ON OFFER: HIGHLY CURATED LUXURY TRAVEL EXPERIENCES









ailor-made travel is in high demand. Today's luxury traveler wouldn't have it any other way. In a post-COVID world it's about taking advantage of every minute and making sure the experience counts. As Sam McCully, sr. v.p. of marketing for **Avoya Travel**, says, it's about creating a "memorable, extraordinary and unique [experience]."

Today's luxury travelers are curious and want to discover destinations far beyond the commonplace. Yes, iconic destinations are still very much a magnet, but they want to discover what's "around the corner," destinations that aren't necessarily on everyone's bucket list. They want to stay very much off the beaten track, and even when they step onto the beaten track, they want an experiences that's customized so that their travels stand alone, unique to them.

With that in mind, for this **2023 Luxury** Travel Trends Report—a complement to the Luxury Travel Trends Survey 2023 conducted on recommend. com as well as the Luxury Travel webinar-we heard from experts in this travel segment to gain insight into what luxury travel looks like in 2024 and beyond. We wanted to not only report on what's trending, we also wanted to give you a few ideas for trip inspo around the world. Keep in mind, the impact you have on making someone's dream come true can't be overstated. The vacations you create are born from your clients' dreams and live with them for the rest of their lives...forever cherished.

In this trends report, you'll also find the luxury travel trends survey data, with survey respondents noting that luxury hotel rates are pointing upward and there's still a lack of availability for luxury accommodations and VIP offerings. And, most importantly, many of the respondents say that their luxury clients are starting to look at shoulder seasons in order to avoid the crowds and, in some cases, the summer heat.

In this post-pandemic world, luxury travel, McCully says, "has been elevated. Not just in the type of itinerary travelers enjoy, but in every aspect of the experience—from planning, to booking, to traveling, to experiencing while being delighted and surprised. Curating and delivering the most memorable, extraordinary and unique experiences this is the new definition and standard of luxury travel."

His words echo what we heard during the most recent *Virtuoso Travel Week*, where a panel of travel advisors noted that the "romance of travel has come back, where people want to travel to those authentic places."

In fact, in **Virtuoso's** own data gathering, trends point to the fact that "tailor-made travel is in even higher demand," with the high net worth/ultrahigh net worth clientele who responded to Virtuoso's survey noting that "creating a travel experience that best fits my expectations is more important than price."

Avoya, too, is seeing this same trend among its client base, with McCully telling **Recommend** exclusively that luxury travelers are seeking out "more curated and personalized experiences, excursions and amenities."

And those personalized experiences come in the form of private aviation and yachting, among other things. According to Virtuoso data, yachting is increasing in demand in the Caribbean, Croatia, Greece and St. Tropez, and Virtuoso's yacht bookings are up 79 percent this year over 2019.

Another trend that is picking up even more momentum as we step foot in 2024 is active expedition vacations, with McCully saying that "there has been a significant uptick in the active expedition luxury space in both cruising and land tours, and the interest does not seem to be waning."

Virtuoso's travel advisor panelists note, too, that expedition cruising to the Arctic and Antarctica "has become very popular."

Those are trips that take affluent clients to far-off places, but that's exactly the reason they might be gaining interest, because not only do travelers in this income level have the means to take these trips, they also have the time, so, no surprise that Avoya is noticing an uptick in bookings for longer trips, *World Cruises* and *Grand Voyages* as well.

Traveling for wellness, too, shows no signs of slowing down among the luxury set with Virtuoso's data showing that clients are willing to spend up to \$25,000 per trip, with top destinations being Mexico, the U.S. and Europe, and Thailand, Bali, Fiji and Iceland ranking among the most popular of emerging wellness destinations. Look to solo travelers for this sort of vacation, because, according to Virtuoso data, 59 percent of travelers are going sans partner.

Curating and delivering the most memorable, extraordinary and unique experiences—this is the new definition and standard of luxury travel.

-- Sam McCully, Senior Vice President of Marketing, Avoya Travel



Luxury is having what you want, when you want it and precisely how you want it—now [due to technology] the concierge desk is always open."

-- Richard Moss, Senior Sales Manager, Saint Lucia Tourism Authority

Travel Modes are Changing

One of the biggest topics in the industry, given the summer travel season we've just had where tourists descended onto the world's most popular tourist destinations en masse and heat waves were the norm, is recommending clients seek out destinations where foot traffic is a bit lighter and the heat not as unbearable.

Says McCully, "We continue to see a strong trendline and increasing demand for luxury travelers seeking out new, emerging and more exotic destinations."

