

ELEGANT | RESORTS

MASTERS IN LUXURY TRAVEL SINCE 1988

30 OCTOBER 2019

PRESS RELEASE

ELEGANT RESORTS NEWS AND TRENDS FOR 2020

New hotels, new destinations & booking trends

As 2019 slowly comes to a close, Elegant Resorts are pleased to share their insights into what their customers are currently booking for 2020. With an ever-growing portfolio of destinations and properties, clients are spoiled for choice when it comes to trying new places and experiences. However adventurous they may be, our clients are still booking classic holidays, whether as a couple or a family, and whether Brexit happens or not.

Product News for 2020

These are the key hotels, resorts and destinations firmly on the radar for 2020.

Key Hotel Openings:

- Europe: The iconic palazzo **Villa Igiea** in Sicily is joining the Rocco Forte portfolio; the first phase of the extensive refurbishment will finish in early summer ahead of an opening in June. **One&Only Resorts** will be opening their first European property in Portonovi, Montenegro, in May, with a world class Espace Chenot Health and Wellness Spa. The recently opened **Amara** in Limassol in Cyprus is a game changer for the island with its sleek design, Michelin star cuisine and impeccable service. Finally, December 2019 sees the opening of **Airelles Val D'Isère, Mademoiselle** by luxury group Airelles, evoking the architecture of the most beautiful residences from the Alps of yesteryear with its medieval inspiration.
- Middle East and Africa: **The Royal Atlantis** in Dubai is due to open in October 2020, next to the iconic Atlantis resort. It will offer a sophisticated lifestyle, great views, dramatic architecture; what's more, guests will have access to the facilities of Atlantis. In Rwanda, One&Only Resorts are opening **Gorilla's Nest** in November 2019, the sister property and perfect complement to One&Only Nyungwe House. Set in the foothills of Virunga Volcano, the property offers the opportunity to be up close and personal with the rare mountain gorillas.
- Caribbean: Two iconic resorts are finally reopening their doors following the devastating Hurricane Irma two years ago. **Eden Rock**, part of Oetker Collection, is reopening in November after two extensive years of renovations and rebuilding. Martin Brudnizki Studio London were part of the design team working to bring a fresh look and feel to the property, whilst preserving its heritage and atmosphere. Secluded **Rosewood Little Dix Bay** on Virgin Gorda in the British Virgin Islands is reopening on 1 January 2020. It is one of the world's greatest getaways and will boast a complete redesign of its rooms and suites, new dining concepts and an enhanced arrival experience.
- Asia: Bangkok's Riverside is in the limelight with the launch of the luxury Icon Siam shopping mall which includes a floating market in the basement. The **Four Seasons Bangkok** is scheduled to open in early 2020 on the Chao Phraya River, boasting sweeping views from the outdoor pools, while **Capella Bangkok** is a hotel constructed around relaxation and exploration, designed to provide a cocoon of tranquillity in the heart of the bustling city.

New Destinations for 2020

- **Japan:** The Rugby World Cup this year and the upcoming Tokyo Olympics bring Japan back in the limelight. Elegant Resorts are now offering the opportunity to book the best hotels around the country's hotspots, with beautiful private itineraries, expeditions and escorted tours.
- **Turkey:** Back on the Mediterranean summer scene, thanks to recent hotel openings along the coast, including Six Senses Kaplankaya and Mandarin Oriental Bodrum.

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- **Corfu:** This cultural gem finally offers luxury resorts, including Domes Miramare and the Corfu Imperial. The island offers a perfect blend of relaxation and history.
- **Polar Regions:** The recent launch of new expedition ships means that exploring those hard to reach areas of the globe can now be done in a comfortable and luxurious way.
- **Tanzania and Kenya:** With a team now boasting an in-depth knowledge of both destinations, Elegant Resorts is able to expand its Africa offering and offer clients a wide range of safari options.

Bestsellers for 2020

- Elegant Resorts' top five best-selling destinations rarely change, with Barbados remaining at number 1. Sandy Lane remains the company's number one best-selling hotel. Italy, Greece, Dubai and Tenerife are the four other countries favoured by clients.
- Destinations showing the biggest growth for 2020 so far are:
 - Turkey – Thanks to the numerous luxury hotels opening on the coast
 - Japan – Thanks to recent and upcoming sporting events
 - The British Virgin Islands – seeing the reopening of some key resorts
 - United States – California is increasingly popular thanks to the reopening of Highway 1 and the vast choice of places to visit from vineyards to national parks and vibrant cities, whilst Florida is also a best seller.
 - Vietnam – Following a recent fam trip, the team's destination knowledge is second to none when it comes to tailor made tours around the country.
- Cruising is also a growing trend; Elegant Resorts has selected the best partners and their finest ships and has invested a lot of time and resource to see these ships personally. The team can provide expert advice to clients interested not only in Luxury Cruising but also Expeditions, Small Ships for more intimate experiences and River Cruising.

Multi-Generational Travel

An increasing trend at Elegant Resorts is multi-generational travel, with extended families choosing to do more together. Bestselling destinations again include Barbados, with Sandy Lane being a favourite, as well as the great choice of villas on the island, Greece and Tenerife. The Family Travel offering has grown after the launch of the Family Adventures brochure last Summer, which showcases a range of exclusive benefits at partner resorts. Clients booking with Elegant Resorts can also secure places at Worldwide Kids Clubs thanks to a world's first official endorsement by the organisation. To add to the excitement, little ones now receive complimentary Sunuva rash vests to keep them safe from the sun, in style.

Brexit and Europe

Elegant Resorts made more bookings to date this year than last year in Europe, seeing an increase of 5%. While business was unpredictable, clients made a high number of last-minute bookings.

Greece, Italy and Tenerife remain perennial favourites, but Mallorca and mainland Spain are also proving popular, with the growing collection of hotels in some of the key destinations making booking more tempting.

Managing Director of Elegant Resorts, Lisa Fitzell commented: "We are looking forward to a successful 2020. Our clients are avid travellers who like their classic holidays. Barbados, Italy and Greece are still very strong destinations for us but we can see they are keen to travel further afield, enjoy new experiences, and explore countries such as Rwanda and Japan. We are consistently growing our portfolio and we are thriving at being the best in class, whilst also looking at new areas for us to improve and expand."

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