

TRAVEL AND HOSPITALITY

Rosewood Hotels targets affluent explorers for exclusive giftable journeys

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Unique time: Fishing for the Ulysse Nardin watch in the Bahamas as part of the Rosewood Limited Edition effort. Image courtesy of Rosewood Hotels & Resorts

By STAFF REPORTS

Rosewood Hotels & Resorts is tapping into the experiential zeitgeist with the launch of giftable journeys worldwide in partnership with brands, tastemakers and local communities.

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The Hong Kong-based company's Rosewood Limited Edition is a collection of a dozen excursion deals that will be offered only once. Targeting "affluent explorers," the initiative launches in time for the holiday season for use in the new year as well.

"Rosewood Limited Edition was created for the affluent explorer who values an experiential journey above all else," said Radha Arora, president of Rosewood Hotels & Resorts.

"Through our relationships with trusted tastemakers and brands around the world, we are able to offer privileged and unprecedented access to the often unreachable elements of some of the world's most desirable destinations and to provide today's travelers with the meaningful travel moments they are seeking," he said.

The one-of-a-kind experiences have almost become de rigueur for luxury hospitality brands as younger affluent consumers move away from mere material acquisitions in favor of creating memories with family and friends.



Rosewood Limited Edition: Glamping in the Arabian Desert. Image courtesy of Rosewood Hotels & Resorts

Off the grid

Rosewood manages 28 properties in 15 countries including The Carlyle in New York, Htel de Crillon in Paris, Rosewood Mansion on Turtle Creek in Dallas, TX, and the newly opened Rosewood Hong Kong. The company claims 19 new Rosewood hotels are in development.



Newly opened Rosewood Hong Kong. Image courtesy of Rosewood Hotels & Resorts

The Rosewood Limited Edition travel packages acknowledge the spirit and pastimes of the destination with insider access.

Among the experiences offered are designing and customizing a vintage Jaguar Type E Cabriolet with renowned French designer Tristan Auer in Paris to deep-diving in search of a Ulysse Nardin Diver 42mm fine watchpiece in the Bahamian sea.

Additional packages include "glamping" in the middle of the Arabian Desert in a recreated Rosewood Abu Dhabi suite and a historic exploration of new and old Burma with Burmese historian Thant Myint-U.

"Experiences have become a key priority and passion point for today's generation of consumers," Mr. Arora said.

"This generation is looking for an authentic immersion into the cultures and heritages that surround them and make their travel decisions based on who can best deliver real insight into the destination," he said.

"As experiential travel has always been an integral component of Rosewood Hotels & Resorts' brand identity, we are in a unique position to extend these authentic experiences in a way that no one else can."

Rosewood: Deep dive into the Bahamian limited edition

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