SIMPLY THE BEST

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

The concierge—it’s not a new concept. Some s
“the keepers of candles” (the English translation of
the original French word) was a medieval servant
responsible for the comfort of palace and estate
guests. Offers note that the modern hotel con-
cierge 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 con-
cierges, an elite staff member trained in the art of personalized
service (arranging spa appointments, helping with transporta-
tion requests). For generations, concierges have also been the
go-to for the best excursion tips, scoring reservations at
the hottest restaurants 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/con-
cierge. High-end resorts and hotels across the globe are show-
casing hyper-personalized, ultra-specific, experiences curated
by—yes, you guessed it—hyper-specialized, ultra-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.

STMOREOLOGIST This unique campfire treat has grown up at
Palo’s Un, an adventure resort in Montana and the Ritz-Carl-
tton, Tahoe. Cook up some s’mores with the resident Mars-