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## PRESS RELEASE

### WHAT IS NEW FOR 2024 AND LATEST BOOKING TRENDS

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New hotels, destinations, tours, experiences, a strong desire to travel and make memories, 2024 looks exciting. The team at Elegant Resorts has been working hard over the past few months to fully update its offering, including new itineraries creating deeper connections with key destinations and adding what are probably the most interesting recent openings around the world.

#### **Key booking trends:**

With peak booking season upon us, Elegant Resorts has noticed a range of trends confirming holiday habits are shifting due to the cost-of-living crisis and the higher prices linked to travel including airfares.

The average lead in booking period has increased from 156 days to a staggering 242 days in 2024, meaning people now tend to book their holidays 8 months in advance to try and secure better prices.

The average booking value has also increased by 9% over the past year from £22.2K to £24.6K, while people tend to go away for longer periods of time to make up for the price increase. The average holiday length was 10.2 days in 2023 and is now 11.5 representing an 11% increase year on year.

Compared to 2023 when Europe was the top destination throughout the year, 2024 sees a bigger mix of destinations being booked. So far Barbados is the best-selling destination, followed closely by Spain (especially the Canary Islands), Greece, UAE and the Maldives which is making a comeback after a quieter 2023.

Asia, Africa, and North America are gaining in popularity following the difficult Covid years with the United States, Singapore, South Africa and Thailand among the top emerging destinations this year, while Canada and Japan itineraries are featuring among the best-selling bucket list trips.

Best-selling hotels and resorts feature the Grande Dame of the Caribbean, Sandy Lane in Barbados, family-focussed Ikos Resorts in Greece, One&Only Resorts in the Maldives and the Middle East, wellness sanctuary Chiva-Som in Thailand, secluded luxury lodge Lizard Island in Australia and Four Seasons Palm Beach and Four Seasons Resort Orlando at Walt Disney World Resort® in the United States.

#### **What's new for 2024?**

#### **New destinations:**

Saudi Arabia's Red Sea - A brand-new luxury regenerative destination on the West Coast of Saudi Arabia surrounded by the world's fourth largest barrier reef system. It is home to over 90

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islands, stunning beaches, dormant volcanoes, desert dunes, canyons and cultural sites. The Red Sea has welcomed its first guests in 2023 with the opening of Six Senses Southern Dunes and the launch of its airport. In early 2024, we will see the opening of the St. Regis Red Sea Resort and Nujuma, a Ritz-Carlton Reserve which will be followed by 13 other luxury resorts.

**Turkey** – Elegant Resorts is expanding its programme beyond Bodrum with Istanbul and Cappadocia amongst the new destinations added. New itineraries will be launched throughout 2024.

**Nordics** – Finland was added to the portfolio in Autumn 2023, with itineraries in Lapland and Helsinki showcasing a great number of outdoor adventures and stunning accommodation in the wilderness to enjoy the Northern Lights.

**Japan** – Two new destinations are being added to complete the operator's programme, ski resort Niseko, renowned for its amazing snow and tropical Okinawa.

## New itineraries

**Italian journeys** – New private itineraries around Italy will take holiday makers around the country and delve into authentic Italian culture, history and dolce vita. For example, Italy's Hidden Treasures: Countryside and Coast is a 9-night itinerary to explore the rustic side of Italy from the artisanal hub of Florence to the unspoiled landscapes of Umbrian and the beautiful Tuscan coast.

**Iceland** has also had a makeover with a range of new experiences and hotels around the country. The Icelandic Summer escape for the family includes a simulation flight above the country in Reykjavik, horse rides, visiting craters and a Beluga Whale Sanctuary tour.

**Namibia** is another destination with a revised programme with more hotel choices including stylish Onguma Cape Kala which opened a year ago. There will be new itineraries added throughout the year with the Luxury Namibian Fly-In Highlights as a taste of things to come.

**Australia** is firmly back on the map. With new hotel openings, new itineraries, and experiences, 2024 is the time to head back Down Under. 15 itineraries have been curated to inspire travellers, from cruise or rail journeys to land itineraries mixing culture, wildlife adventure and foodie experiences. The Queensland Outback, Reef and Rainforest package is one of the most recent additions and includes stays in atmospheric lodges and treehouses, a 4x4 safari to gold mines, an excursion organised by a 100% aboriginal owned and operated company to the Daintree Forest where it meets with the Great Barrier Reef, with time to relax on Lizard Island.

