

COMMERCE

## Fielding \$25 million investment, Inspirato enters strategic partnership with Capital One Ventures

August 10, 2023



*The convertible note will allow the luxury travel subscription service to upgrade the level of luxury access offered to its members. Image credit: Inspirato*

By LUXURY DAILY NEWS SERVICE

A business update from Inspirato could help the luxury travel subscription service further its goal of shaping the sector's future.

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The company sits on the receiving end of a substantial investment from Capital One Ventures, a firm focused on funding startups that are driving the future of data, technology and financial services. Offering the platform a substantial lift, the \$25 million convertible note will allow Inspirato to upgrade the level of luxury access offered to its members worldwide.

"Inspirato is focused on leveraging innovation to drive customer satisfaction and growth," said Brent Handler, CEO and cofounder of [Inspirato](#), in a statement.

"This investment enables us to set a global standard for luxury travel and continue enhancing our exceptional experiences to meet evolving consumer needs."

Investing in Inspirato

According to the company, the cash infusion will provide broad operating flexibility to Inspirato as it continues to enhance the luxury travel experience it delivers for its members worldwide.

"Through strategic investing, we look to harness the potential of innovative companies that could integrate well with Capital One's business and infrastructure," said Nathan Krishnamurthy, partner at Capital One Ventures, in a statement.

Introducing: [#Inspirato](#) Rewards, our new loyalty program featuring three Rewards status levels that recognize our most engaged members.

Learn more: <https://t.co/oizdKlZ9Kj>. [pic.twitter.com/jYKrqcFkFi](https://pic.twitter.com/jYKrqcFkFi)

Inspirato (@inspirato) August 8, 2023

"With its access to extraordinary properties around the world, a well-developed technology footprint, and white glove service capabilities, Inspirato offers a unique membership for luxury travelers."

Inspirato, renowned for its inventive approach to luxury travel, connects interested parties with a curated selection of lavish vacation homes, opulent stays at five-star hotels and tailored travel experiences that span across the globe.

The strategic investment from Capital One Ventures propels Inspirato forward with financial fortitude, fueling its commitment to enhancing what are already unparalleled luxury travel offerings.

"Inspirato is an innovator in the travel space, providing unique offerings and extraordinary service to its members, and we are thrilled to partner with them," said Jenn Scheurich, vice president of Capital One Travel, in a statement.

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