



LITTLE BLACK BOOK.

THE GUIDE.

BY THE CONCIERGE HUB

Why I wrote this

I did not start in this industry with a mentor, a manual, or a network. I started with a decade of multinational corporate experience and a genuine curiosity about a way of living, of access, that most people never get close to.

I was curious about how HNWI clients gained access to unique experiences most people never even know exist. How they organized their lives. The kind of support they were actually looking for, and how rarely they found someone who truly understood it.

That curiosity led me to luxury concierge services. And what I discovered is that this profession runs almost entirely on unwritten knowledge. The best contacts. The real insider tips. The mistakes nobody warns you about. The difference between a concierge who survives their first year and one who builds a genuinely irreplaceable practice.

This manual is that knowledge, written down.

Everything here comes from active practice. I still work as a luxury concierge globally today. The companies I list are ones I have actually used or vetted. The tips are from situations I have lived through. The frameworks are the ones I use with my own clients right now.

One thing became clear early on: there is very little information about this profession. It is still largely unknown, and for those who do discover it, finding real guidance on how to enter it, build a practice, and make a living from it is nearly impossible. The Concierge Hub was born out of that gap. To give people a real look at what this world is, how it works, and what it actually takes to become part of it.

Use it as a living reference. Return to it. Adapt it. And as you build your own experience, make it yours.

Lucia

Founder, AIRE Concierge & The Concierge Hub

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SECTION 01

Global Exclusive Events

The events that shape how HNWI clients live, and that define a concierge who truly knows their world.

One of the first questions I ask a new client is: what does your ideal year look like? The answer almost always involves events. Not just attending them, being in the right seat, the right party, the right room. Knowing this calendar is not optional. It is the foundation of proactive service.

AWARDS CEREMONIES

- People's Choice Awards
- Golden Globes
- Brit Awards
- The Oscars
- American Music Awards
- Billboard Music Awards
- British Fashion Awards
- Tony Awards
- Emmy Awards
- MTV Europe Music Awards
- GQ Men of the Year

SPORTS EVENTS

- Formula 1 (full calendar)
- Wimbledon Championships
- Royal Ascot
- US Masters Golf
- Golf Ryder Cup
- Rugby World Cup
- Cartier Queen's Cup
- Giorgio Armani Tennis Classic
- Gumball 3000
- Lion's Run
- Qatar Grand Prix

FASHION WEEKS

- Paris Fashion Week
- Milan Fashion Week
- London Fashion Week
- New York Fashion Week

GALAS & CULTURAL EVENTS

- Cannes Film Festival
- Venice International Film Festival
- Amfar Venice
- Monaco Red Cross Ball
- UNICEF Summer Gala
- Chopard Annual Dinner & Love Party
- White House Correspondents Dinner
- Burning Man
- Tomorrowland
- Rio Carnival
- Pamplona Bull Run
- Day of the Dead, Mexico City
- Carnival of Venice, Il Ballo del Doge
- Cercle Festival

OSCAR PARTIES

- Vanity Fair Oscar After Party
- Elton John AIDS Foundation Viewing Party
- WME Oscars Pre-Party
- Night Before Oscar Party

GRAMMY AFTER PARTIES

- Republic Records Official Party
- Sony Music Party
- Universal Studios Party
- Warner Records Party
- Island Records Party

LUCIA'S INSIGHT

- *Clients rarely ask for 'a ticket to Wimbledon.' They ask to feel like they belong there.*
- *Your job is to understand which events define their identity, then make access feel effortless.*
- *Build relationships with access brokers a full season ahead, not two weeks before.*
- *Some events require client bio submission for approval. Always brief your client on this process.*

Fashion Experiences

The fashion world rewards relationships. Here is how to build them, and use them.

Fashion is one of the most requested categories in luxury concierge work, and one of the most misunderstood. Clients do not want you to book tickets to a show. They want you to get them into the fitting room, the dinner, the private preview. That is a different skill entirely, and it starts with knowing who to call.

- **Bespoke Couture Fittings**

Custom-made designer garments tailored to exact specification. Requires advance relationship with the atelier, do not attempt to cold-call on behalf of a new client. Build the relationship first, then introduce your client when the moment is right.

- **Private Showroom Visits**

Access to collections before public release. These are earned through consistent referrals and demonstrated client quality. Ask politely once; follow up with a thank-you regardless of outcome. Patience builds access.

- **VIP Runway Seats, Fashion Weeks**

Paris, Milan, New York, London. Front-row requests require accreditation or PR relationships established well in advance. Know that some of the best fashion week experiences happen off the runway, intimate dinners, studio visits, after-show parties.

