

Robb Report

How 'Home-Tels' Are Offering the Comforts of Home and the Service of a Luxury Hotel

All the coziness of home—but you don't have to make the bed.

BY DEVORAH LEV-TOV ON AUGUST 19, 2019



For those who struggle with whether to stay at a hotel or rent a [home](#) when traveling—will it be five-star service and amenities, or privacy and the feeling you actually live in a place, temporarily?—the best of both worlds is here.

Enter the home-tel: Around the world, posh properties are offering travelers a home-away-from-home feeling plus the deluxe services of a hotel. Chains like [Domio](#), [Stay Alfred](#) and [Locale](#) are getting in on the idea in multiple cities. The well-designed, cozy spaces are combined with quality service to remind guests that they're still on vacation—and don't have to make the bed.

Home-tels are usually made up of multiple units inside a large villa or mansion and have homey amenities like kitchens, laundry units and ample common spaces. But there are also personalized check-in, daily cleaning, a concierge and, in some cases, even turndown and room service.

The Levee



Sivan Askayo

This [restored villa](#) in the heart of [Tel Aviv](#) was built in 1913. In April 2019 it launched with eight uniquely designed and spacious apartments, including a four-bedroom penthouse. Each is filled with luxurious amenities and Italian furnishings from designers like Moroso, Paola Lenti and Baxter. Apartments have top-of-the-line kitchens and washer/dryers, as well as stacks of art books, and the Levee offers a 24/7 concierge, turndown service and bicycles forseeing the city. A private rooftop lounge is in the works.

Atemporal



Courtesy of Atemporal

Conceived as the imaginary home of a globe-trotting freelance photographer, the nine rooms of this [design-forward home-tel](#) are in a renovated 1940s mansion in the center of Lima. For guests who wish to leave their rooms, a salon and leafy garden await, all with perfectly placed seating. Breakfast is served daily, and there's 24/7 room service, as well as bikes and a car (with driver).

The Grand House



Courtesy of The Grand House

Debuting in March 2019 with a growing portfolio of 11 beautifully appointed private homes in central [Rome](#), this home-tel brand provides guests with a mobile phone and access to its Grand Club, an exclusive space in the city center for working, relaxing or booking an adventure. [The Grand House](#) also offers experiences like a day at the Testaccio market with Cristina Bowerman, the only female Italian Michelin-starred chef, or an in-home chamber-music concert.

La Réserve Apartments



Courtesy of La Réserve Apartments

[La Réserve](#) operates 10 fully equipped apartments inside a Haussmann-style building in [Paris's](#) 16th Arrondissement. Apartments can be personalized with books and music, stocked with groceries and wine, and rearranged for a reception, for instance. Services include a 24/7 butler and concierge, a dedicated housekeeper and room service. Personal training sessions in the apartment, a boot camp in the Trocadéro gardens and access to the Roland-Garros tennis courts stand in for a gym.