

## Aircruise: luxury airship hotel concept

Peter Lobner, 5 August 2019

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 an example 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*

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 short 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 is 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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