- **Private Shopping Evenings**

After-hours exclusives in flagship boutiques. Champagne, personal stylists, no other customers. These experiences require advance notice (often 2–4 weeks) and a clear understanding of your client's style and budget. Brief the boutique team before the client arrives.

- **Luxury Accessories Consultations**

Private viewings of fine jewelry, watches, and accessories with specialist guidance. For watch clients especially, develop relationships with authorized dealers who can access limited references. Grey market is rarely worth the risk.

- **Personalized Fashion Tours**

Curated city itineraries through fashion capitals, hidden ateliers, concept stores, archive visits. These are best designed with a local guide who has genuine relationships. Never just follow a 'best of' list.

- **Couture Masterclasses & Trunk Shows**

Limited-edition previews and artisan workshops. Excellent for clients who appreciate craft over brand names. Trunk shows in particular can surface pieces that never reach retail, know your client's taste before recommending.

LUCIA'S INSIGHT

- *The fashion world is intensely relationship-driven. You will not get access by asking once.*
- *Send referrals. Show up to events. Remember the PR director's name.*
- *Your first few fashion requests will be harder. Your tenth will be effortless.*
- *Always brief boutique staff before a client visit, never surprise them.*

SECTION 03

Global Transportation

The operators I trust, how to work with them, and what nobody tells you about booking luxury transport.

Transportation is where luxury concierge work either earns trust or loses it, permanently. A delayed car, an uncomfortable jet, a yacht that does not match its photos. These are not just inconveniences. To an HNWI client, they are evidence that you do not truly know your suppliers. Use this list as a starting point, but vet every operator for every client. Standards vary. Relationships matter.

EXCLUSIVE YACHTS

Fraser Yachts , fraseryachts.com

The world's leading yacht brokerage with 21 global offices and 240+ professionals. Handles sales, charter, management and new construction. Particularly strong on creative high-profile new builds. A must-know name, their reach and fleet access are unmatched.

Northrop & Johnson , northropandjohnson.com

Over 70 years in the industry. Particularly strong on integrating charter strategy with ownership, ideal if your client is considering both. Offices from Fort Lauderdale to Monaco to Thailand. Now part of MarineMax group.

IYC, International Yacht Collection , iyc.com

Manages the largest superyacht fleet in the world. Strong across US and European markets. Offices in Fort Lauderdale, Monaco, Athens and the Bahamas. Good for clients crossing between regions.

Edmiston , edmiston.com

Monaco-based broker known for creative, design-led new builds and refits. Strong with fashion-forward buyers, celebrities and family offices who value elegance and privacy. One of the most reputable for Mediterranean charter.

Burgess Yachts , burgessyachts.com

Heritage broker with exceptional fleet access. Particularly strong in superyacht charter. Their team responds well to clearly briefed, professional requests. Exclusive relationships with shipyards like Lurssen, Feadship and Benetti.

Camper & Nicholsons , camperandnicholsons.com

One of the oldest names in yachting. Excellent for long-term charters and purchase. Strong presence in French Riviera and Greece.

Hill Robinson , hillrobinson.com

Yacht management specialists, ideal if your client owns or is considering owning. Their operations team is thorough and client-focused.

Atalanta Golden Yachts , atalantagoldenyachts.com

Boutique Greek broker, excellent for Aegean charters with genuine local knowledge.

Royal Yacht International , royalyachtinternational.com

Specializes in high-end charter with strong Middle East connections.

PRIVATE JETS & HELICOPTERS

The Aviation Company , theaviationcompany.com

Strong operator for private jet charters across Europe and globally. Professional brief-and-confirm process. Good for last-minute requests.

Access Global* , letsaccess.com

Full-service operator covering jets, helicopters, yachts, ground transport and more. Agent commissions available, always confirm terms in advance. Useful as a one-stop contact for complex multi-modal trips.

GROUND TRANSPORTATION

Blacklane , blacklane.com

The most reliable global chauffeur platform for professional bookings. App-based, transparent pricing, consistent quality across 50+ countries. My go-to for city transfers.

Rolzo , rolzo.com

Premium alternative to Blacklane with a more curated fleet. Strong in Europe and the Middle East. Better for clients who want something above standard executive.

LUCIA'S INSIGHT

- *For car transfers over 1 hour, always confirm seat configuration. Bucket seats = comfort.*
- *Brief every driver on client preferences before the trip, music, temperature, silence.*
- *Operators marked with * offer agent commissions. Always confirm terms in writing first.*
- *For yacht charters: never book on photos alone. Request a broker walkthrough or video call with the captain.*

In-House Services

What luxury clients expect inside their homes, and how to coordinate it flawlessly.

