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JANUARY / FEBRUARY 2018

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TIP:
Butlers are also on staff at many upscale hotels. Their responsibilities can include everything from crafting specialized itineraries to unpacking your luggage.

mologist at the latter and you'll learn all about the history of the ingredients. At Paw's Up, there are sing-alongs and friendly s'mores competitions using locally sourced goodies.

JAM CONCIERGE The newly revamped boutique hideaway The Lowell on Manhattan's tony Upper East Side offers an awesome high tea service and exquisite breakfast presentations featuring the bespoke organic jams, marmalades and spreads from this discerning flavor-blending crafter.

BATH BUTLER Sipping some bubbly while immersed in bubbles is a romantic vacation must-do for honeymooners. Many bath butlers offer menus for scents and oils to be used in your relaxing soak. Often, the ritual is accompanied by chilled champagne and a scattering of rose petals. Look for bath butlers at the traditional Chanler in Newport and Manhattan's mod Hotel Gansevoort.

FARMCIERGE Tour the spectacular and sustainable farms of Puerto Rico's stately Royal Isabella with their farming expert. Guided excursions showcase detailed explanations of the qualities and use of native plants including yuca and guavana. Then it's time to

SIMPLY THE BEST

Specialized concierges offer bespoke service for ultra-pampering experiences.
by Jenna Mahoney

The concierge—it's not a new concept. Some say "the keeper of candles" (the English translation of the original French word) was a medieval servant responsible for the comfort of palace and estate guests. Others note that the modern hotel concierge was most likely developed in Switzerland before becoming a bona fide formalized hospitality position in 1929 in Paris. Since then, all manner of hotels have employed concierges, an elite staff member trained in the art of personalized service (arranging spa appointments, helping with transportation requests). For generations, concierges have also been the go-tos for the best excursion info, scoring reservations at the hottest restaurant and getting guests access to cool events. But in recent years, with the proliferation of booking apps, the concierge hasn't been as necessary. Enter the specialized concierge. High-end resorts and hotels across the globe are showcasing hyper-personalized, uber-specific experiences curated by—you guessed it—hyper-specialized, uber-specific experts. The result for you is more attention, more detail and more authentic experiences. Here are some of our favorite new kinds of concierges and where to find them.

➔ **S'MOREOLOGIST** This kiddie campfire treat has grown up at Paw's Up, an adventure resort in Montana and the Ritz-Carlton, Tahoe. Cook up some s'mores with the resident Marsh-

gather the farm-fresh goodies for a cooking class. At Grand Lakes Orlando, guests can learn about and try their hands at sustainable farming at the nearby Whisper Creek Farm. Gathering, cooking, eating and trying out the house-made beer with the on-site brew master can also be part of the experience.

RUNNING CONCIERGE More than 200 people across the Westin hotel brand wear this nametag. They lead group runs, map out individual loops based on level and interest and dole out any gear that you may need. The Gear Lending program includes sneakers from New Balance, clothing and water bottles. The hotel brand also has a partnership with FitBit.

COFFEE CONCIERGE Depending on the property a coffee expert may bring you a cup of Joe, brew one in your room or perform a pour-over ritual in the comfort of your suite. At Nayara Springs in Costa Rica, the resident Fine Coffee Consultant helps guests create their own blends, and also leads cupping (coffee flight tasting) experiences.

ROMANCE CONCIERGE Unlike the other offerings mentioned, resorts have been providing services that organize all sorts of lovey-dovey experiences for at least a decade. Depending on the property, romance concierges can do everything from craft proposals and assist with wedding and honeymoon planning to drawing bubble baths and scattering rose petals. Directors of romance are on staff at Sandals Resorts, Las Ventanas al Paríso, A Rosewood Resort in Los Cabos and Ritz-Carlton hotels and resorts throughout the world, among others. ■

PHOTOGRAPHY: ISTOCK