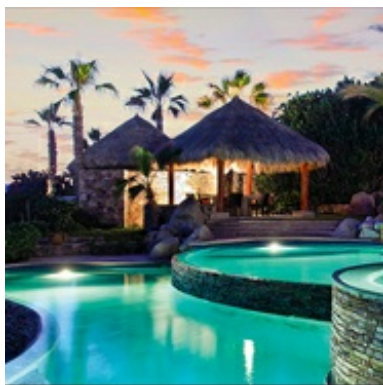


ADVERTISING

Inspirato ups the ante with corporate benefits program

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By TRICIA CARR

Private travel club Inspirato is repackaging its services for corporate entities that want to offer full membership or one-time guest passes to executives, employees, partners and clients.

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The new Inspirato for Business corporate membership program was designed so that companies can reward their employees and clients with time off. The brand is likely staying top of mind among high-net-worth consumers in the workforce, an important group to reach in the luxury sector.

“Inspirato for Business expands our market opportunity and makes the club better for our current individual members as well,” said Brent Handler, founder/CEO of [Inspirato](#), Denver, CO. “Expanding the club’s membership allows us to increase our property portfolio, which creates more vacation options for all our members.

“Business members also use the club differently than individual members,” he said. “They travel during off-peak times, they are more apt to do mid-week bookings, they take advantage of other services like event planning.

“That is great for our business and our members.”

Employee benefits

Inspirato for Business allows companies to purchase multiple individual Inspirato memberships or guest passes for employees.

The new program was created to help businesses differentiate themselves in terms of employee and client rewards, per Inspirato.

Inspirato for Business recipients have access to the vacation homes, luxury hotels and adventure travel experiences that Inspirato offers to all of its members.

Corporate memberships also include Inspirato's business event planning services. Event planners will help corporate members to design events such as dinners and retreats.

The event planning services are exclusive to the Inspirato for Business membership.

Mind your own business

Inspirato chose to develop a corporate membership after the results of a recent survey by Harris Interactive on behalf of Inspirato showed that half of all workers who received paid vacation time would be willing to sacrifice another workplace benefit in exchange for more paid time off.

"What those results told us is that businesses could really benefit from a product that provided vacation benefits to top employees, not only because, as we all know, vacations are critical to long-term workplace productivity, but because it would give businesses a competitive advantage when it came to recruiting and retaining top employees," Mr. Handler said.

"Since all Inspirato employees are also Inspirato members, I can tell you first-hand that an Inspirato membership is a great recruiting and retention tool," he said. "We wanted to share that with other businesses that we knew could benefit from the program."

Furthermore, luxury travel brands that offer a rewarding experience for high-net-worth business people can gain consumer retention from this group.

A few recent efforts from luxury travel brands also follow this notion.

Recently, private aviation providers have been offering vacation packages and benefits to their fractional owners who likely use the means of transportation for business. These packages could leverage the providers' last-minute services for leisure as well.

For example, Flexjet partnered with Abercrombie & Kent's equity-based destination club to give its jet owners an exclusive offer of seven complimentary nights ([see story](#)).

Meanwhile, the Ritz-Carlton, Dove Mountain hotel in Marana, AZ, is raising awareness for its property's leisure spaces and local flavor to business travelers by installing 12 group packages that highlight its desert location, on-site restaurants, spa and golf club.

The hotel is incorporating travel trends such as the farm-to-table movement, and localized experiences in its new group options let attendees go outdoors, take part in cooking

classes, compete in golf challenges and relax by the pool ([see story](#)).

Affluent travelers are often part of the business world, so it can only benefit brands that target consumers from both sides.

“The lines between traveling for work and traveling for pleasure have always been blurred and we do not believe the two have to be mutually exclusive,” Mr. Handler said.

“Business travelers who travel frequently and spend a lot of time away from home particularly appreciate the convenience, reliability, and five-star service that Inspirato provides, as well as the opportunity to take a break from the typical, run-of-the-mill business hotel,” he said.

Final Take

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