In-house service is where a concierge relationship becomes truly indispensable. Anyone can book a restaurant. Very few people can manage the full scope of a high-net-worth household, staff, vendors, schedules, preferences, contingencies, with the discretion and anticipation that luxury clients expect. This section is a working framework, not just a list.

THE CLIENT OPERATIONS SHEET

Before you do anything else for a new in-house client, build their Operations Sheet. This is a single living document that answers every question before it gets asked. I update mine after every client interaction.

- **Daily routine overview**

Wake time, morning rituals, meal preferences by time of day, workout schedule. This alone will let you anticipate 80% of daily needs.

- **Communication preferences**

WhatsApp vs email vs voice note. Frequency: daily check-in or contact-when-needed only. Who to copy on what. Do-not-disturb windows.

- **Household staff list + schedules**

Names, roles, contact numbers, working hours, day off. Who reports to whom. Who handles emergencies.

- **Preferred brands and suppliers**

Everything from olive oil to cleaning products to florists. Do not assume. Ask once, record it, never ask again.

- **The 'never' list**

Non-negotiables stated or inferred. Scents they dislike. Foods they won't eat. Contractors who are no longer trusted. Keep this updated.

- **Personal details that matter**

Candle scent, pillow firmness, preferred room temperature, morning newspaper, anniversary dates, children's names. These are not trivial, they are your competitive advantage.

FULL SERVICE SCOPE, REFERENCE LIST

- Private chef nights & in-home dining
- Spa, beauty & wellness at home
- Personal shopping & wardrobe curation
- IV therapy & in-home medical
- In-house yoga, pilates & personal training
- Art collection management
- Interior consulting & home staging
- Tutoring, language lessons & homework support
- Babysitting & nanny coordination
- Pet care: grooming, walking, vet coordination
- Household management & vendor coordination
- Cleaning, laundry & wardrobe maintenance
- Grocery sourcing & pantry management
- Gift shopping & gift management
- Calendar & appointment management
- Expense tracking & invoice management
- Event planning: from dinner parties to galas
- Home tech & smart system management
- Eco-friendly product sourcing & home consulting
- Security coordination & NDA management

LUCIA'S INSIGHT

- *The moment you stop a client from having to think about something, you become irreplaceable.*
- *Remote concierges: household organization consulting via video call is a genuine, billable service.*
- *Always have an emergency protocol: who to call, in what order, for what type of issue.*

Events & Premium Access

The contacts that get you in when the door appears closed.

Every concierge eventually gets the call: 'Can you get tickets to [sold-out event] for Saturday?' The answer, if you have the right relationships, is almost always yes. The contacts below are companies I have used or that colleagues I trust have vetted. They specialize in exactly these situations. Build relationships with them before you need them.

Lifestyle Tickets

lifestyle-tickets.com · request@lifestyle-tickets.com · +44 203 176 0777

Full range of ticket and hospitality options across budgets and event categories. One of the most reliable first calls for UK and European events. Their team understands the concierge context, brief them well and they deliver.

Princeps Solutions

princepssolutions.com · info@princepssolutions.com · +44 7467 411447

Specializes in the world's most emblematic events, best seats, best locations. Strong for high-profile sporting and cultural events. Build a relationship here; they prioritize repeat clients.

Gain Access

gainaccess.in · info@gainaccess.in · +91 96639 21770

From sold-out sporting events to exclusive concerts, meet-and-greets, music festivals and awards globally. Standard festival passes to red carpet access. Particularly strong for US and international music events.

Blue Infinite Project Management

office@blueinfiniteproject.com · +33 6 52 25 51 21

Covers London, South of France, Paris, Dubai, Courchevel, Porto Cervo. Offers access to in-demand restaurants, security (ex-special forces), private chefs, drivers and personal shoppers. One of the most comprehensive operators I know of.

ImmersiveX

immersivexco.com · info@immersivexco.com

Premium events and elevated experiences. Strong on curated access, useful for clients who want something beyond standard hospitality.

One Concierge

oneconciierge.com · info@oneconciierge.com

Worldwide leader in concierge, VIP event access and lifestyle management in 115+ countries. An excellent collaboration partner if you need global reach beyond your own network.

LUCIA'S INSIGHT

- *Always contact access brokers before your client asks, not after.*
- *Some events require client bio submission for VIP approval. Prepare a discreet, compelling one-pager.*
- *Build these relationships by referring business, not just requesting favors.*
- *If a client is declined for any reason, have a comparable alternative ready before you deliver the news.*

Hospitality & Networking Events

Where this industry is built, and where you need to be.

