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## PRESS RELEASE

### ELEGANT RESORTS' 2021 NEWS & TRAVEL TRENDS

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After a chaotic year, luxury travel company Elegant Resorts is looking forward to a slow but steady return to 'normal' life. With client confidence boosted following the recent vaccine news, pent-up demand for holidays abroad and a host of new openings and experiences, 2021 is looking a lot brighter.

#### ➤ **Elegant Resorts' travel trends**

**Popular destinations:** Destinations including the Maldives, the Caribbean, Greece, Italy and the Canary Islands proved very popular in the second half of 2020, mostly due to their handling of the crisis with proactive safety protocols. For 2021, the operator is seeing strong demand for easy-to-reach beach destinations, where clients will feel safe and able to relax.

**Spending and length of holidays:** Budgets appear to remain unaffected, with bookings having increased in duration by two days on average. However, people are ready to spend more to have unforgettable holidays. Private jets, luxury villas and tailor-made experiences are increasing in popularity, making luxury holidays feel extra safe and extra special.

**Booking lead-in time:** With the ongoing uncertainty around travel corridors and lockdowns, many people are booking their holidays at the last minute. The majority of Elegant Resorts' latest bookings are for departures up to Easter, influenced by government announcements and national news.

#### ➤ **Key developments in 2021**

**Wellness:** With increased demand for wellbeing-focused luxury holidays, Elegant Resorts is increasing its presence in this sector by adding more key properties and wellness programmes to their portfolio. This will include Six Senses Ibiza, a transformative wellness resort opening later this year, and new back-to-nature hideaway Hacienda Alta Gracia, arriving in Autumn 2021.

**Responsible tourism:** While already working with inspiring leaders in sustainability including Soneva and Six Senses, Elegant Resorts is further expanding its sustainable stance with more eco-friendly properties and experiences. The key properties in this field include the stunning 750-acre estate of Borgo Pignano in Tuscany, which is now 70% self-sufficient and heated entirely by renewable energy.

**Multi-generational travel:** After a year of not seeing family, 2021 will be the year of the big reunion. New villas on the Caribbean islands of Barbados, Anguilla, Antigua and the Grenadines will be joining Elegant Resorts portfolio, while there will also be new 'homes away from home' in the Algarve, Tuscany and Greece. Following the success of last year's family brochure, the operator is also expanding their collection of family friendly hotels and travel itineraries. The Ritz-Carlton Maldives is set to feature a state-of-the-art Kids' Club upon opening, while the arrival of Ikos Andalusia in April 2021 will bring facilities for children and teenagers overseen by UK-based childcare experts, Worldwide Kids.

**Bucket list holidays:** Seeing the gorillas in Rwanda, driving through the state of California, sailing in the British Virgin Islands, visiting Angkor Wat or diving in the Maldives; with clients keen to make up for lost time, the focus in 2021 is to offer unforgettable holidays that are perfectly personalised, with access to exclusive experiences and local knowledge.

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## New destinations:

- **French Polynesia** – The operator is set to increase the number of featured properties all over French Polynesia, including the islands of Bora Bora, Moorea and Tahiti.
- **Dominica** – The Caribbean’s “nature island”, Dominica is a melting pot of undiscovered gems. Luxury property Secret Bay is true highlight; an all-villa resort set in the rainforest with a treetop spa.

## ➤ New openings and routes

### Europe:

- **Villa Igiea by Rocco Forte, Sicily** - Finally opening in May after a twelve-month delay, Villa Igiea is a symbol of elegance and hospitality that has seen artists, Hollywood elite, and royalty since its construction in 1900. The meticulous restoration has been overseen by Olga Polizzi and Paolo Moschino for Nichola Haslam to preserve the historical features while keeping with Rocco Forte’s design style.
- **One&Only Portonovi, Montenegro** – The first One&Only Resort in Europe is opening its doors in April 2021. One&Only Portonovi sits at the entrance of the wild and beautiful Boka Bay on Montenegro’s Adriatic coast, designed to reflect the architectural style of the old Venetian palaces of the region.
- **Six Senses Ibiza** – This village-like, year-round hideaway is arriving in the second half of 2021. Set over 25 acres, it will feature unobstructed sunset views and a sublime spa for a truly special stay.
- **Ikos Andalusia** – An all-inclusive luxury resort set in 17 acres of landscape gardens; the peerless beachfront location of this new Marbella property is set to be sought-after when opening in April 2021.

