

04th October 2010

ELEGANT RESORTS EXPECTS TO SEE CLIENTS LOOKING FOR A MORE UNIQUE HOLIDAY EXPERIENCE IN 2011

AFRICA AND SRI LANKA WILL SEE GROWTH, WHILST BARBADOS, USA AND THE INDIAN OCEAN WILL CONTINUE TO BE TOP CHOICES FOR CLIENTS.

The UK's leading luxury travel company, Elegant Resorts expects to see the luxury travel market move towards more meaningful and understated experiences, with clients looking for unique and exclusive products that offer personalized levels of attention to detail. Africa and Sri Lanka are emerging as its two hot destinations for 2011 with both giving consumers the deeper holiday experiences they are looking for, whilst still offering the luxury world class hotels expected by clients.

With clients continually looking for 'money can't buy' experiences, Elegant Resorts exclusive expedition programme in association with 360 Elite, run by Dr Raj Joshi leader in his field and now famous for successfully running the Comic Relief Kilimanjaro climb in 2008, is offering experiences for those who have done it all, including the chance climb Mount Everest, the ultimate challenge.

Commenting on the trends, Alison Scott, Commercial Director, Elegant Resorts, says 'What consumers want from a luxury holiday reflects a change in attitude. Clients are looking for a richer holiday experience rather than just pure pampering, and want to be enthused by the whole holiday experience not just indulged.

'The Indian Ocean, particularly the Maldives is very popular this year, this trend is set to continue into 2011, due to the quality of hotels, stunning scenery and the added benefit of British Airway's direct service which started back in November 2009. We have also seen a move towards clients taking no frills carriers to luxury hotels in mid haul destinations such as Egypt and Tenerife in particular.'

Elegant Resorts has some superb deals available to each of the top destinations, including the following:

Carlisle Bay, Antigua

Stay 7 nights from £2,840 per person – saving of £1,120 per couple. Price is based on two persons sharing a Garden Suite on a bed and breakfast basis, economy flights from London Gatwick with British Airways including private car transfers.

Based on 10 February 2011 departure

Valid from 04 October 2010 – 30 April 2011 inclusive. Book by 30 November 2010.

Verdura Golf & Spa Resort, Sicily

Stay 7 nights from £1,495 per person – saving of £240 per couple. Price is based on two persons sharing a Deluxe Room on a bed and breakfast basis, economy flights from London Gatwick with British Airways including private car transfers.

Based on 04 February 2011 departure

Valid from 01 November - 22 December 2010 & 09 January – 31 March 2011 inclusive

Six Senses Zighy Bay, Oman

Stay 7 nights from £2,215 per person – saving of £2,000 per couple. Price is based on two persons sharing a Pool Villa on bed and breakfast basis, economy flights from London Heathrow with Virgin Atlantic including private car transfers.

Based on 01 March 2011 departure

Valid from 11 January – 30 April 2011 inclusive. Book 45 days in advance.

Huvafen Fushi, The Maldives

Stay 7 nights from £4,155 per person – saving of £1,110 per couple. Price is based on two persons sharing a Beach Bungalow with Plunge Pool on a bed and breakfast basis, economy flights from London Heathrow with Qatar Airways including private car transfers.

Based on 28 February 2011 departure

Valid from 15 January – 15 April 2011 inclusive.

Cape Grace, Cape Town, South Africa

Stay 5 nights from £2,150 per person – saving of £120 per couple. Price is based on two persons sharing a Luxury Room on a bed and breakfast basis, economy flights from London Heathrow with Qatar Airways including private car transfers.

Based on 28 February 2011 departure

Valid from 15 January – 19 December 2011 inclusive

For further information, please contact Elegant Resorts Reservations on 01244 897538 or visit our website www.elegantresorts.co.uk.

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