The luxury concierge world runs on relationships. Not transactional ones, real ones, built over time, in rooms where people who care about excellence gather. These events are where I have met the collaborators, suppliers and colleagues who have shaped my practice. Attend with intention.

- **The Luxury Travel Fair, London**

Brings together personalities, travellers, expedition leaders, travel agents and first-class concierge companies. One of the best rooms in the industry. Attend as a professional, not a tourist.

- **IMEX America**

America's largest exhibition for incentive travel, meetings and events. Strong for corporate concierge contacts and understanding how the MICE world operates, a significant source of HNWI client referrals.

- **Middle East Edition, Abu Dhabi**

Where luxury travel designers from Europe and the Middle East meet. Essential if you are building a Middle East client base or supplier network.

- **World Travel Market (WTM), Latin America**

The B2B travel and tourism event for Latin America. Highly relevant for those of us operating in or from this region. Strong for building regional supplier relationships and attracting inbound clients.

- **Access Luxury Travel Show, Prague**

A platform to meet luxury tour operators, travel agencies, concierge companies, MICE agencies and airline representatives. Smaller and more focused than the large fairs, often better for quality connections.

- **Miami World Travel Expo**

Sponsored by IATA and hosted by MIA. Relevant for international route development and meeting airlines, hotel groups, cruise lines and destination representatives in a business-focused format.

LUCIA'S INSIGHT

- *Attend these events with a clear objective: two or three meaningful conversations, not fifty cards.*
- *Follow up within 48 hours. A handwritten note still surprises people in the best way.*
- *If your budget is limited, apply to attend as press or as a speaker, this opens doors that a standard ticket does not.*

SECTION 07

Global Co-Working Options

Operating from anywhere without compromising on professionalism.

The modern luxury concierge is often as mobile as their clients. I have taken calls from Lisbon, managed crises from a co-working space in Dubai, and onboarded clients remotely from South America. Your workspace needs to match the standard of your work. Here are the platforms I use and recommend.

Beeremote , beeremote.co

Work from offices in 1,000+ cities worldwide. Day passes, monthly plans. My preferred option for city-hopping work, reliable Wi-Fi, professional environment, no commitment required.

WeWork wework.com

Memberships and move-in ready offices globally. Better for longer stays or if you need a consistent address. Some locations offer day passes. Quality varies by city, always check reviews before booking.

Regus , regus.com

Hot desks and dedicated desks across thousands of locations. The most widely available option, useful as a fallback when other options are limited. Book in advance in premium city locations.

LUCIA'S INSIGHT

- *Always test the Wi-Fi before a critical client call. Never assume.*
- *A professional background on video calls matters to HNWI clients. Position yourself accordingly.*
- *If working remotely for an in-house client, a virtual home organization session via Zoom is a legitimate, billable service.*

Luxury Concierge Companies & Agencies

Know your landscape: the players, what they offer, and how to position yourself alongside them.

Understanding the competitive landscape is not about copying what others do, it is about knowing where you fit, who might refer clients to you, and who you might collaborate with on complex briefs. These are the major players. Study their positioning. Learn from their marketing. Find your edge.

LIFESTYLE & CONCIERGE COMPANIES

Quintessentially

The best-known global brand in luxury lifestyle management. Membership-based. Study their service model, they set a market benchmark that clients often use to frame expectations.

The Ten Group

High-end concierge with strong corporate and personal streams. One of the more sophisticated operational models in the industry.

John Paul

Personalized concierge, lifestyle management and bespoke travel. Strong European presence. An important name to know for client references and potential collaboration.

Velocity Black

Tech-forward concierge for high-performance individuals. Their app-driven model appeals to a younger HNWI demographic. Study how they communicate, it is excellent.

Knightsbridge Circle

Members-only, ultra-high-end. Very discreet. Understand what they offer so you can speak credibly when clients compare you.

Sienna Charles

Ultra-luxury travel and lifestyle for UHNWI. Focused on the absolute top tier. Their case studies (when available) are instructive on what 'beyond five-star' actually means.

Insignia

Comprehensive luxury concierge and lifestyle management for elite clients. Strong on the financial and lifestyle intersection.

Les Concierges

Corporate and personal concierge with work-life balance focus. Good reference point for corporate concierge service design.

Pure Luxe Global

Personalized luxury concierge, travel planning and event management. Boutique positioning, relevant for understanding how independents compete against larger brands.

LUXURY TRAVEL AGENCIES

Abercrombie & Kent

The global luxury adventure leader. 60+ years. Useful for complex expedition-style client requests.

