

# Aircruise - luxury airship hotel concept

Peter Lobner, updated 18 March 2022

## 1. Introduction

The Aircruise is a 2010 concept design developed by London-based Seymourpowell (<https://www.seymourpowell.com>) for a cruising hotel in the sky that travels among a network of docking stations around the world. This exclusive flying hotel is designed for a relatively small number of passenger to enjoy huge, luxurious internal spaces that offer room for living, dining and relaxing, as well as dramatic views of scenic locations. The Aircruise is a vision of what the future of travel and hospitality might look like when they are combined in one package.



*Rendering of an Aircruise docked. Source: Seymourpowell*

## 2. The Aircruise airship and dock

The Aircruise vehicle is 265 meters (869 feet) tall, with a hydrogen lifting gas volume of 330,000 cubic meters (10.6 million cubic feet),

and is capable of lifting 396 metric tons (437 tons). The Aircruise passenger accommodations include four duplex apartments, five smaller apartments, a penthouse apartment, and bar / lounge / communal areas.



*Rendering of Aircruise approaching a dock.  
Source: Seymourpowell*

The primary source of power would be a hydrogen fuel cell, supplemented by solar power. The result is a zero-emission hybrid electric propulsion system that delivers a maximum speed of about 145 kph (90 mph). At this speed, a journey from London to New York would take about 37 hours.

You can watch a short video, “Seymourpowell Aircruise Concept - Official Video One,” which focuses largely on the interior design of the airship at the following link:

<https://www.youtube.com/watch?v=bP15Vgt55Gk>

A second Seymourpowell video, that focuses more on the possible journeys of an Aircruise airship and the cruise experience, is here:

[https://www.youtube.com/watch?v=GRX1c\\_L3zdA](https://www.youtube.com/watch?v=GRX1c_L3zdA)



*Renderings of an Aircruise in flight. Source: Seymourpowell*



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### 3. Interior spaces

Seymourpowell developed interior design concepts for several areas of the Aircruise. Following are several of their renderings.

#### Interior common areas

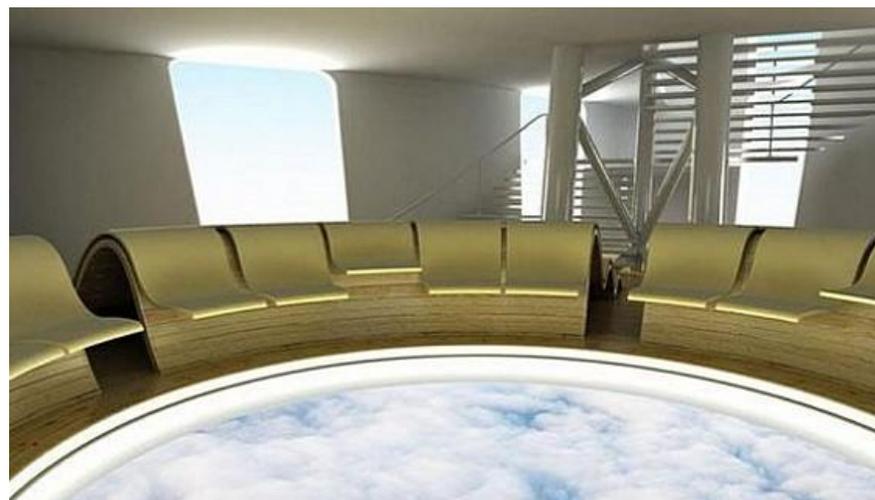
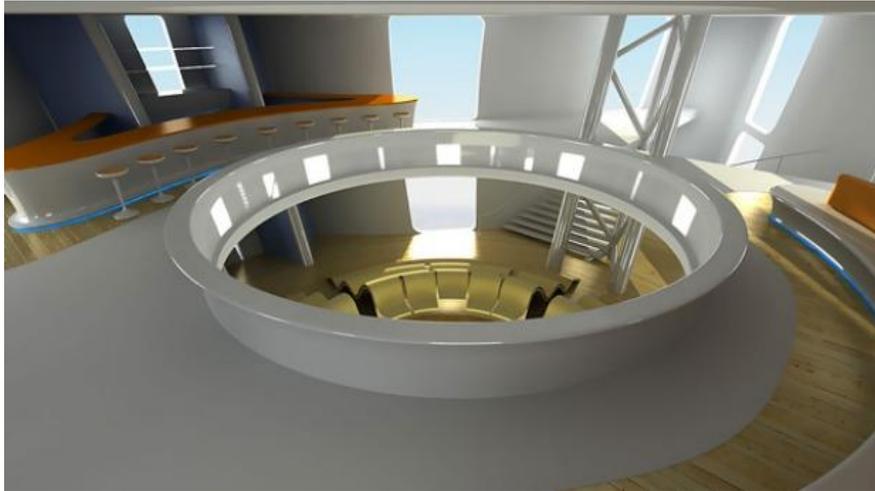


