

TRAVEL AND HOSPITALITY

## Inspirato launches new hybrid travel subscription service

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*Inspirato hopes to provide its members with more flexibility in travel planning. Image credit: Inspirato*

By LUXURY DAILY NEWS SERVICE

Luxury travel subscription service Inspirato has introduced a new subscription service designed for both personal and business use.

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Inspirato Select hopes to provide its members with a simple and cost-effective way to buy, use and share luxury vacations, with all nightly rates, taxes and fees included. Subscribers may choose from more than 500,000 trip options in more than 150 destinations, including Inspirato residences, luxury hotels and five-star resorts.

"We have been preparing for the launch of Inspirato Select by accelerating the growth of the Inspirato portfolio to record levels over the past year," said Brent Handler, cofounder/CEO of **Inspirato**, in a statement. "With incredible pent-up demand, now is the right time to introduce this simple, cost-effective solution designed to help consumers leverage the power of Inspirato travel in all areas of their lives.

"As our most flexible, shareable subscription to date, we believe Inspirato Select will enhance the built-in network effect of our business model by introducing the distinctive Inspirato luxury travel experience to a broader audience of travelers."

Flexibility in mind

The initial subscription to Inspirato Select comes with three Inspirato Select Trips, with the ability for subscribers to add additional trip packages.

Inspirato Select also includes the benefits of the company's Inspirato Club subscription, including access to book a la carte travel within Inspirato's portfolio at members-only rates with five-star personalized service.



*Inspirato members have access to exclusive stays around the world. Image credit: Inspirato*

For instance, members may spend a long weekend in a penthouse in New York or four nights in a four-bedroom residence at a luxury resort in Los Cabos.

Inspirato Select Trips are completely transferrable and may be shared with others at no additional cost, giving members the flexibility to use their subscriptions in a variety of ways. They can enjoy their trips themselves, gift them to family and friends or use trips for business.

Inspirato Select is available to new subscribers as a standalone annual subscription including three Inspirato Select Trips for \$24,000, plus a one-time \$2,000 enrollment fee.

For a limited time, new subscribers will receive a fourth complimentary Inspirato Select Trip at no additional cost. Packages of Inspirato Select Trips are also available to current Inspirato subscribers as an optional enhancement, priced at four trips for \$20,000.

Last year, the subscription company took a major step to accelerate the growth of its branded luxury vacation residences portfolio with the launch of the Inspirato Real Estate platform.

Unveiled as a consumer-facing brand, Inspirato Real Estate offers clients a way to find, buy, own and enjoy a luxury vacation home. With this platform, Inspirato is hoping to strengthen its supply by renting luxury vacation homes from buyers who are looking to leverage the company's expertise ([see story](#)).

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