Jacada Travel

Bespoke once-in-a-lifetime journeys. Strong creative itinerary team, good to know as a collaborator.

Artisans of Leisure

Cultural immersion focus: art, history, cuisine. An excellent resource for intellectually curious clients.

Scott Dunn

Tailor-made luxury, private villa rentals, family travel. Strong on multi-generational trip design.

Remote Lands

Specialists in bespoke Asia. If your client is heading to Japan, India or Southeast Asia, these are the people.

Butterfield & Robinson

Luxury active travel, biking, walking, multi-sport. For the HNWI client who travels to do, not just to see.

Virtuoso

A network of luxury travel advisors, a potential channel for referrals and collaboration.

Black Tomato

Bespoke luxury and immersive journeys. Known for creative destination thinking. Worth knowing for unusual requests.

TCS World Travel

Private jet travel and global expeditions. For ultra-luxury, multi-continent itineraries.

LUCIA'S INSIGHT

- *These companies are not just competitors, some are potential referral partners.*
- *If a client request is outside your scope, referring to a trusted partner is professional, not a failure.*
- *Understand their membership models. Clients will ask you to compare them to what you offer.*

Insurance for the Nomadic Concierge

Protecting yourself when you work across borders.

This is the section most concierges skip until something goes wrong. Do not be that person. If you work internationally, even occasionally, you need appropriate coverage. Here are two options I recommend exploring with your own advisor.

SafetyWing, Nomad Insurance safetywing.com

Can be purchased while already abroad. Operates like a monthly subscription, start and pause as needed. Covers home trip visits. One of the most flexible options for location-independent professionals. Medical coverage is the core product; check the specifics for your country.

Genki , genki.world

Flexible worldwide healthcare for frequent and long-term travellers. More comprehensive medical coverage than SafetyWing, particularly for long-term expats. Better suited if you are spending extended periods abroad in multiple countries.

LUCIA'S INSIGHT

- *Tax ID requirements for platforms like Upwork are becoming standard, sort your structure early.*
- *If you operate through a company, speak with an accountant in your primary country of residence.*
- *Your clients have NDAs. You should have a professional services agreement for every engagement.*
- *Platforms change their policies. Check annually that your coverage is still appropriate.*

Luxury Goods & HNWI Client Desires

What wealthy clients want, and how to anticipate it before they ask.

Part of being a great concierge is reading trends before your client discovers them. The categories below are consistent high-demand areas in HNWI clientele. Your job is not to be an expert in all of them, it is to know who the experts are, and to ask the right questions.

- **Supercars & Luxury Automobiles**

Know the major dealers, the waiting list situation for key models, and which brands your client identifies with. Rolls-Royce, Bentley, Bugatti, McLaren, Ferrari, each has its own culture and access protocol.

- **Private Jets & Yachts**

See Section 03 for operators. The key here is understanding the ownership vs charter conversation. Many clients are closer to ownership than they think, position yourself to facilitate that discussion if relevant.

- **Fine Watches**

The grey market vs authorized dealer question comes up constantly. My advice: always work through ADs. Build relationships with Rolex, Patek, AP and Richard Mille ADs in key cities. Waiting lists are real, manage expectations clearly.

- **Designer Fashion & Accessories**

Private fittings, pre-season access, personal shoppers. Your role is access and curation. See Section 02 for the full fashion framework.

- **Fine Art & Collectibles**

See Section 11 for gallery relationships. Beyond galleries: auction houses (Christie's, Sotheby's, Phillips) are essential contacts. Register your clients with auction specialists who can brief them on relevant upcoming lots.

- **Fine Jewelry**

Cartier, Van Cleef, Bulgari, Harry Winston, Graff, all have private client programs. Introduce your client at the right moment, not just when they have a gift to buy.

- **Wellness & Health Experiences**

Personalized wellness retreats, medical concierge services, longevity clinics, IV therapy, executive health screenings. This is one of the fastest-growing categories in HNWI service. Develop relationships with top practitioners in key cities.

- **Rare & Collectible Items**

Vintage watches, rare wine, stamps, coins, antique furniture. These requests require specialist networks. Build relationships with auction houses and reputable dealers, never source from unknown parties on behalf of a client.

LUCIA'S INSIGHT

- *The best concierge anticipates the desire before the client articulates it.*
- *Track what your client buys, where they travel, what they read. Their next request is already visible.*
- *You do not need to be an expert. You need to know one trustworthy expert in every category.*

SECTION 11

Exclusive Art Galleries of the World

Art is not just décor for HNWI clients, it is identity, investment and culture.

