

TRAVEL AND HOSPITALITY

## Luxury Retreats recruits Avis for luxury car rental service

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*The partnership is meant to increase experiential travel. Image credit: Luxury Retreats*

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By STAFF REPORTS

Luxury Retreats, a villa rental service owned by Airbnb, has partnered with Avis Car Rentals to make it the official transportation service of Luxury Retreats.

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Beginning immediately, Avis will offer luxury car rentals to customers who book villas and other temporary luxury homes through Luxury Retreats. The Airbnb-owned company is looking to offer the full luxury experience to its customers by combining transportation with hospitality.

"Avis is dedicated to meeting the needs of the modern, luxury traveler," said Stephen Wright, senior vice president of travel and partnerships at Avis Budget Group, in a statement. "We are thrilled to partner with Luxury Retreats to deliver a new standard in travel in the home-sharing economy, providing on-demand mobility solutions for their customers.

"Whether it's a penthouse in the heart of a European capital or a private bungalow island retreat, Avis can get you there with convenience and ease so all you have to do is enjoy the journey," he said.

### **Experiential offers**

Now more than ever, luxury travelers seek experiential offers and not just barebones accommodations.

Luxury brands from across the travel and hospitality sectors have been rushing to meet this demand, offering curated guides to luxury experiences and more.

This is the motivation behind Luxury Retreats' partnership with Avis Car Rentals.



*One of Luxury Retreats' villas. Image credit: Luxury Retreats*

Avis will offer on-demand transportation to match Luxury Retreats' curated guides and personalized luxury experiences.

When customers book their trip through Luxury Retreats, including all of the associated dinners, tours and other experiential offers, the villa specialist will automatically book them car rides in luxury vehicles to and from all of their destinations.

Travel brands are investing heavily in experiences nowadays. For example, Mandarin Oriental Pudong, Shanghai is expanding on its cultural offerings with new tours and a complimentary package.

The One More Night package is the hospitality group's offering that gives guests tours of Shanghai's art scene, architecture, Asian quarters and other cultural important sites. The property's package also offers a complimentary third night and access to Club Lounge benefits ([see story](#)).

"We selected Avis as a partner given their commitment to a premium customer experience and the strides they've taken to cater to the tech-savvy traveler," said Amr Younes, director of business development and partnerships at Luxury Retreats, in a statement. "We are integrating our digital platforms so the Luxury Retreats vehicle booking process is as turnkey and streamlined for our customers as possible."