

TRAVEL AND HOSPITALITY

Black Tomato offers luxury travel without the long haul

July 19, 2019



One of Black Tomato's itineraries takes travelers to Arizona. Image credit: Black Tomato

By STAFF REPORTS

Bespoke travel company Black Tomato is appealing to time-poor luxury travelers with the launch of high-end trips with short plane rides.

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

The company's 5 Hours/5 Days itineraries offer jaunts to locations within a five-hour plane ride distance, helping them explore places closer to home. The nearby itineraries aim to provide the same level of exploration as other Black Tomato journeys while enabling consumers to make more out of their travel time.

Time-poor travel

At launch, 5 Hours/5 Days is geared toward an American audience. U.S. consumers are the fastest growing audience for Black Tomato, but these individuals often have a limited amount of leave from work to travel, creating a need for trips that are less time consuming.

The five-day trips also help a U.S. traveler take advantage of long weekend holidays such as Labor Day, allowing them to make the most of their time off.

Depending on whether they are traveling from the East Coast, central U.S. or West Coast, Black Tomato will suggest destinations that are nearby yet likely unexplored.

For instance, from the East Coast, travelers could jaunt to Iceland to hike on glaciers and see volcanic chambers.



Black Tomato suggests a trip to Iceland for East Coast residents. Image credit: Black Tomato

Those in the middle of the U.S. could travel down to Mexico to see the ancient ruins of Teotihuacan and stay in Mexico City.

West Coast residents could journey to Arizona, where they have the chance to starbathe and check out Boynton Canyon.

"Rewarding luxury travel shouldn't be reserved solely for those with flexible schedules," said Tom Marchant, cofounder of Black Tomato, in a statement. "5 Hours/5 Days realizes this as there are so many incredible destinations we know intimately just a few hours from home, and using our knowledge of the inside track, travelers can experience them in a meaningful way."

Black Tomato has previously offered consumers the chance to disconnect through other travel programs. For instance, the company helps affluent consumers get away from it all with a service that provides travel with a touch of the unknown.

Travelers who participate in the agency's Get Lost program will not know where they are venturing until they arrive at their destination, requiring them to give up a level of control over their travel plans. Offering a taste of adventure and disconnection, the service revolves around remote points on the map, allowing a vacation to be a holistic physical and mental journey ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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