

IN-STORE

Dorchester Collection harkens back to aristocratic Europe via Grand Tour

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By JOE MCCARTHY

Dorchester Collection is targeting adventurous travelers with an educational 12-night, four-country journey that traces the paths of 18th-century aristocrats.

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"The Ultimate Grand Tour" brings guests to five Dorchester properties via boat, train, limousine, classic car and helicopter. Binding the five itineraries to a single theme creates a sense of cohesion that other multi-country trips lack.

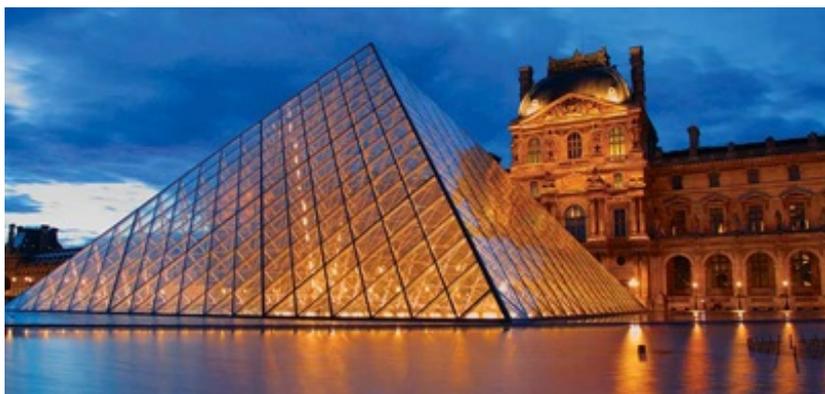
"As 18th-century young British aristocrats traveled around cities where Dorchester Collection has hotels, there was a natural synergy," Julia Record, director of communications for [Dorchester Collection](#), London.

"In association with Grand Tourist, Dorchester Collection has been able to re-create this 'rite of passage' for the 21st century, further supporting the company's efforts to highlight the hotels' individuality and iconic heritage," she said.

Lyrical ballads

The tour gets its inspiration from 18th-century young British aristocrats who traveled to France, the Alps and Italy as an educational endeavor.

Dorchester's tour begins at The Dorchester Hotel in London, where guests will arrive in a Bentley. During the three-day visit, guests will visit the British Museum, private clubs of Pall Mall and St. James, Fortnum & Mason and other locations.



Ultimate Grand Tour

Guests will then be carried by the Eurostar Train to Paris. A Citroen car will bring guests to Le Meurice Hotel. Other cars used throughout the trip include a Mercedes and a Maserati.



Ultimate Grand Tour

The Louvre, Gobelins Tapestry Museum and shops such as Hermès and Goyard will be visited in Paris.

Days seven through nine will take place in Geneva, where guests will see the royal palace of Fontainebleau and various scenic locations. A helicopter that travels over Mont Blanc, Matterhorn, Jungfrau and Eiger Peaks will fly guests to Milan.



Maserati Saloon

The Santa Maria della Grazie Church and a silk factory will await guests in Milan.

More information can be found at <http://www.grand-tourist.com/the-ultimate-grand-tour>.

At the end of the trip, guests will stay at the Hotel Eden in Rome that provides guests with a view of Vatican City.

Tintern Abbey and Mont Blanc

Tours that span several countries can forge a level of brand loyalty that other offers have a hard time matching.

For example, fractional jet ownership company Flexjet is offering ultra-affluent travelers a chance to visit destinations from Hong Kong to Istanbul in curated forays over a 14-day period.

“Passport to the World” aims to bring together families or groups up to eight seeking a unique holiday experience and will be curated with the help of luxury adventure travel brand Abercrombie & Kent and air carrier Jet Solutions. The \$1.5 million package streamlines the transitional requirements between countries to ensure that the maximum time is spent absorbing new experiences ([see story](#)).

Also, tapping into the cultural history of a location lets guests know that the property has an authentic connection to an area.

"Dorchester Collection hotels have hosted royalty, celebrities and world leaders over the years and they are synonymous with defining moments in cultural history," Ms. Record said.

"The package allows guests to trace the roots of former influential world travelers while staying at some of the world's best and most luxurious hotels," she said.

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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