Art requests can be among the most nuanced a concierge handles. A client who 'wants a piece for the living room' may actually be signaling a desire to enter a collecting world they do not know how to access. Your role is not to have taste for them, it is to connect them with the right expertise. These are the galleries worth knowing.

Gagosian Gallery , Various global locations

The most commercially powerful gallery network in the world. Represents some of the highest-value living and estate artists. A Gagosian relationship signals serious collecting intent.

Pace Gallery , New York, London, Hong Kong, Seoul, Geneva

Influential contemporary gallery with a rigorous program. Strong on secondary market and major estate representation.

Hauser & Wirth , New York, London, Los Angeles, Zurich, Somerset

Known for thoughtful programming and strong artist relationships. Their Somerset outpost is a destination in itself for art-minded clients visiting the UK.

David Zwirner , New York, London, Hong Kong, Paris

One of the most respected commercial galleries globally. Strong online presence makes it accessible even before an in-person visit.

Galerie Perrotin , Paris, Hong Kong, New York, Seoul, Tokyo, Dubai

Known for championing emerging artists who become significant. If your client is interested in building a collection, this is an excellent entry point.

White Cube , London, New York, Paris, Seoul

Prestigious London institution representing internationally recognized names. Their private client program is worth exploring for serious collectors.

Acquavella Galleries , New York

Specialists in blue-chip modern and contemporary, Picasso, Lucian Freud, Francis Bacon territory. Exceptional for clients interested in investment-grade works.

Galerie Thaddaeus Ropac , Paris, Salzburg, London, Seoul

Strong on monumental and significant contemporary works. Their Salzburg space in particular is a destination for art-minded summer travellers.

Lehmann Maupin , New York, Hong Kong, Seoul, London

International program with strong diversity of medium and geography. Good for clients interested in artists beyond the usual Western canon.

LUCIA'S INSIGHT

- *Art advisors are the specialists you should know, not replace. Refer and collaborate.*
- *For clients attending auctions: always preview in person before bidding. Never rush the decision.*
- *A gallery visit with no purchase intention is still valuable. Relationships are built before the sale.*

SECTION 12

Unique Travel Experiences

The itinerary ideas that will make clients tell their friends about you.

Standard five-star hotels are a floor, not a ceiling. The clients who remember you, and refer you, are the ones you surprised. These are experiences that go beyond the predictable. Use them as inspiration, not a checklist. The right experience depends entirely on the right client.

- **Anavilhanas Jungle Lodge, Brazil**

A fully immersive Amazon experience for clients who want nature at its most extraordinary. One of the few places that genuinely changes how people think about the world.

- **Belmond Hiram Bingham, Peru**

The luxury train to Machu Picchu. Arrives at a time of day when the crowds have thinned. Pairs beautifully with a private archaeologist guide for clients who want depth.

- **Royal Mansour, Marrakech**

A medina within a medina. One of the most genuinely luxurious hotel experiences in the world, extraordinary for clients who appreciate architecture and craft.

- **Amankora Journey, Bhutan**

A multi-lodge traverse of one of the world's most protected kingdoms. Truly limited access. For clients interested in culture, spirituality and transformation.

- **Galápagos Luxury Safari Camp**

Wildlife at a proximity that is genuinely life-altering. Pair with a marine biologist guide. Excellent for families with older children.

- **Swoop Antarctica**

Luxury sail experience in Antarctica. For the adventurous HNWI who has 'done everything', very few people have been here.

- **Giraffe Manor, Kenya**

Breakfast with endangered Rothschild giraffes. One of those rare experiences where the photographs do not exaggerate, it is exactly as remarkable as it looks.

- **The Retreat at Blue Lagoon, Iceland**

Wellness in a geothermal spa environment. Excellent for burnout recovery and high-performance clients who need genuine disconnection.

- **JOALI BEING, Maldives**

A wellness-first island resort with serious programming: breathwork, mindfulness, nutrition, movement. Not for clients who want a standard beach holiday.

- **Necker Island, British Virgin Islands**

Richard Branson's private island, available for full-island buyouts. For the client who wants an island that is entirely theirs.

- **SubliMotion, Ibiza**

The world's most expensive dining experience. Multi-sensory, theatrical, and completely unlike any other meal. Reserve far in advance.

- **Wilderness Safaris, Rwanda**

Gorilla trekking in Volcanoes National Park. Life-changing. Permits are limited and book out far in advance, prioritize this one early.

- **Santa Claus Village, Lapland**

The definitive family winter experience. Best for ages 3–10. Private charter, private Santa session, husky sledding, ice hotel stay.

