

TRAVEL AND HOSPITALITY

## St. Regis debuts \$100K Live Exquisite in Italy' bespoke experience

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*The brand's itineraries cover three regions, including Venice, Florence and Rome, curated by St. Regis butlers and concierges. Image courtesy of St. Regis Hotels and Resorts*

By EMILY IRIS DEGN

Marriott's St. Regis Hotels and Resorts is highlighting its local knowledge of Bel Paese.

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The brand's "Live Exquisite in Italy" itinerary series covers three regions, curated by St. Regis butlers and concierges. With starting rates of \$100,000 for the whole multi-city package, or \$25,000 for individual trips, the exclusive experiences included offer a bespoke option for ultra-luxury travelers staying at St. Regis Venice, St. Regis Florence and St. Regis Rome.

"Travel providers have seen the trend that the rich are getting richer," said Doug Gollan, editor in chief of *Private Jet Card Comparisons*, Miami.

"For five-star hotels, it's no longer just selling the suite they've pushed those rates as high as they can," Mr. Gollan said. "They want to also position themselves as the base for travelers.

"They see creating the off-property experiences as a way to get the stay and also increased profits from selling travel experiences in the same way they mark-up car services."

Mr. Gollan is not affiliated with St. Regis, but agreed to comment as an industry expert.

La dolce vita

Thanks to the personal touch on the part of the butlers and concierges, the itineraries are truly one-of-a-kind, giving travelers a chance to experience Italy through a lens specific to St. Regis.

The country is highlighted with affluent travelers in mind, the institution's typical consumer base. From private boat tours in Venetian canals to Tuscan day trips, St. Regis' experiential and high-end hospitality chops are on full display.

*St. Regis butlers are poised to choreograph luxury experiences for Italy's luxury tourists*

With the hotel name being no stranger to luxe offerings ([see story](#)), St. Regis traditions are the foundational theme of

the offering, bringing a sense of identity to tours, tastings and more.

Each experience is butler-led, giving luxury tourists personalized treatment and attention all along the way.



*Included in the \$100,000 price tag is the chance to stay in one of the St. Regis suites, putting Italian luxury front and center. Image courtesy of St. Regis Hotels & Resorts*

This unique opportunity to be catered to throughout the vacation extends the hotel's service further than the front doors and into the places that travelers are exploring off-site. Guests are no longer only getting the St. Regis touch on hotel grounds, as the itineraries allow them to bring the brand along for the ride via the presence of its butlers.

St. Regis is in the car with them, providing bottle service in a lagoon boat and, among other things, giving them exclusive tours in glamorous cities they are either seeing for the first time or with fresh eyes.



*Guests can enjoy exclusive day trips and guided tours thanks to the butler service, provided by the same professionals that created the itineraries. Image credit: St. Regis Hotels & Resorts*

While the package brings St. Regis to guests, it also extends the amount of time that the brand is able to interact with the travelers, expanding earnings potential beyond what goes on within the hotels themselves.

Now, St. Regis does not just operate on its own property but instead is taking on iconic Italian cities and countrysides around the nation.

In Rome, guests can embark on a private palazzo tour on golf carts and enjoy a signature St. Regis afternoon tea.



*Florentine design, food and famous landmarks await those picking the \$100,000 multi-city package or the Florence-exclusive itinerary. Image credit: St. Regis Hotels & Resorts*

In Florence, instead of tea, travelers can encounter Bloody Brunellos, the brand's locally-focused take on the Bloody Mary cocktail, in the medieval Monastery of Badia di Passignano, amidst a day trip to Tuscany.

In Venice, St. Regis customers are offered the chance to explore the waterways with a private boat tour to Murano Island for a tour of the Berengo Glass Studio & Art Space with its owner. On the way back to their suite, guests are treated to Champagne on their vessel, served by their butler in line with St. Regis evening rituals.



*Butlers treat guests to Champagne onboard exploratory boats amidst tours and sightseeing. Image credit: St. Regis Hotels & Resorts*

The itinerary packages are available to [book](#) through the end of 2023, with activities slated to change with the seasons.

### Platforming personalization

Customized travel offerings within luxury are catching on at rapid rates amid the rise of the millennial traveler.

Young luxury spenders are increasingly opting for high-end vacations over high-end goods when it comes to their consumption habits, making them a population largely behind some of the biggest travel trends ([see story](#)). As a result, many affluent hospitality names are focusing on them in their marketing schemes and products.

Hotel group Small Luxury Hotels of the World (SLH) recently highlighted the consumer base's value of individuality, launching the "Hotels As Characterful As You" campaign and granting specially curated itineraries to fans ([see story](#)).



*Guests can see Tuscan hills, Renaissance architecture, Venetian workshops and more through the St. Regis-exclusive trips. Image credit: St. Regis Hotels & Resorts*

Though similar to the St. Regis concept, the Marriott brand's personalized trips are available for anyone willing to shell out the package's price, allowing more people to get a taste of St. Regis' luxury expertise and perspectives.

"This is what top travel advisors have been doing that has made themselves so successful - creating experiences for their customers in the places they visit, using their contacts with local destination management companies to arrange the private tours and VIP access," Mr. Gollan said.

"Typically, they are using travel advisors instead of hotels to do the arrangements, but it's the type of stuff a good concierge at a 5-star hotel should be able to arrange."