

THE LUXURY TRAVEL CLUB FROM TRAVEL WEEKLY

# aspire

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## GORILLA MARKETING

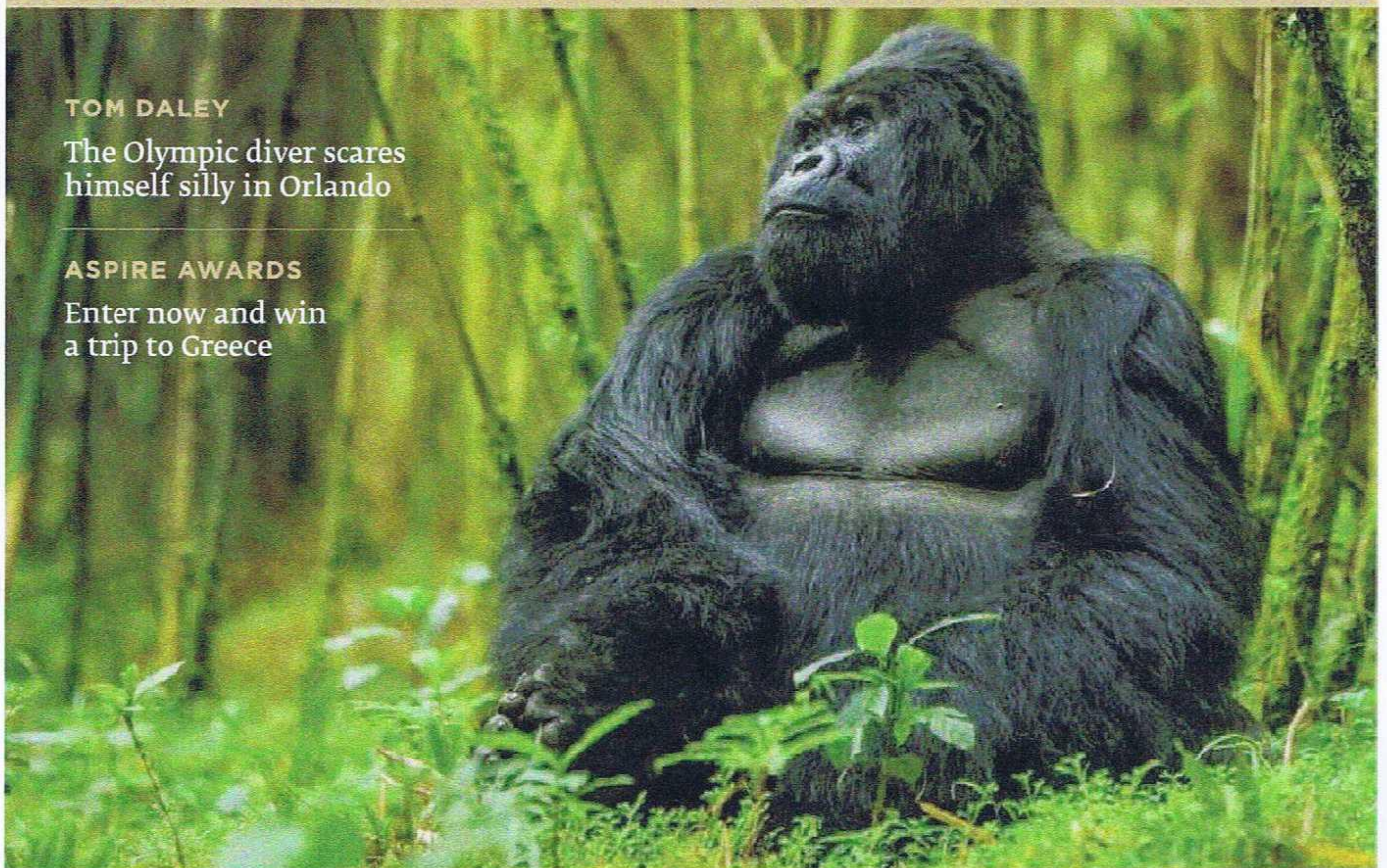
*Why Rwanda's great apes  
are an easy sell*

### TOM DALEY

The Olympic diver scares  
himself silly in Orlando

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### MARRIOTT MAKES DEBUT IN ITALY

JW Marriott has opened its first hotel in Italy on an island in Venice. The hotelier has taken over Isola dell Rose (Rose Island) and restored all the buildings on the 16-acre island. There is a range of rooms and suites, some with private pools, along with landscaped gardens, fruit arbours, olive groves, four restaurants, five bars, cooking school and wine academy. The spa, operated by GOCO Hospitality, is said to be the largest in Venice and has aqua tonic pools, a health club, eight treatment rooms, a hammam and a luxury spa suite.

[JWMARRIOTT.COM](http://JWMARRIOTT.COM)

### FLY ALL-BUSINESS-CLASS TO NEW YORK

French all-business-class airline La Compagnie has launched a three-times-a-week service from Luton to New York Newark airport. Chief executive Frantz Yvelin said: "It is time to bring business-class air service back to where it belongs, where personalised service is offered at respectable fares. La Compagnie is becoming the go-to choice of business travellers who demand something more from air transportation." La Compagnie aims to increase the service to daily by the end of 2015. The boutique airline's cabins have 74 lie-flat seats in a 2-2 configuration.

[LACOMPAGNIE.COM/UK](http://LACOMPAGNIE.COM/UK)

### PREFERRED PREFERS ONE MASTERBRAND

Preferred Hotel Group has changed its name to Preferred Hotels & Resorts. The group says it is moving away from a "multi-branded business model to one master brand". Chief executive Lindsey Ueberroth added: "In a time when seemingly every hotel company is introducing brands that target specific demographics, we are doing the opposite by transitioning from a house of brands to a branded house." Having removed brands, the group has split its properties into five 'collections': Legend, LVX, Lifestyle, Connect and Residences. Ueberroth added: "We are creating stronger positioning for our hotels and expanding their opportunities to reach more guests."

[PREFERREDHOTELS.COM](http://PREFERREDHOTELS.COM)



### CAP MAISON HAS A MAKEOVER

Saint Lucia's Cap Maison hotel has had a soft-furnishings makeover. Christian Lacroix has designed the cushions; bed throws and more cushions are by Manoel Canovas; and each villa terrace has new rattan furniture. The lighting has changed too in the bedrooms with a new look designed by David Hunt.

[CAPMAISON.COM](http://CAPMAISON.COM)



### TRACK THE MARSH LIONS WITH EXPERTS

Wildlife author Brian Jackman and *Big Cat Diary* presenter Jonathan Scott are to lead a one-off trip to the Masai Mara. The trip, which departs on September 24 and will have 16 spaces, will reunite the pair with the Musiara pride, which they followed for five years and which were the subject of their book *The Marsh Lions*. Wildlife Worldwide's 10-day Marsh Lions Revisited trip includes four nights at Governors' Private Camp and three nights at Elephant Pepper Camp. From £6,495.

[WILDLIFEWORLDWIDE.COM](http://WILDLIFEWORLDWIDE.COM)