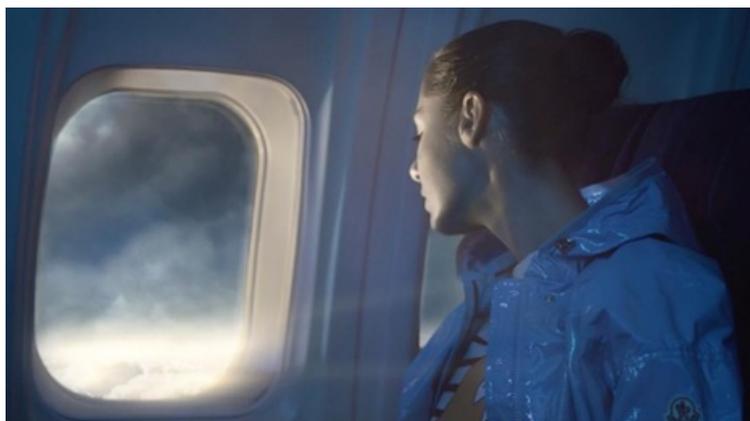


TRAVEL AND HOSPITALITY

## City Chic Travel looks to foster growing affluent travel values

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*Consumers are more interested in authentic local experiences when traveling. Image credit: Moncler*

By BRIELLE JAEKEL

Affluent travelers are now able to embark on authentic trips to destinations around the world that evoke the true essence of the local culture through luxury tours created by natives.

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Working with boutique hotels, and other popular luxury hotel chains such as Relais and Chateaux, Kimpton Group and Preferred Hotels & Resorts, City Chic Travel hopes to create a truly luxury experience for visitors. Affluent consumers are more interested in having an authentic local experience more so now than ever and travel brands are embracing that.

"Hotels area of utmost importance to our tours, as we must ensure that they meet the discerning quality standards of our guest," said Betsie M Hidalgo, partner and co-founder of City Chic Travel. "We typically work with boutique hotel properties and popular chains such as Relais and Chateaux collection, Kimpton Group and Preferred Hotels & Resorts.

"We are thrilled to offer bespoke luxury experiences to visitors who would otherwise not have access to some of those hidden New York staples," she said.

Authenticity is key

Despite widespread geopolitical uncertainties, luxury consumers are redirecting their spending toward new and more personalized high-end experiences such as luxury travel, food and wine. Travelers are increasingly seeking exclusive and regionally authentic itineraries that cater to small groups ([see more](#)).

Local tour organization City Chic Travel is looking to capitalize on this growing trend by crafting unique experiences built by locals. Tours from locals will allow travelers to have a truly authentic experience that is unlikely to be recreated.



*City Chic Travel offers an authentic way to see New York*

For instance, during this year's upcoming New York Fashion Week tours will consist of a guide from personal stylists, make-up artists, celebrity hairstylists, photographers and fashionistas to create a fitting experience for travelers coming to the event.

Fashion consultations, makeovers, and access to sought-after avant-garde fashion shows and after parties will be provided as a draw for luxury travelers.

The tours are kept small so as to increase exclusivity as well as personalization and intimacy throughout guests' trip. Bookings include high-end accommodations, chauffeured black car transportation, three-course meals, photography sessions and access to one-of-a-kind New York experiences.



*Iris Apfel during last year's Monse's New York Fashion Week show*

City Chic Travel's luxury tours are only available in New York currently and will offer additional themed tours of New York City based on culinary, shopping and holiday themes. There will be the debut of Signature Tours, which brings visitors to their favorite pop-culture icons' mainstays while visiting the city like a local.

Miami, San Francisco and Los Angeles will be the next frontier of destinations for City Chic Travel, which will roll out next year.

Affluent consumers have 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](#)).

"It's all in the details," Ms. Hidalgo said. "Unique insider experiences designed from a local's perspective are what set our tours apart."