

# ELEVATING AND REDEFINING SUMMER TRAVEL IN NEW YORK CITY - LUXURY GROUP & BLADE

News / Business aviation



**Luxury Group by Marriott International announces a curated slate of exclusive experiences in collaboration with urban air mobility platform Blade Urban Air Mobility. Through this immersive collaboration, the Luxury Group will engage guests with the opportunity to fly directly to and from the airport to their hotel destinations using Blade's helicopter service, elevating their summer travel plans with unparalleled ease and convenience.**

George Hammer, Global Head of Luxury Marketing, Marriott International, commented: "Spanning the Luxury Group's portfolio of brands, this collaboration with Blade advances our mission to provide guests with exceptional service and amenities through innovation and imagination. As summer travel season can be especially hectic, we're excited to introduce this bespoke partnership that will streamline and enhance our guests' journeys before even setting foot in our suites."

Roisin Branch, Blade's Chief Marketing Officer stated: "Blade's collaboration with Luxury Group provides our passengers with top tier hospitality at every touchpoint of their New York City stay including our integrated booking process. Our Blade Airport transfers not only offer the most breathtaking views of the city, they also significantly reduce travel time and stress levels. This service sets the Luxury Group apart by ensuring every aspect of their guests' travel experience is smooth, swift, and enjoyable."

Between July 1 and September 2, 2024, eligible guests at a selection of the Luxury Group properties in New York City will be treated to an exclusive package that takes luxury to new heights: complimentary roundtrip Blade airport helicopter transfers, offering seamless connections to and from John F. Kennedy International Airport and Newark Liberty International Airport\*.

The high-flying experience will be reserved for guests staying two nights or more in select suites at The St. Regis New York; JW Marriott Essex House New York; W New York - Union Square; The New York EDITION; The Ritz-Carlton New York, NoMad; and The Luxury Collection Hotel Manhattan Midtown, allowing them more time to enjoy their travels and less time on the road.

### *Sky to Suite Transfers*

Aboard a Blade, guests will take in legendary cityscapes through panoramic windows as they are whisked from the airport to central Manhattan in as few as five minutes, dramatically reducing high-traffic commute time. Upon landing at the helipad at Blade Lounge East on East 34th Street or the newly renovated Blade Lounge West on West 30th Street, a luxury car service will be ready to chauffeur guests directly to their suites. This elevated end-to-end service will ensure the entire travel journey is as comfortable and lavish as the destination, perfect for discerning guests seeking extra time to unwind in their suites or to immerse themselves in all that the city has to offer.

As an additional service, all guests staying at participating hotels will have access to exclusive rates for Blade Airport and Blade Ground Connect car transfers, inclusive of all room categories. With preferred pricing for all airport transfers, savvy visitors in New York City can skip the traffic – and stress – to maximize their travels throughout the summer.

To celebrate the collaboration, the Luxury Group will also debut seasonal pop-up activations at Blade Lounge West and Blade Lounge East to enhance every point of the guest journey. Both lounges will be transformed with experiential, multi-sensory offerings inspired by amenities within the distinct brands of the Luxury Group, including signature scents from EDITION, curated playlists from W Hotels, and exclusively at Blade Lounge West, a live JW Garden growing fresh garnishes for pre-flight refreshments. Guests will also be invited to explore their next travel destination by perusing the Luxury Group portfolio, comprised of over 500 properties around the world via in-lounge travel guides.

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