

TRAVEL AND HOSPITALITY

Inspirato simplifies vacation booking with travel subscription

July 16, 2019



Inspirato Pass membership start at \$2,500 a month. Image credit: Inspirato

By SARAH RAMIREZ

Private travel club Inspirato is bringing the sharing economy to the luxury hospitality sector with the introduction of its own travel subscription service.

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

Through Inspirato Pass, clients will pay one monthly fee for access to more than 60,000 luxury vacation homes, hotels, resorts and experiences around the globe. As the vacation rental space becomes more competitive, Inspirato is continuing to diversify its offerings.

"Inspirato Pass marks the first-time people can travel as often as they'd like and as spontaneously as they'd like for a fixed monthly cost with no nightly rates, taxes or fees," said Brent Handler, founder/CEO at **Inspirato**, Denver, CO. "Until now the travel industry hasn't seen a similar model of service.

"As a simple monthly subscription, Inspirato Pass removes the friction of paying high nightly rates and allows for more frequent travel, at greater value," he said. "This will appeal to variety of travelers of all ages including empty-nesters who are checking off their bucket lists by embarking on any of the Inspirato Only-experiences, multi-generational families looking for homes large enough to host the entire family for a week-long vacation and business travelers needing to book last minute luxury hotel rooms in the world's best cities."

Vacation Pass

Inspirato's original membership options include access to exclusive vacation homes, five-star hotels and curated experiences. Members receive access to a customer care team that helps arrange vacations, including organizing itineraries and more.

Rates begin at \$1,150 per month and allow members to book homes up to six months in advance.





Overview of Inspirato Pass

Inspirato Pass is available at one flat monthly fee, starting at \$2,500 a month for clients looking to have one active reservation at a time. There are no additional night rates, taxes or fees, though Pass holders are responsible for their own travel costs and paying for food, activities and other amenities during their stay.

Pass trips can last between two and 60 days, and can be booked up to a year in advance. All trips include pre-trip planning, on-site concierge and daily housekeeping, similar to the classic Inspirato memberships.

At its launch, Inspirato Pass has more than 83,000 trips available in 140 destinations throughout the United States, Mexico, Central America, Canada, Europe and the Caribbean.

Per the Inspirato Web site, the estimated value of these trips ranges from about \$1,200 to more than \$31,000. While Pass holders or their spouse must be present during each trip, the number of travelers permitted for each booking ranges based on each property up to 21 guests.

	Aleli Bahia Beach, Puerto Rico Inspirato Residence	6 Travelers	3 Bedrooms	7 Nights	Aug 16, 2019 Friday	Aug 23, 2019 Friday	\$13,641 Est. Value
	Alpine Overlook Beaver Creek, Colorado Inspirato Residence	16 Travelers	6 Bedrooms	5 Nights	Aug 22, 2019 Thursday	Aug 27, 2019 Tuesday	\$14,620 Est. Value
	Monarch Kiawah Island, South Carolina Inspirato Residence	12 Travelers	6 Bedrooms	7 Nights	Aug 24, 2019 Saturday	Aug 31, 2019 Saturday	\$15,777 Est. Value
	Villa Buenaventura Los Cabos, Mexico Inspirato Residence	12 Travelers	5 Bedrooms	4 Nights	Aug 20, 2019 Tuesday	Aug 24, 2019 Saturday	\$12,980 Est. Value

Featured trips available through Inspirato Pass

Among the featured trips are a weeklong stay at an ocean view Inspirato Residence in Los Cabos, Mexico for 10 travelers, including access to hot tubs, a golf cart and tennis courts. A featured stay for 16 in Beaver Creek, CO includes complimentary access to a Cadillac XT5.

Pass holders can search for trips based on "vacation style," destination, property type, check-in dates, duration, travelers or estimated value.

Luxury vacation homes

Interest in luxury travel and home rentals is on the rise, as evidenced by the launch of Homes & Villas by Marriott International, Airbnb Luxe and other services.

Hospitality group Four Seasons Hotels and Resorts is also looking to take on home-sharing services by expanding its portfolio of rental properties.

Four Seasons Private Retreats include villas and residences selected from the brand's existing resorts and residences. Additionally, Four Seasons manages its private rentals without third-party assistance while offering full access to on-site services and amenities ([see story](#)).

Inspirato responded to disruptions in the luxury travel industry by launching Inspirato Real Estate in 2018.

With Inspirato Real Estate, the luxury hospitality company is able to add properties at a quicker pace, while providing real estate professionals with a curated list of pre-vetted properties. By purchasing a vacation home through Inspirato, buyers can choose a variety of options that aim to simplify the process of renting out their new, part-time residence ([see story](#)).

"Affluent travelers are often annoyed with idiosyncratic nightly rates and are accustomed to the ease of subscription models in other areas of their lives like apparel and entertainment," Mr. Handler said. "The confluence of those two seemingly unrelated marketplace trends make now the perfect time for innovation such as Inspirato Pass."