*Multi-purpose lobby / salon*



*Bar in a common area.  
Source: Seymourpowell*

Interior vertical viewing area



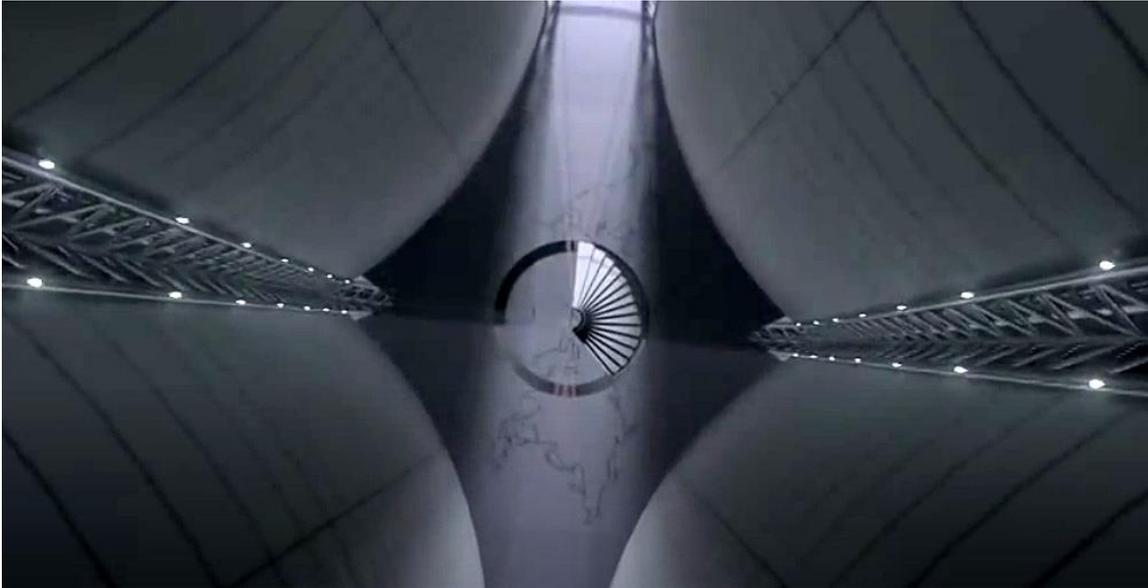
*Source: Seymourpowell*

## Stateroom / apartment



*Source: Seymourpowell*

Open common area in the center of the airship



*Looking down from above*



*Source: Seymourpowell*

#### 4. For additional information

- “Flying to New York? Then why not go by luxury airship (but it will take you 37 hours),” Daily Mail, 3 February 2010: <https://www.dailymail.co.uk/news/article-1248159/Aircruise-touted-scenic-new-millennium-luxury-ships-floating-U-S-37-hours.html>
- Tony Fletcher, “Stunning Aircruise hydrogen airships promise a new era in luxury travel, Wirefresh, 3 February 2010: <https://www.wirefresh.com/stunning-aircruise-hydrogen-airships-promise-a-new-era-in-luxury-travel/>
- Dan Grossman, “Seymourpowell Aircruise: Hoax, Con, or Merely Cynical?” Airships.Net, 10 February 2010: <https://www.airships.net/blog/seymourpowell-aircruise-con-hoax-cynical/>
- Marissa Calligeros, “Future of air travel: giant floating hotels,” Traveller, 6 July 2010: <https://www.traveller.com.au/future-of-air-travel-giant-floating-hotels-zyqq>

#### **Other *Modern Airships* articles**

- *Modern Airships - Part 1*: <https://lynceans.org/all-posts/modern-airships-part-1/>
- *Modern Airships - Part 2*: <https://lynceans.org/all-posts/modern-airships-part-2/>
- *Modern Airships - Part 3*: <https://lynceans.org/all-posts/modern-airships-part-3/>