Hotels Extend Their Welcome Back Home

In the hotel industry, customer relationship management has evolved to keeping notes on a regular guest’s favorite foods or room preference. But now some of the country’s most celebrated properties are reviving an old service for an even more personalized connection: the house call.

Luigi Tagliatela, a makeup artist and beauty specialist for the Guerlain Spa in the Towers of the Waldorf Astoria New York, often makes house calls to brides, celebrities and executives, many of them regular guests at the hotel, before weddings and other important events. Often his consultation turns into a lesson in skin care. A makeup application costs $500 plus transportation and gratuity.

“My clients become more open in their own surroundings, and I can better connect with them in order to customize the service to their needs,” Mr. Tagliatela said.

The Peninsula Beverly Hills in California often caters at-home dinners for frequent guests during the holidays. It also sends its spa therapists to guests’ homes for treatments like the property’s signature massage: a combination of Swedish, deep tissue and sport massages. The therapists will travel within a five-mile radius of the hotel for a starting cost of $420, including tax, gratuity and travel.

For guests of Nantucket Island Resorts, shipments of Nantucket Bay scallops can be arranged. Each of the resort’s properties works closely with local vendors throughout the harvest season (November to March) to provide fresh scallops shipped the same day, for an average cost of $25 per pound plus shipping fees.

At Rosewood’s CordeValle property in San Martin, Calif., Beny Robins, the tennis director, routinely develops drills for guests to practice once they return home. And now he is taking an extra step. Recently he began making house calls to loyal hotel guests who live within a three-hour drive of the resort. His visits are $100 an hour, the price of a private lesson at the resort. He also uses clinics at guests’ local tennis clubs.

“These house calls have become a great way for us to further build lasting relationships with our guests,” Mr. Robins said.

LINDSEY TRAMUTA

resort, Mandarin, a Ritz-Carlton Reserve, makes its spa, nutrition and healing therapies a central appeal. The hotel, opening on Sept. 5, features 35 suites and 25 villas, the latter with open-air passages between bedroom and living areas; all are arranged around a rice field on the Ayung River.

The spa, with eight treatment rooms, will have a riverfront yoga studio and classes that include circuit training in the jungle, art therapy and vegan cooking. Four restaurants and lounges will feature “detoxifying” culinary options.

Mandarin will also welcome children; the resort’s Green Camp program focuses on teaching about the environment and Balinese culture. Rooms from $570.

PARKS
An Audio App for Yellowstone
If you have ever been on a road trip, wondering what you were looking at, now there’s an app for that. The Just Ahead smartphone app, which acts as a GPS-triggered audio guide, has just released guides to Yellowstone and Grand Teton National Parks. Both provide day-trip suggestions and work without Internet connectivity as an audio guidebook. With web access, the program’s GPS tracking offers maps related to the user’s location. The app is available for iPhone and Android platforms; the guides cost $7.99 to $9.99 each.

ELAINE GLUSAC

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