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ROAD WARRIOR VOICES

There's a new hotel trend of giving guests free booze

By: Jessica Festa March 25, 2015 1:30 pm



Photo courtesy of The Sonesta Fort Lauderdale

One of my [favorite new hotel perks for 2015](#) is Kimpton Hotels & Restaurants' new nitecap program, which includes complimentary booze and snack pairings and a nightly wine hour, when vino flows like water. I love that Kimpton is embracing the ultimate pairing of travel and booze, and luckily other hotels are doing the same.

In February, the [Sonesta Fort Lauderdale](#) launched a “Daily Delights” schedule providing a different perk each day, such as free Prosecco from 5-6pm on the not-at-all-cheesy-sounding Toasty Tuesdays in the lobby bar, and wine and cheese from 5-6pm in the Bistro Restaurant on Wine Down Wednesdays.

The new boutique [Canopy by Hilton](#) brand will also be launching 11 properties within the U.S. and London in 2015/2016, with each offering a tasting of local beers and seasonal cocktails for a dose of culture.

Local beverages are absolutely one of the more insightful (and fun) ways to explore a place. While Seattle’s [Hotel Max](#) serves up free local craft beer to guests for an hour each day, the [Four Seasons Resort Scottsdale](#) has a daily calendar of activities like margarita demonstrations and regional and local tequila and beer tastings. At the [Laguna Beach House](#) in California, local Divining Rod Wines and locally baked cookies make for a sweet evening snack.

And this isn’t just a U.S. trend.

Take, for example, [the Draycott Hotel](#) in London, with its fireside Champagne and hot chocolate daily from 6-9pm, or the [Ellerman House](#) in South Africa, overlooking Bantry Bay and allowing you to pair your free minibar — featuring full-sized bottles of alcohol — with a view. In Mexico, the [Four Seasons Resort Punta Mita](#) has a Cultural Concierge (yes, [that is a really hot job](#)) engaging guests with free tequila and mezcal tastings.

While more and more properties are starting to offer complimentary booze perks to guests, there are a number that have woven this into their brands for a long time, like [BLVD Hotels](#) in California and the [Library Hotel Collection](#) in the US. and abroad. For more than 40 years, the [Bolongo Bay Beach Resort](#) on St. Thomas in the Caribbean has offered a weekly Snorkel Booze Hunt (yes, you read that right) where guests swim into the bay for complimentary bottles of local Cruzan rum. And since 2008, the [Elk Cove Inn & Spa](#) on the Mendocino Coast has hosted a daily “Happy Two Hours” from 4 to 6 pm, setting out an array of spirits, mixers and garnishes for guests to craft their own complimentary cocktails.

New York in particular is a pioneer of boozy hotel perks, with [Affinia](#), [The Franklin](#) and [The Roger](#) in NYC, as well as [Mirbeau Inn & Spa](#) and [Belhurst Castle](#) in the Finger Lakes, being just a few of the tipsy hotels in the Empire State.

What’s your favorite hotel offering free booze perks?