### Caribbean and the Americas:

- **Rosewood Le Guanahani, St Barths** - Opening in May 2021 following an extensive restoration of the property, Le Guanahani is situated on a private 18-acre peninsula overlooking the beautiful beaches of Marigot Bay and Grand Cul-de-Sac.
- **Spice Island in Grenada** - The renowned resort situated on the stunning Grande Anse Beach is being entirely renovated and is set to reopen in October 2021.
- **Amanyara** – This exotic getaway is set to completely refurbish its 38 pavilions, having already introduced a host of new activities for 2021 ahead of its 15<sup>th</sup> anniversary.
- **Six Senses New York** - The group’s first North American property will be located on 10th Avenue in the heart of the city’s vibrant and artsy Chelsea neighbourhood. Residing in two towers, the hotel will have expansive vistas of the High Line, Hudson River and Downtown and Midtown skylines.
- **Aman New York** - Due to open the doors in Spring 2021 and designed by Jean-Michel Gathy of Denniston, Aman New York will breathe new life into Manhattan’s iconic Crown Building. At the crossroads of 57th and 5th Street, one of the finest corners in the world, the opening of Aman New York coincides with the Crown Building’s 100th anniversary.
- **Four Seasons Napa Valley** – The wine country’s first Four Seasons resort is due to open early in 2021. The resort has an on-site winery and vineyard, 85 rooms, a distinctive wellness-focused spa concept and the highly anticipated TRUSS Restaurant and Bar led by Michelin-starred Chef Erik Anderson.

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- **New direct flights to St Vincent from London with Virgin Atlantic** - Starting on 23 June, the new flights will bring the islands of St Vincent and the Grenadines closer, including Mustique and Canouan.

## Indian Ocean:

- **The Ritz-Carlton Maldives, Fari Islands** – Opening in May 2021, the new 100-villa resort is set on the beautiful beaches of the North Malé Atoll, renowned for their turquoise lagoons and coral reefs teeming with wildlife.
- **Ozen Reserve Bolifushi** – Having opened in December 2020, this is the second resort in the Ozen Collection. Located in the South Malé Atoll, it's inspired by the tropical beauty of the island and home to 90 secluded villas and reserves, as well as nine Ocean Pool Suites and seven Private Ocean Reserves with water slides.

## Asia:

- **Four Seasons Hotel and Residences Bangkok at Chao Phraya River** - This all-new riverside property — designed by Jean-Michel Gathy — features six restaurant and bar concepts as well as an expansive wellness centre.
- **Capella Bangkok** – A 2020 opening in Bangkok, the hotel offers 101 suites and villas with stunning views of the Chao Phraya River, inspired by the soul of riverfront life.
- **Banyan Tree Krabi** – This luxe property with 72 suites and villas, all with private pools, is a new offering for privacy and intimacy in a tropical rainforest setting

## Africa:

- **Xigera Safari Lodge** - Offering unparalleled privacy and exclusivity, this African lodge has just twelve suites, carefully nestled in a riverine forest overlooking the floodplains of the Okavango Delta.

## Cruising:

- **Silversea's Silver Moon** - Set to launch in April 2021, *Silver Moon* will maintain the small ship intimacy and all-suite accommodation which are the hallmarks of the Silversea experience. Silver Moon will also feature the new 'Sea And Land Taste' (S.A.L.T.) programme, a culinary concept that will enable guests to travel deeper through a range of destination based gastronomic experiences.
- **Seabourn's first expedition ship, Venture** – Launching in late 2021, *Seabourn Venture* boasts 132 guest suites with private furnished verandas. As the first expedition model for Seabourn, there will be 24 Zodiacs and two custom-built submarines onboard. The ship will also have eight dining experiences, including The Colonnade with menus by Michelin-starred Chef Thomas Keller.
- **Crystal Cruises' Crystal Endeavour** - *Crystal Endeavour* will be the first of a kind for the line, setting sail from May 2021. The ship will feature six dining venues, suite-only accommodation and a glass enclosed solarium. *Crystal Endeavour* will sail to destinations in Alaska, Europe, Antarctica, Asia & South America.

Elegant Resorts Managing Director Lisa Fitzell commented: "We are very hopeful that 2021 will mark the start of the travel industry's recovery. With the roll-out of the vaccine, our clients are feeling more confident and are very keen to travel and enjoy new experiences. People want to ensure they're looking after themselves and the planet, which is why we are growing our wellness portfolio and also offering a wealth of sustainable options, including hotels with

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minimal environmental impact and projects that give back to the local communities. In 2021, we want to live better and travel better.”

**-ENDS-**

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