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Trump Hotel Vancouver lures travelers via Rolls-Royce, London Air Services partnerships

September 27, 2013



Projected Trump International Hotel & Tower Vancouver

By JOE MCCARTHY

Trump International Hotel & Tower Vancouver will be partnering with Rolls-Royce Motor Cars and London Air Services to provide guests with chauffeured transportation and allotted private jet rides.

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London Air Services will offer guests blocks of airtime on its Bombardier Learjet 75 model and a Rolls-Royce Ghost vehicle will bring guests to destinations in downtown Vancouver. Development company Holborn Group likely sought reliable, international partners early on to pique the interest of global and business travelers who are frequently on the move.

"As with all aspects of this project, we wanted to continue to redefine the highest level of service offered to those living in this world-class city," said Joo Kim Tiah, president and CEO of [Holborn Group](#), Vancouver.

"We are excited to partner with a local company like London Air Services in Vancouver, who shares our standards of excellent service," he said.

"Rolls-Royce is a long standing icon of luxury around the world and it's a perfect fit for what will become Vancouver's newest architectural icon."

Holborn Group and **TA Global Berhad** announced the partnership Sept. 23 and are handling the development of the Trump International Hotel & Tower Vancouver.

Planning ahead

Sales for residential units at the Trump International Hotel & Tower Vancouver will begin Oct. 2013. The building is scheduled for completion 2016.

Flight hours on the Learjet 75 will depend on the purchase price of each unit. Guests will be able to customize their flight schedule with flexibility.



Bombardier's Learjet 75

All hotel guests and residential suite owners can take advantage of a chauffeur-driven Rolls-Royce Ghost that has been customized with Trump Vancouver details. The vehicle's expected purpose will be to introduce guests to downtown Vancouver and bring them to and from airports.



Rolls-Royce Ghost Golden Sunbird model

Upon completion, the 63-story hotel located on Georgia Street in downtown Vancouver's

Coal Harbour will hold 147 guest rooms, a restaurant, The Mar-a-Lago Spa by Ivanka Trump and a 15,000 sq. ft. meeting and event space.

Two hundred and eighteen residences will be available above the hotel.

Loyal guests

Rolls-Royce has aligned itself with luxury hotels before as a way to tap into a group of loyal guests.

Dorchester Collection's 45 Park Lane in London is enlisting Rolls-Royce Motor Cars to provide penthouse suite guests a chance to test out the new Wraith model starting Nov. 1.

The hotel encourages guests to take the Wraith on a half-day excursion and greets their return with a Wraith-inspired cocktail. Joining forces with another British-based luxury brand will likely generate national interest and demonstrates the brand's commitment to the national economy ([see story](#)).

Although Trump Hotel Collection continues to expand in North America, it has its sights set on competing globally.

The hotel chain stepped up its efforts to expand internationally with the appointment of Shafi Syed as the vice president of development and acquisitions for India, the Middle East and Africa.

The brand plans to attain 30 global properties by 2020. Mr. Syed will marshal the project in India, the Middle East and Africa from headquarters in Dubai. The hotel is likely to benefit from Mr. Syed's familiarity and experience in the region ([see story](#)).

Trump Vancouver is likely aiming to create a crescendo of anticipation as it approaches completion.

"Trump Vancouver likely has a planned communications calendar that runs through the property's opening and will be releasing interesting bits of information, much like these partnerships, along the way," said Taylor Rains, account executive at [Rawle Murdy Associates](#), Charleston, SC.

"The desired effect would be a layering of anticipation among potential guests," he said.

"By starting with a major announcement like this, the property is establishing interest among a wide base of high-end consumers who will hopefully be increasingly receptive to new information as it is released."

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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