

MULTICHANNEL

Inspirato goes for summer bookings with new cruise offering

July 13, 2012



By RACHEL LAMB

Private travel club Inspirato is pairing with cruise line Silversea to offer an exclusive new vacation option for its guests, likely in an attempt to drive summer voyages.

Sign up now

Luxury Daily

Consumers can now choose the custom itinerary that goes along the Italian, French and Spanish Rivas. This destination will be offered for one cruise July 26-Aug. 2, 2013.

"Inspirato's Silversea cruise will be unlike any other cruise on the open market and therefore offers tremendous value to our members," said Brent Handler, founder/CEO of Inspirato, Denver, CO.

"It is also very important to us that we are providing vacation experiences that our members cannot find anywhere else and that surpass even their wildest expectations," he said. "Inspirato's 2013 Silversea cruise through the Mediterranean is a prime example of us executing those goals."

Inspirato is a membership-based destination club with leased properties worldwide. The club offers a breadth of vacation options and properties for its members for an initial \$15,000 initiation fee and \$2,500 annual charge.

Members have access to a wide variety of properties as well as exclusive perks including

a personal trip advisor, 24-hour destination concierge and other services.

Cruise control

The seven-night Mediterranean cruise is now among the vacation options available to Inspirato members.



Silver Wind cruise ship

Inspirato customized the itinerary, which leaves from Civitavecchia, Italy, and visits Cinque Terre, Italy; Portofino, Italy; Monte Carlo, Monaco; Nice, France; Saint-Tropez, France; and Marseille, France, before docking in Barcelona, Spain.

"Because Inspirato was able to customize the itinerary, our members and their guests will visit the most sought-after European ports all in one trip," Mr. Handler said. "That is unusual for cruises, which generally hold back some of the best ports within a single cruise to encourage passengers to travel with them again."

The company chose to partner with **Silversea** due to its smaller, exclusive ships.

Silversea's Silver Wind vessel will carry fewer than 300 members and guests. Because of this, passengers will have the highest space-per-guest ratios of any luxury cruise line, per Inspirato.



Silversea service

In fact, there is almost a one-to-one crew-to-passenger ratio onboard.

Consumers will also have personalized butler service, gourmet dining and uniquely-designed shore excursions and deck parties.

Setting sale

Inspirato's Silversea Mediterranean cruise joins trips including an African safari, a Galapagos Islands voyage, a guided excursion of Machu Picchu, a backcountry tour of Patagonia and a Rocky Mountain escape at the C Lazy U Ranch in Colorado.

Opening up new destination offerings is a way that travel companies strive to keep old customers interested and new customers onboard.

For example, Crystal Cruises is providing guests with more opportunities within the brand's ashore volunteer program by adding complimentary excursions to European itineraries stopping at Ukraine, Italy and Spain ([see story](#)).

The cruise line's You Care, We Care program lets guests and crew members participate in daily excursions designed to give back to communities near ports of call. The new additions will let consumers volunteer with local efforts such as a social services center and a gardener-training program.

Inspirato and Silversea are using digital media to push their new partnership, including Web sites, mobile and various social media platforms.



Inspirato's Facebook page

"The typical cruise does not align with the Inspirato image, but this particular trip does," Mr. Handler said. "This experience will be a throwback to the glory days of cruising.

"By design, cruises foster a sense of community and camaraderie, particularly on a small ship like this, and that is what being part of our club is all about," he said. "Our goal is for Inspirato to be the best choice for our members whenever they vacation, and that means providing them with a wide variety of vacation options."

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.