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Globetrender Online (UMV 67,100; Points 13) 28th February 2021

(IMAGE 1 OF 4)



Fauchon l'Hotel, Paris

EIGHT HIGH-END HOTELS EMBRACING THE 'HYPER PERSONALISATION' TREND

FEBRUARY 28TH 2021

HOTELS

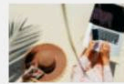
Globetrender predicted the rise of Hyper Personalisation in travel. From DNA testing to Japanese personal hosts, here are eight examples of how the trend is manifesting in luxury hotels around the world. Jenny Southan reports

In Globetrender's *Elite Travel Trends 2021* report, which you can download free [here](#), we forecasted the widespread adoption of Hyper Personalisation in the world of luxury hospitality.

In it, we wrote: "Jamsheed Pocha, co-founder of travel and lifestyle agency the Pelican Club, believes that 'there are some things you can only understand by knowing someone personally'.

"When one client expressed hesitation about leaving his familiar office behind on an extended Caribbean 'workation', Pocha's team contacted his PA to replicate the setting in his new seaside hideaway - he settled into island life nicely.

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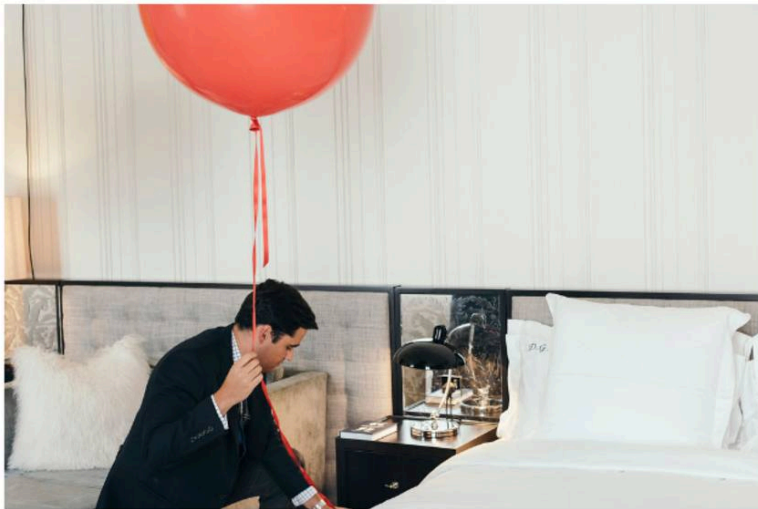
hideaway – he settled into island life nicely.

"Ultima Collection also takes personalisation extremely seriously. The company begins by sending out preference sheets to guests 30 days before arrival, asking for everything from food and pillow choices to scented candle and artwork proclivities.

Managing partner Michala Chatel says: 'We have a really good idea of what our guests like and what they like to do.' Once embedded, unlike in a hotel, guests staying in Ultima Collection residences have the staff all to themselves so they get their full attention. The company can stock wardrobes with clothes and ski gear ready to wear and even organise bespoke medical procedures such as DNA testing and illness screening.

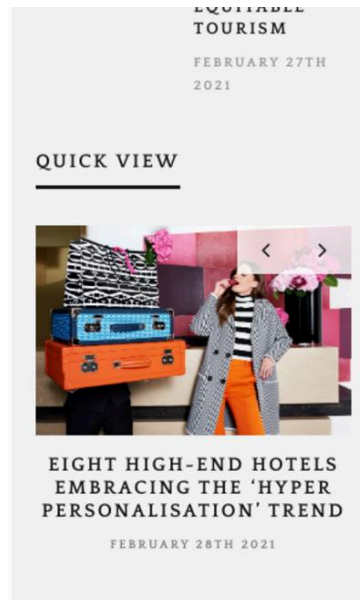
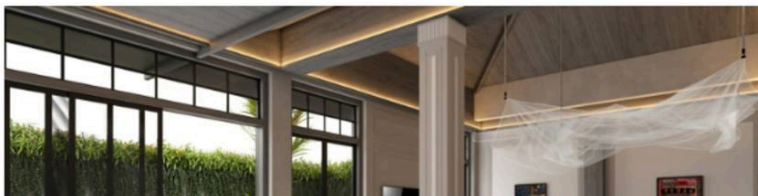
"Hotels that build up detailed guest profiles have endless opportunities to personalise their experiences. With stays only offered to a select few club members, 'the world's first itinerant hotel', 700,000 Heures – which moves to a different location every six months – essentially caters to friends and family, meaning there's scope to provide every guest with a personalised itinerary.

"On one occasion, the owner arranged for a local artist to sketch guests from a distance throughout their stay and then presented them with a series of portraits upon check-out"



Here are eight other examples of how luxury hotels are embracing Hyper Personalisation...

1. King's Mansion, Goa



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and demands. Some people prefer maids not to visit during their stays – others prefer regular room maintenance.

Some guests like to check in remotely and be whisked upstairs in a flash, while others prefer to relax with a cocktail on arrival while their luggage is taken up to the room.

General manager Jerome Montanteme says he now considers their bespoke and individualised approach to be the “norm” for the future and insists that Fauchon l’Hotel will remain uber-personalised even when mainstream travel revives.

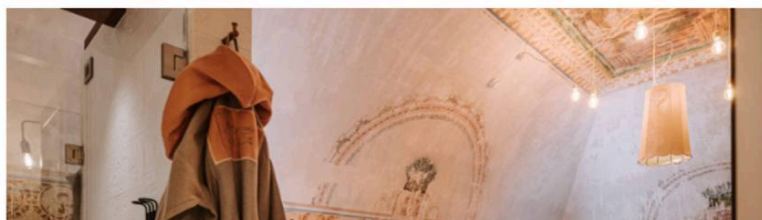
4. Severin*s – the Alpine Retreat, Lech



Severin*s – the Alpine Retreat is a small luxury hotel with just nine individual suites, all with large double bedrooms, comfy sitting rooms with open fires and wooden tables for dining or work, and luxurious bathrooms. There is also a separate Residence which sleeps eight people with its own entrance, cinema and outside hot tub (accessed via a pathway with under-floor heating).

Severin*s says it has always been about luxury, privacy and space – and has always encouraged guests to order “off menu”. It provides individual transfers to ski lifts and the neighbouring town, private excursions on skimobiles to remote mountain huts to enjoy Austria’s finest fondue, a private chef in the residence and private wine tastings in its cellars.

5. Paragon 700 Boutique Hotel & Spa, Puglia



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(IMAGE 4 OF 4)



With just 11 guest rooms, this hotel's charming team are more like personal guides and friends than staff. They willingly share their own secrets and local knowledge on where to eat, shop, see and go, intuitively tailoring tips to each guest's preferences.

From voyages on the hotel's private yacht, to cookery classes and motorbike tours, a wide range of experiences can be organised. You can even hire the former palace exclusively from €10,000 for two nights with a minimum F&B spend of €3,000.

6. YTL Hotels' Higashiyama Niseko Village, a Ritz-Carlton Reserve, Japan



At YTL Hotels' Higashiyama Niseko Village, a trusted personal host or *Do San* (a person of Hokkaido) is on hand for every guest, acting as their go-to for every need or want throughout their stay. Each Do San's sense of care and responsibility, or *omotenashi*, is the gold standard of Japanese hospitality, which has evolved over the centuries as a subtle art form.

7. Rakxa, Bangkok

