

IN-STORE

## St. Regis, Bentley cross-market brands via road-trip package

May 22, 2013



By ERIN SHEA

Starwood-owned St. Regis Hotels & Resorts is continuing its partnership with Bentley Motors to target affluent auto aficionados with a package that includes a road trip along California's Pacific Coast Highway.

[\*\*Sign up now\*\*](#)

**Luxury Daily**

"The Pacific Grand Tour" package gives guests overnight accommodations in St. Regis' San Francisco and Monarch Beach properties and access to a 2013 Bentley vehicle. The partnership between the two brands is likely to expand the reach of this effort to both leisure travelers and auto enthusiasts.

"The Pacific Grand Tour aficionado package allows guests to experience the renowned craftsmanship of Bentley Motors along the beautiful coast of California," said Toni Knorr, general manager of the St. Regis San Francisco.

"The partnership between St. Regis Hotels & Resorts and Bentley Motors further establishes the excellence of both brands, allowing both The St. Regis San Francisco and The St. Regis Monarch Beach to delight car enthusiasts with the rare access provided by this aficionado package which celebrates St. Regis' passion for speed and sport," she said.

“This exceptional offering is a testament to the distinctive experiences and amenities for which The St. Regis brand is known.”

## Road trip

The Pacific Grand Tour is available for guests with stays originating at either the San Francisco or Monarch Beach properties.



*St. Regis Monarch Beach suite*

The package includes a two-night stay in the San Francisco hotel’s Metropolitan Suite, a two-night stay in the St. Regis Oceanview Suite at Monarch Beach, a Grand Tourista bag created by fashion designer and St. Regis ambassador Jason Wu, an official Bentley key chain and access to a 2013 Bentley vehicle.



*Metropolitan Suite at St. Regis San Francisco*

Guests can choose from the Bentley GT, the Bentley GTC or the Bentley Mulsanne.



### *Bentley GTC*

During the approximately 500-mile drive on Highway 1, guests will be able to experience driving the Bentley vehicle while viewing California's renowned scenic areas such as Santa Barbara and Big Sur.

The package starts at \$6,900 and is available May 24 through Sept. 30.

All around luxury

Other luxury hotels have partnered with luxury automakers to offer guests an all-around luxury experience.

For instance, Fairmont Hotels & Resorts boosted service by partnering with BMW of North America to offer complimentary local shuttle service in the automaker's vehicles for Fairmont President's Club members.

The BMW 750i sedan is used for the hotel's chauffeur service at all Fairmont properties in the United States. The chauffeur service is exclusively available for Fairmont President's Club members ([see story](#)).

Moreover, hotel chain Ritz-Carlton bolstered membership in its frequent stay program Ritz-Carlton Rewards for guests in China through a partnership with German automaker Mercedes-Benz.

This partnership gives Ritz-Carlton Rewards members exclusive Mercedes-Benz benefits in China. Mercedes-Benz has the opportunity to introduce its vehicles to hotel guests at Ritz-Carlton Chinese properties ([see story](#)).

For St. Regis, the partnership with Bentley may entice auto enthusiasts to book the road-trip package.

Also, the package will help both brands gain exposure with their target consumers.

"We believe this package will appeal to both international leisure travelers and car enthusiasts who wish to experience one of America's iconic road trips in complete luxury," Ms. Knorr said.

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/S-kejZkqZU4>

---

© Napean LLC. All rights reserved.

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