

TRAVEL AND HOSPITALITY

## Inspirato sees record active subscriptions, nights booked

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Annual recurring revenue increased more than 50 percent y-o-y to a record \$157 million. Image credit: Inspirato

By LUXURY DAILY NEWS SERVICE

Luxury travel subscription service Inspirato witnessed a powerful second quarter of 2022, a possible indication that affluents are increasingly flocking back to travel.

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As of June 30, 2022, total active subscriptions, annual recurring revenue and controlled accommodations all finished at the highest levels in Inspirato's history. Record quarterly revenue came in at \$84 million, reflecting a 60 percent year-over-year increase.

"Despite the macro uncertainty in the current environment, we continue to set records from both a new supply and travel demand standpoint that have us positioned to meet our full-year revenue guidance of \$350 to \$360 million," said Brent Handler, cofounder and CEO of [Inspirato](#).

"As we shift our focus to the back half of the year and 2023, the emphasis is on quickly and efficiently returning to generating sustained profitability."

### Inspiring increases

Inspirato saw record active subscriptions, coming in at 15,700 as of June 30, reflecting a 15 percent increase y-o-y. Inspirato Pass subscriptions also totaled 3,600, an increase of 75 percent y-o-y.

Annual recurring revenue increased more than 50 percent y-o-y to a record \$157 million.



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

The service also saw a record quarterly total nights delivered of 46,800 and record quarterly total nights booked of 60,000 nights, a 34 percent and 8 percent increase, respectively, y-o-y.

If Inspirato does reach its anticipated 2022 total revenue of \$350 to \$360 million, that will reflect a y-o-y increase of 50 percent.

In June, Inspirato introduced a new subscription service designed for both personal and business use.

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 ([see story](#)).

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