

ARTS AND ENTERTAINMENT

Auberge Resorts, Mercedes-Benz launch fall concert series

September 6, 2024



The Auberge Resorts Collection Concert Series presented by Mercedes-Benz, featuring singers Kate Hudson, LeAnn Rimes and Maren Morris kicks off next month. Image courtesy of Auberge Resorts

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Luxury hotel operator Auberge Resorts and German automaker **Mercedes-Benz** are teaming up to entertain audiences.

This fall, the duo will introduce The Auberge Resorts Collection Concert Series presented by Mercedes-Benz, with three live performances planned to occur at the lodging company's locations in the U.S. by the end of the year. American recording artists Kate Hudson, LeAnn Rimes and Maren Morris will hit the stage in limited-seating, intimate venues, and Auberge Resort guests will be able to partake in exclusive programming surrounding the events.

"We are thrilled to provide our guests with access to exclusive, world-class performances by the most exciting artists of today in the most extraordinary settings," said Mike Minchin, chief marketing officer at **Auberge Resorts Collection**, in a statement.

"In debuting our Concert Series, we continue to set the standard in arts, culture and travel, where guests are invited to revel in the energy of live performances by celebrated musicians and create memories that resonate long after the final encore."

Amped up

Concert series shows begin next month.

Ms. Hudson will come to The Inn at Matte's Tavern in Los Olivos, California, on Oct. 6, 2024. That weekend, guests will be able to partake in an on-site wine and cheese tasting, mixology lessons and a culinary demonstration from The Inn's executive chef.



Each event features one-of-a-kind programming for the luxury hotel operator's customers. Image courtesy of Auberge Resorts

On Nov. 15, 2024, Ms. Rimes will perform at The Lodge at Blue Sky in Park City, Utah. Adventures and wellness, including ATV mountain tours, hiking, private mountaintop dinners and spa treatments, characterize the exclusive experiences available for booking the weekend of the concert.

"I'm thrilled to be performing at The Lodge at Blue Sky outside of Park City during the Auberge Concert Series," said Ms. Rimes, in a statement.

"I'm so inspired by nature in everything that I do, so having this event in such an incredible landscape, with hiking trails, mountaintop dinners, and wellness experiences is a dream for me," she said. "I'm always grateful to get to share my music, and doing so in such a stunning setting makes it even more special."

Ms. Morris will return to her home state of Texas to dazzle an audience at Commodore Perry Estate in Austin on Dec. 13, 2024.

Guests here will be able to partake in a tasting session of the singer's favorite tequilas and enjoy an exclusive ride in a Mercedes-Benz vehicle from the hotel to local hatmaker Trovador Studio, where they will be able to design a custom cap.

Before each show, visitors can embark on a scenic half-hour test drive of a selection of top-end Mercedes-Benz luxury vehicles. Attendees will also be able to explore the automaker's Manufaktur customization offerings; Auberge's guests will have access to each hotel's fleet of automobiles during their stays.



Mercedes-Benz will host more exclusive activations for hotel guests. Image courtesy of Auberge Resorts

"Our longstanding collaboration with Auberge Resorts Collection is centered around providing guests and customers with extraordinary experiences both on and off the road, and the Auberge Concert Series is an exciting next step in the journey," said Melody Lee, chief marketing officer at Mercedes-Benz USA, in a statement.

"Music is an integral part of the driving experience, and Mercedes-Benz vehicles are equipped with the most advanced technology to elevate any ride," Ms. Lee said. "Whether it's a one-of-a-kind in-car sound experience with Dolby Atmos or our MBUX Sound Drive that uses music to respond to individual driving styles, we're delighted to immerse our drivers in music in new ways."

Tickets for each concert, as well as bookings for rooms at The Inn at Mattei's Tavern, The Lodge at Blue Sky and the Commodore Perry Estate, are available now [online](#) and by phone. VIP ticket and suite packages are also on offer for the series of performances.

Other luxury names have also embraced musical performances this year, with Swiss watchmaker Audemars Piguet activating at the Montreux Jazz Festival in July ([see story](#)).