**Malaysia** is seeing the return of Belmond's Eastern & Oriental Express in February 2024 and Elegant Resorts is offering an 8-night holiday travelling from Singapore through the lush jungles of Malaysia to explore the Taman Negara National Park, home to the endangered Malaysian Tiger before spending time in Penang and returning to Singapore for a couple of nights.

**Canada** has 10 exciting itineraries for 2024 ranging from wellness and nature immersion to rail journeys across the country. Highlights include the Wildlife, Wilderness and Wellness package and its brilliant mix of city time in Vancouver, whale watching tours, outdoor activities and wellness at Echo Valley Ranch & Spa.

**USA** offers 6 brand new itineraries bringing the collection to 19 from family fun in Florida to wine tasting in Napa Valley. The Magic Mountains to the Wild West includes two days on the Rocky Mountaineer from Denver to Utah before driving through 5 national parks including Monument

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Valley and Zion National Park. The itinerary includes 3 nights at the stunning Amangiri surrounded by the desert before finishing in Las Vegas.

**Watch this space** – The team is still working hard to add more itineraries full of authentic experiences in destinations including Borneo, India, Namibia, Sri Lanka, Turkey, Rwanda and Kenya.

## What's new worldwide?

### **Hot destination of the year – Grenada**

**Six Senses at La Sagesse** – The resort will be the brand's debut in the Caribbean. Located in the southern part of the island, it is designed to resemble a Caribbean village and will offer a variety of indoor and outdoor restaurants and bars using fresh ingredients grown nearby, and seafood sourced from local fishermen. Six Senses at La Sagesse is expected to open in May 2024.

**Beach House by Silversands** – Scheduled to open in early 2024, this small, luxury boutique hotel is nestled behind and atop a protective cliff on Portici Beach. It will feature both standalone 1-bedroom villas and two 2-bedroom suites.

### **Greece**

**One&Only Aesthesis and One&Only Kea Island** – One&Only Aesthesis on the Athenian Riviera opened in November 2023 sprawling over 50 hectares of beachfront. The resort channels the glamour of 1960's Athens and is inspired by azure waters and the natural surroundings while keeping the One&Only approach to intimacy and seclusion. The resort features a Guerlain Spa with tailored treatments and pioneering programmes. An all-villa resort, One&Only Kea Island, opening in Spring 2024, will be just a one-hour boat trip away in a 65-hectare beachfront site.

**Gundari Resort** – Launching in May 2024 on Folegrandos, this is the island's first five-star hotel. Designed with sustainability, wellness and gastronomy at its core, the resort is surrounded by 80 hectares of raw nature and sitting on top of rugged cliffs overlooking the Aegean Sea.

### **Italy**

**Romazzino, A Belmond Hotel, Costa Smeralda** will open at the end of May 2024. Sardinia's original beach hotel, the hotel will offer 100 guest rooms including suites and villas, exceptional restaurants and experiences that invite guests to experience villaggiatura.

**Aman Rosa Alpina** – Aman takes over the Rosa Alpina in the Italian Dolomites. The hotel will reopen for the 24/25 winter season after extensive renovations.

### **Spain**

**Mandarin Oriental Punta Negra in Mallorca** – Set to open in the second half of 2024 and will spread over 3 hectares of landscaped cliff tops. It is joining Virgin's Son Bunyola, , and Grand Hotel Son Net, which opened in 2023.

### **Caribbean Barbados**

**Elegant Hotels** – The very popular group of hotels in Barbados was acquired by Marriott Hotels in 2021 and is now undergoing extensive renovations ahead of being completely integrated into the portfolio. Waves, The House and Treasure Beach are the first ones to be added to the Autograph Collection with Tamarind joining later in 2024. Colony Club will be part of the Luxury Collection.

### **Antigua**

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**Curtain Bluff** – The property went through an extensive, multi-million-dollar renovation during the summer and is debuting a brand-new state-of-the-art wellness area including fitness facilities, a yoga pavilion and a zen garden. A range of rooms and suites including the Hulford Collection Suites, Morris & Grace Pool Suite and a selection of junior suites have also been refurbished.

