



Hotel Company: Surf with a legend, then stay with us

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<http://travel.usatoday.com/hotels/post/2011/03/surfer-robert-august-joie-de-vivre-laguna-beach-hotel/149659/1?csp=34travel>

Barbara De Lollis

Love to travel the world in search of the perfect wave - *and* have cash to burn? Then this clever hotel package by boutique hotel chain Joie de Vivre has your name written all over it.

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Endless Summer filmmaker Bruce Brown, Robert August and Mike Hynson shown on the beach after a full day filming the legendary surfer movie.

Joie de Vivre Hotels is giving surfing enthusiasts the chance to relive the *Endless Summer*, the iconic surf documentary from 1966 that helped launch surfing. The film features California surfers Robert August and Mike Hynson traveling the world - from West Africa to Australia to Tahiti - in search of the wildest waves. (I discovered that the film's a staple in surfing households after visiting good friends a couple of years ago on Oahu.)

For \$5,200, the "Endless Summer Ultimate Surf Package" gets you quality surfing time at some of Southern California's most legendary breaks with Robert August.

After you're done surfing, you'll then be able to sit down with August and his son, surfer Sam August, to chat over cocktails and appetizers on the beach.

The package includes a beach-front room the Pacific Edge Hotel in Laguna Beach, plus surfing filmmaker Bruce Brown's "Ultimate Summer" DVD set and a six-pack of Karl Strauss' Endless Summer Lager. Want to add on one of August's custom-made boards? Add another \$870, at least.

The package is available now through March 31, 2012.

Why don't more hotels come up with these sorts of clever packages. I'm talking about a package that gives travelers instant access to a VIP and/or a lifestyle that people might either live themselves or dream about. This sort of concept would cast the hotel company in the position of dream maker as opposed to one of many lodging providers.

The hotel company that delivers these sorts of dreams-come-true packages at a more affordable price point could score even more points with today's experience-craving travelers.

Readers: What other kinds of instant-access packages would you like to see a hotel company provide? (Think: Music world, foodie world, design world, quilting world, etc...It really could be anything.)