

TRAVEL AND HOSPITALITY

Top 10 travel and hospitality efforts of H1 2018

July 20, 2018



The QE2 is now permanently docked in Mina Rashid. Image credit: PCFC Hotels

By DANNY PARISI

2018 has been the year of health and wellness for travel brands.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In the first half of the year, luxury hotels have made wellness and sustainability twin focuses with spas, healthy eating experiences and reduction in plastic waste emerging as major trends. These patterns show an industry in flux as travel brands seek to keep abreast of what their customers want.

Here are the top 10 travel brand efforts from the first half of 2018, in alphabetical order:



Bulgari Hotels & Resorts Shanghai location. Image credit: Bulgari

Bulgari Hotels & Resorts is moving into Shanghai as part of the Suhe Creek riverside urban revitalization project.

The hospitality division of the namesake jeweler has officially opened its doors in the Suhe Creek area of Shanghai. The project is the sixth Bulgari hotel and marks another leg to Chinese developer OCT's revitalization plan ([see story](#)).



Crystal Cruises' Serenity ship featuring the Nobu Matsuhisa. Image credit: Crystal Cruises.

Crystal Cruises is capitalizing on the popularity of experiential travel with a special culinary immersion program at sea.

The cruise line worked with acclaimed chef Nobu Matsuhisa to create a one-of-a-kind cruising experience. The June 19 voyage sailed from Stockholm to London as the "Baltic Bliss" trip with special menus curated by the chef along with a series of other activities ([see story](#)).



Wellness and spas will be the theme of the resort. Image credit: Mandarin Oriental

Travel and hospitality group Mandarin Oriental is investing in the popularity of wellness in travel with new itineraries and unique partnerships.

As the Mandarin Oriental Hyde Park, London prepares to open its new spa, the brand's New York location is augmenting new wellness initiatives. New relaxation lounges, treatments, fitness classes and more are enhancing the health of the New York property ([see story](#)).



Marriott's acquisition of ILG significantly increases its global luxury presence. Image credit: Marriott International

Global hotel group Marriott Vacations Worldwide Corp. is acquiring luxury hotel group ILG along with all of ILG's properties.

The acquisition was valued at around \$4.7 billion and comprises all of ILG's outstanding shares. Under the new cash-and-stock acquisition, all of ILG's properties will be integrated in Marriott's network of hotels around the world

(see story).



Peninsula partners with Tiffany Chan. Image credit: Hong Kong and Shanghai Hotels.

The Peninsula Hotel is aspiring to attract golf fanatics through a new sponsorship and ambassador.

In an attempt to strengthen its status as a prestigious golf brand for its many courses, Peninsula is sponsoring Hong Kong LPGA golfer Tiffany Chan. Throughout her travels and competitions in 2018, Ms. Chan will act as a brand ambassador and represent Peninsula (see story).

Dubai hotel company PCFC Hotels has invested \$100 million into turning legendary British cruise ship The Queen Elizabeth 2 into a floating hotel.

After nearly a decade of sitting in a dock in Dubai out of service, the cruise ship is finally opening to the public as PCFC Hotels has converted it into a permanent fixture. The QE2, as the liner is commonly called, had a long history as a cruise ship and now begins new life as a hotel (see story).



The Ritz-Carlton's contest will select five filmmakers. Image credit: Ritz-Carlton

The Ritz-Carlton is working with Hearst Magazines to find the next big filmmaking talents to develop promotional short videos for the hospitality brand.

Over a few months, a panel of judges made up of film experts from Ritz-Carlton, Hearst, YouTube and Hollywood judged submissions from up-and-coming filmmakers who will have the chance to make short films for Ritz-Carlton. The contest is a way for the brand to support the arts while also developing its own messaging (see story).



Krug is hosting an open-air bar at Shangri-La Hotel, Paris. Image credit: Shangri-La Hotel, Paris

Shangri-La Hotel, Paris is teaming up with LVMH-owned Champagne house Krug on an open-air bar experience. For the second year in a row, the terrace of room 401 will be turned into an entertaining space where guests can come for drinks and dining with views of the city this summer. Hotels and brands often team up on exclusive experiences, seeking to offer clients and guests memories that cannot be made elsewhere ([see story](#)).



St. Regis' journey through Kauai; Image credit: St. Regis.

The St. Regis Princeville Resort in Kauai, Hawaii is catering to movie buffs in its latest offering that brings visitors on a cinematic journey.

Hawaii's own Hollywood, Kauai has been the backdrop of many blockbuster movies with its lush tropical rainforest and striking views. The St. Regis is embracing the island's famous tendencies with a special itinerary that takes guests on a journey throughout filming locations, giving them the ability to experience the sights in unparalleled ways ([see story](#)).



Tonino Lamborghini opened its first hotel in Suzhou, China. Image credit: Tonino Lamborghini

Lifestyle brand Tonino Lamborghini is working with Join.In Hospitality Management Co. Ltd. and Shimao International Development Co., Ltd. to bring its hotel brand to Siem Reap, Cambodia.

Tonino Lamborghini, which also makes high-end cell phones, eyewear, watches and accessories, established a hospitality brand in 2012. After aggressively expanding in China, the company has set its sights on East and Southeast Asia, with 12 properties expected to open in the coming years ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.