## St Lucia

**Sugar Beach, A Viceroy Resort** – The property is launching a stunning new 8-bedroom villa in April 2024. This is the owner's property, and will be filled with remarkable works of art.

## Latin America

### Mexico

**Chable Sea of Cortez** – The 700,000 square-foot property will be home to 50 suites that each have their own garden, terrace, and plunge pool. The beachfront property will also boast a large spa and three restaurants. Opening early 2024.

## Middle East

### Dubai

**One&Only One Za'abeel** – The brand's first vertical urban resort in the dual skyscrapers designed by Nikken Sekkei and featuring the world's longest cantilever, The Link, 100 metres above street level. The longest infinity pool in the UAE will sit on top of The Link. Opening in January 2024.

**Siro One Za'abeel** – Opening in February 2024, Siro is Kerzner International's new lifestyle brand focussing on fitness and recovery. The hotel aims to offer a holistic approach based around 5 experiences, fitness, nutrition, sleep, recovery and mindfulness. Rooms will feature recovery equipment, a stretching bar and access to virtual classes.

## Indian Ocean

**Soneva Secret** – The resort will open on 9 February 2024 in the Maldives' most remote atoll Haa Dhaalu, with just 14 beach and overwater villas, built to exist in perfect harmony with the unspoilt setting, including the country's first floating villa. Rare tailor-made experiences will be part of the programme to reconnect with nature and enjoy the surrounding underwater haven.

## Asia

### Indonesia

**Ta'aktana, a Luxury Collection Resort & Spa** – Just 10 minutes from the Komodo International Airport, the resort is in Labuan Bajo, the heart of Flores Island. Once a sleepy fishing village, it is now known for its proximity to the nearby islands and the amazing diving spots within Komodo National Park. The property spans over 34,000 square metres including resort suites, the first sea villas in the area and an Olympic sized swimming pool.

## Thailand

**Aman Nai Lert Bangkok** – Designed by Jean-Michel Gathy of Denniston Architects with wellness at its core, the hotel will feature 52 suites on the 11th to 19th floors and accompany a 1500-square-metre Aman Integrative Wellness Centre, the Medical Spa and the Holistic Spa.

**Six Senses Forestias** – Within easy reach of Bangkok, the resort offers 27 residences in a purpose grown forest in Banga. Each residence comes with a private pool, and organic gardens where seasonal fruits and vegetables can be grown. There is also a lift leading to a canopy walk for easy access to the expansive wellness offerings.

## Australasia

### New Zealand

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**Rosewood Hotels & Resorts** – The hotel group is making its debut in Oceania at the end of 2023 with the acquisition of a trio of luxury retreats operated by Robertson Lodges. Kauri Cliffs, near the Bay of Islands, Cape Kidnappers in Hawke's Bay and Matakauri in Queenstown capture New Zealand's unique geography across the North and South Islands.

## New journeys

### Trains

**Venice Simplon-Orient-Express, a Belmond Train** – New journey connecting Paris to Portofino in June including a gala dinner hosted by Jean Imbert at Hotel Splendido. There will also be a second Paris to Istanbul return journey in addition to its regular August itinerary. Eight new suites are also planned for the train in 2024.

**Eastern & Oriental Express, A Belmond Train** – Set to return in February 2024 with two seasonal routes departing from Singapore and taking in the beautiful landscapes of Malaysia.

**Orient Express, La Dolce Vita:** Accor is launching its first super-luxe all-en-suite train with 31 cabins, a restaurant and bar lounge cars. Departures will start in September 2024 and itineraries will include a two-night journey from Rome to Portofino via Venice and a round trip Sicilian journey including Taormina, Agrigento and Palermo.

### Boats

**Coquelicot, a Belmond Boat, Champagne** – Launching in April 2024, the intimate river boat will feature three cabins, an indoor salon with a bespoke champagne bar and an extensive outdoor deck with open-air kitchen and dining area. Coquelicot is partnering with Maison Ruinart for exclusive experiences.

**Explora II** – The second ship from Explora Journeys will launch in August 2024 with 25 journeys and 14 extended journeys for its first year. Itineraries including opportunities to discover nature and culture and delving into the locations through sustainable and tailored experiences. All journeys are designed for the discerning traveller who wants to stay longer, leave later and travel deeper.

Elegant Resorts recently launched its Luxury Travel Trends Report which you can access it [here](#)

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