- **The Carnival of Venice, Il Ballo del Doge**

The most extraordinary masquerade ball in the world. Tickets are invitation-only and require advance relationship. Start building that access now.

LUCIA'S INSIGHT

- *Always check availability before presenting an experience as an option. Never promise what you haven't confirmed.*
- *The best experience for your client is the one that matches who they are, not the most expensive one.*
- *Build relationships with the properties directly. A concierge relationship gets better rooms, better service, better everything.*

SECTION 13

Restaurant Booking

The system that gets tables when there appear to be none.

Restaurant reservations are the most common concierge request and the most underestimated. Anyone can open OpenTable. What separates a professional is knowing when to call instead of click, how to handle a sold-out situation gracefully, and how to build relationships that make the impossible possible. This is the system I use.

PLATFORMS TO KNOW

OpenTable

The most widely used. Cannot make two reservations within two hours from the same email. Use separate accounts if managing multiple clients simultaneously.

TheFork (La Fourchette)

Strong in Europe, particularly France, Spain and Italy. Often has availability when OpenTable shows full, always cross-check both.

Tock

Used by many Michelin-starred and chef-driven restaurants. Often requires prepayment or deposit. Non-refundable in many cases, confirm cancellation terms before booking.

Restaurant's own website

For the highest-tier restaurants, direct booking is often the only option. Some tables are held back from aggregator platforms. Always check the restaurant's own site last.

Google 'Book a Table'

Many restaurants now have a direct booking button in their Google listing. Check here first, it tells you which platform they use, so you do not call everywhere.

THE INSIDER SYSTEM

● **Book before your client knows they need it**

When you know a client's travel schedule, pre-book their key dining dates immediately. Last-minute requests at the best restaurants are almost always disappointments waiting to happen.

- **Check availability before offering**

Never present a restaurant as an option until you have confirmed availability. There is nothing worse than a client deciding and then having to be told it is not available.

- **The date-swap technique**

If no availability exists for the requested date, book for a different date and then call the restaurant directly to request a change. Many establishments hold tables back from online systems for exactly this purpose.

- **Always double-check opening times**

Google's information is frequently incorrect or outdated. Go directly to the restaurant's website. Call if in doubt. A client arriving at a closed restaurant is inexcusable.

- **Understand deposit and cancellation policies**

Michelin-starred and high-demand restaurants often require credit card pre-authorization or full prepayment. Explain this clearly to clients before booking. Never commit client funds without explicit approval.

- **Cancel reservations you will not use**

Being banned from a booking platform is a professional hazard that is entirely avoidable. Cancel everything you are not going to use. The platform, and the restaurant, will remember you.

- **Build direct relationships with the host**

This is the most valuable thing you can do. A direct relationship with the right person at the right restaurant is worth more than any platform. Send referrals. Acknowledge good service. Be memorable for the right reasons.

- **Know your lead times by restaurant tier**

Standard nice restaurants: 1–2 weeks. Good restaurants: 2–4 weeks. Michelin-starred: 1–3 months or as soon as the booking window opens. For Paris, London, New York and Tokyo, the best tables go the day the calendar opens.

LUCIA'S INSIGHT

- *The the host who takes your call on a Saturday night is worth more than any platform access.*
- *Give before you take: send referrals, leave thoughtful feedback, acknowledge good service.*
- *Summer Europe availability: check from March. Tokyo: some restaurants open a month in advance exactly at midnight.*

SECTION 14

Exclusive Hotel Chains

The brands, the ownership groups, and how to work with them professionally.

Knowing a hotel brand is not the same as knowing how to work with it. Understanding the ownership structure, the loyalty program, the concierge-to-concierge protocol, and what a particular property's general manager values, that is the knowledge that gets your clients the best rooms, the best upgrades, and the treatment that makes them feel like the only guest. This is a working reference, not a travel guide.

INDEPENDENT & ULTRA-LUXURY

Aman · Aman Group Sarl

The benchmark for understated ultra-luxury. No two Aman properties are alike. Their Aman Junkies (loyal repeat guests) are a real phenomenon, if your client is not yet one, introduce them carefully.

Oetker Collection · The Oetker Group

Brenners Park-Hotel, Le Bristol Paris, Hotel du Cap-Eden-Roc, Château Saint-Martin. Small, extraordinary, irreplaceable. Hotel du Cap does not accept credit cards at certain times of year, brief clients in advance.

Rosewood · Rosewood Hotel Group

Rapidly expanding while maintaining quality. Strong in Asia and Middle East. Their Sense Spa program is one of the best in the industry.

