new tech. Image Source: Marriott International

Hospitality brand Marriott International, Inc. continued to invest heavily into its rewards programs to provide members with one-of-a-kind experiences and skills.

After becoming the largest hotel conglomerate, Marriott is continuing to act bullish with its offerings for its affluent customers. Beefing up its rewards program even more, members will be offered a series of classes at various Marriott locations from experts and celebrities in various fields ([see story](#)).



Delta Private Jets is helping travelers get to their connecting flights with Porsche

Delta Private Jets is easing the transfer process for passengers through a service developed with Porsche.

Around four Delta hub airports, travelers connecting between a commercial flight and one of the airline's private jets

are whisked to and from the terminal in a Porsche SUV. This affiliation enables Porsche to associate its brand with Delta's service while also introducing passengers to its vehicles through a firsthand experience ([see story](#)).



Rendering of the Quintessentially One superyacht

Luxury concierge service provider Quintessentially Lifestyle will set sail on its own floating members' club, the Quintessentially One super yacht.

When complete in 2019, the Quintessentially One will be the world's largest super yacht ever built. Unlike traditional cruising, where guests disembark to explore a location, Quintessentially One will dock at the world's most elite locations and people will become more interested in coming aboard ([see story](#)).



Rendering of The Ritz-Carlton's first cruise ship. Image courtesy of Ritz-Carlton

The Ritz-Carlton Hotel Company set sail to bring its brand of hospitality to destinations around the world via a custom-built yacht.

Ritz-Carlton announced its entrance into the luxury yachting and cruise sector June 22, and will disembark on its maiden voyage in the fourth quarter of 2019. Across the board, hospitality brands have rapidly expanded their hotel footprints in practically every viable market, leaving only the world's oceans left ([see story](#)).



Exterior of The Watergate Hotel. Image credit: The Watergate Hotel

In honor of the 45th anniversary of the Nixon administration's political scandal, The Watergate Hotel has given an infamous guest room a makeover.

During the break-in at the Democratic headquarters in the Watergate complex on June 17, 1972, the leaders behind the burglary used the Washington hotel's room 214 as their command center. Now, this guest room is being given a new look that plays into its shady past with help from a costume designer used to outfitting dramas ([see story](#)).

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