

ELEGANT RESORTS LAUNCHES 2012 BROCHURES WITH OVER 40 ENTICING NEW PROPERTIES AND INCREDIBLE EXPERIENCES

Elegant Resorts, the pioneers and innovators in luxury travel, are this month launching their 2012 brochures, featuring the finest handpicked hotels, exquisite hideaways and truly memorable experiences around the world.

There are seven dedicated brochures - the Caribbean and Mexico; Indian Ocean, Arabian Gulf & Middle East; The Americas (Canada, North & South America); Africa; Asia and Australasia; Europe and North Africa; Cruise and also a Villas mini brochure with a selection of apartments, private villas and villa estates.

New properties to be featured include Niyama in the Maldives from the creators of Huvafen Fushi; Raffles Praslin in the Seychelles; Jumeirah Zabeel Saray in Dubai, Jumeirah Dhevanafushi and Jumeirah Vittaveli in the Maldives, Amanpulo in the Philippines and The Six Senses Con Dao – the first five star resort to open in this beautiful marine park archipelago in Vietnam. The Caribbean sees the addition of the Jalousie Plantation, Sugar Beach in one of the finest spots in St Lucia at the base of the pitons and the celebrated Jamaican Island outpost hotel.

There is also an expanded programme to China, with truly inspiring itineraries such as a family tour including bamboo rafting and kite flying, and a cultural tour travelling from Beijing down to Chengdu, Lijiang, Shangri-La and Lhasa. In keeping with Elegant Resorts' innovative and exceptional service, clients can choose from a China host throughout, or if they want a more hands on experience, they are provided with a mobile phone for 24 hour virtual concierge service.

Commenting on the launch of the brochures, Alison Scott, Commercial Director says: 'We are thrilled with our new look brochures for 2012. As well as the finest beach hideaways and luxury retreats, our clients are also increasingly seeking more meaningful and lasting experiences from their holidays. They want to be enthused rather than purely indulged, with the comfort of travelling with the leaders in luxury travel.

'The past year has seen growth in classic luxury beach destinations such as the Caribbean and the Maldives. Barbados and Antigua have been particularly strong thanks to reopening and reinvestment in properties there, whilst the Maldives has undoubtedly benefited from British Airways direct flight, with its club class cabin appealing to our clients. Europe has also seen growth, in spite of currency issues, with Italy leading the way, and winter sun Tenerife growing in popularity. At the other end of the spectrum, we are also seeing growing interest in our niche products, particularly with a more adventurous angle, with bookings for Kilimanjaro, Everest Base Camp and Mont Blanc climbs. We look forward to an exciting year ahead with some superb new product and experiences on offer.'

- Ends -

Elegant Resorts offers luxury beach, cruise, family, safari, sailing, spa, villa, and ski holidays worldwide, and is proud to be a UK accredited agent for Virgin Galactic Space Travel.

For bookings, or further information on planning your dream Caribbean wedding, please contact Elegant Resorts Reservations on **01244 897538** or visit www.elegantresorts.co.uk.

For further media information, please contact **Angela Jones, Elegant Resorts, Tel: 01244 897140** or email angela.jones@elegantresorts.co.uk

