



PLASTIC SURGEON PARTNERS WITH LUXURY HOTEL FOR A BESPOKE POST-OP RECOVERY PACKAGE

 TRAVEL & TOURISM

A partnership between New York's The Pierre hotel and a local plastic surgeon has led to the creation of a luxury post-operative recovery package.

We've already seen New York City's Marmara Manhattan hotel target expectant mothers from abroad with "birth tourism" packages, and recently we came across another hotel with a medically inspired offering. The spotting this time is the result of a partnership between New York's The Pierre hotel and a local plastic surgeon to create a luxury post-operative recovery package. Situated on New York City's Fifth Avenue overlooking Central Park, Taj Hotels' The Pierre recently underwent a USD 100 million renovation that updated 189 guestrooms and suites as well as the hotel's banquet and public spaces. Now, through a partnership with New York-Presbyterian plastic surgeon-in-chief Dr. Robert Grant, the hotel gives cosmetic surgery patients a luxury place to recover after their operation. Included in the package is someone to organize billing and pre-register the patient's room, a private escort to the room, extra ice, towels and pillows delivered each day, continental breakfast via room service, a menu specially designed to promote healing, and Dr. Grant's on-call services around the clock. Massage, spa and stylist services are available as well for an additional cost, as is car service to and from the cosmetic procedure. Pricing begins at USD 650 on top of the USD 600 per night or more for the hotel room, according to a Gadling report. Cosmetic procedures are performed around the globe every day, and it's a safe bet that there's a sizable proportion of patients who would like — and can afford — some extra pampering. Hoteliers around the globe: time to seek out some partnerships of your own? Spotted by: Cecilia Biemann

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Email: nora.walsh@tajhotels.com

Website: www.tajhotels.com/Luxury/Grand-Palaces-And-Iconic-Hotels/The-Pierre-New-York/Overview.html