Belmond · LVMH Hotel Management

Trains, river cruises and iconic hotels worldwide. The Venice Cipriani, Copacabana Palace, Hotel Cipriani. Their portfolio is a collection of irreplaceable originals.

FOUR SEASONS & MANDARIN ORIENTAL

Four Seasons · Cascade Investments

The most consistently excellent global luxury brand. Service is their product. If a client wants reliability across destinations, this is the safe choice and the right one.

Mandarin Oriental · Jardine Matheson Group

Strong on spa, dining and Asian-Pacific destinations. Their Hyde Park London and Paris properties are exceptional. Fan base is intensely loyal.

Peninsula Hotels · The Hongkong and Shanghai Hotels

One of the most elegant hotel companies in the world. Smaller portfolio, exquisite properties. Their fleet of Rolls-Royces at each property is not marketing, it is operational standard.

MARRIOTT LUXURY PORTFOLIO

Ritz-Carlton · Luxury Category

Still one of the strongest service cultures in hospitality. Their 'Ladies and Gentlemen serving Ladies and Gentlemen' ethos is genuine.

St. Regis · Luxury Category

Known for butler service and the Bloody Mary. Each property has a unique character. The St. Regis New York and Florence are benchmarks.

Bulgari Resorts · Luxury Category

Small but extraordinary, Milan, Rome, London, Paris, Dubai, Tokyo. The Milan property is perhaps the most beautiful hotel in the city.

The Luxury Collection · Luxury Category

Historic and iconic properties, each one is meant to be of the destination. Quality varies; research individual properties before recommending.

W Hotels · Luxury Category

For younger HNWI clients who want energy and design over formality.

HILTON LUXURY PORTFOLIO

Waldorf Astoria · Luxury Category

Iconic brand undergoing significant global expansion. Their True Waldorf Service program is the gold standard. Beverage program is consistently exceptional.

Conrad Hotels · Luxury Category

Business-luxury positioning. Strong in Asian markets. Good for the corporate HNWI traveller.

HYATT LUXURY PORTFOLIO

Park Hyatt · Luxury Category

Consistent service, excellent locations. Park Hyatt Paris-Vendôme and Tokyo are among the best urban hotel experiences in the world.

Alila Hotels and Resorts · Luxury Category

Design-led boutique properties in Asia-Pacific. Strong sustainability credentials, relevant for environmentally conscious clients.

OTHER ESSENTIAL NAMES

Six Senses · IHG

Wellness-forward luxury in extraordinary locations. Excellent for clients prioritizing health and sustainability alongside comfort.

Taj Hotels · Tata Group

The definitive Indian luxury experience. Their Palace properties are unrivalled, the Taj Lake Palace in Udaipur in particular.

Raffles Hotels · Accor Luxury

Heritage properties with extraordinary histories. The Singapore flagship is a pilgrimage for hospitality professionals.

Dorchester Collection · Brunei Investment Agency

The Dorchester London, Le Meurice Paris, Hotel Eden Rome, Hotel Bel-Air LA. Small, exceptional, consistent.

Fairmont · AccorHotels Luxury

Grand railway hotels and iconic destinations. The Fairmont Banff Springs and Château Frontenac are Canadian institutions.

COMO Hotels · COMO Group

Wellness-led luxury with strong Asia-Pacific presence. Their COMO Shambhala Urban Escapes set a standard for in-city wellness.

One&Only Resorts · Kerzner International

Island and desert retreats at the absolute top of the luxury resort category. Cape Town, Maldives, Mexico, each is exceptional.

LUCIA'S INSIGHT

- *Always contact the hotel concierge or guest relations before your client arrives, not at check-in.*
- *A brief, professional note about your client's preferences makes the whole stay different.*
- *Keep notes on each property: which rooms are best, which GMs are responsive, which F&B is worth it.*
- *Loyalty programs matter. Know which ones your clients hold and leverage them correctly.*

A FINAL NOTE

This is a living document.

The concierge world changes constantly. New operators emerge. Contacts move. Restaurants close. Properties are sold and repositioned. What will not change is the underlying skill, the ability to know who to call, how to ask, and how to deliver.

Revisit this book. Update it as your own experience deepens. Write your own notes in the margins, literally or figuratively. The best version of this resource is the one that reflects your specific practice, your specific network, your specific clients.

I built The Concierge Hub because I wanted people who are serious about this profession to have access to the kind of knowledge that usually only comes from years of mistakes and expensive lessons. Use it well.

And if you have questions, want to go deeper, or are ready to take the next step, you know where to find me.

Lucia

Founder, AIRE Concierge & The Concierge Hub

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Templates & toolkits · 1:1 Consultancy · The Concierge-in-Training Community

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