Adding to that, the Virtuoso travel advisor panelists, when asked if climate change equals travel change, noted that they've seen a large increase in summer bookings to Norway and Copenhagen, which, says one of the panelists, Rebecca Masri, founder of **Little Emperors**, a private travel club, "wouldn't normally be destinations we would book for summer. I think Europe being hot, people are looking for cooler destinations and it's giving a really good opportunity for the Nordic countries to come forward as summer destinations."

Concurring with Masri during the panel discussion, Jamsheed Pocha, co-founder of **The Pelican Club**, a members club specializing in bespoke, luxury travel planning, noted that "we've been sending Canadians and Americans to Switzerland, Austria and Germany, which traditionally haven't been as popular as Italy, Greece [or] France during the summer months. And then moving that summer demand of those European destinations to the shoulder months, with September getting more and more popular and October getting

a little bit of attention, where you wouldn't expect to be swimming in the Mediterranean in those months."

Added Masri, "The Alps, too, are becoming more popular during the summer, where traditionally we would've booked it for skiing or for Christmas."

Hotels in Southern Italy, meanwhile, saw soft bookings in August, said Paul Tumpowsky, founder and CEO of the **SKYLARK** travel agency, during the discussion, with booking numbers for September and October showing low availability, "so I think there's a lot of potential for people moving that summer [travel] to halfway through October. And some hotels that close in early October are now closing in mid- and late-October."

In fact, adds Avoya's McCully, "Europe had previously been the most sought-after itinerary for luxury clients, but due to heat waves and overcrowding, we're seeing a shift to South America and Asia itineraries."





Sell Yourself— You're the Expert

According to McCully, to "win the hearts (and wallets) of today's luxury traveler, one must truly understand and guide these lucrative clients to the best possible vacation options, including air, land, sea, itinerary and more. Luxury travelers, rightfully so, have the highest level of expectations that every aspect of their vacation will be thought out carefully and planned to a tee. And who better to do that than a travel advisor?"

With that much responsibility, it's no wonder the topic of travel advisor fees constantly comes up among luxury travel advisors. In fact, it was one of the most important points of discussion during the Virtuoso travel advisor panel discussion, with Tumpowsky noting, with a chuckle, that "fees are a very serious matter."

Sharyn Kitchener, managing director at **Mosman Travel**, added that one of the advantages that came from COVID is it showed how important it is to charge fees.

"We are very transparent with our clients, had a lot of conversations with them. I can think of one lady who said, 'I don't agree with that and I'll find an agent who won't charge me any fee.' And I said, 'Well, that's fine, but that agency won't be around for very long if they aren't going to charge fees.' The majority of our clients took it on and all the new clients that came to us, they accepted it very well."

Pocha concurred that it's important to charge fees, but by the same token noted that "it's important we add value. There's the question mark that comes in for the clients—is there enough added value to pay for this service? Travelers can go for \$100 on tablet.com, become a member and get perks at a hotel, but can [clients] get the knowledge and insight we have, can they be treated like a VIP when they arrive at their destination, can they get all the little aspects that we handle for them travel-wise, whether it's cars, spa treatments or experiences... thinking beyond just making reservations. They should be paying for a service that takes that on for them."



Explora Journeys is a great product for those who enjoy immersive experiences and personalized vacations. Those who book luxury hotels run by worldrenowned brands will thoroughly enjoy Explora Journeys."

-- Chris Austin, Chief Sales Officer, Explora Journeys

SURVEY SAYS

We wanted to hear from you—what is on your clients' bucket lists; what are their expectations when booking; what destinations are they booking; what's inspiring them? You gave us the 411 and here's what the survey says:

Most of the survey respondents graded the current state of the travel industry between a "B+" and a "B," with the majority reporting that they have strong bookings for 2024. Travel advisors and travelers are all focused on hotel rates, with our respondents seeing those continue to move up, and even more importantly perhaps, there is still a lack of availability in terms of luxury accommodations and VIP offerings because they are being booked, not because they aren't available. The good news is that luxury travelers are finally coming to the understanding that they have to book early in order to get the dream vacation they're looking for. That said, according to half of our survey respondents, luxury travelers aren't willing to pay "whatever it takes," like they did right after the pandemic. And those whose calendar permits, say 80 percent of our survey respondents, are looking at shoulder season for future bookings in order to avoid the summer crowds in iconic destinations.

When it comes to the upcoming festive season, the advisors noted a beach destination, an ocean cruise and a river cruise as the top booking trends. These types of destinations continue to trend for 2024 bookings, but just as popular as those three is a vacation to an international city destination. And of course Europe continues to hold steady as the most popular region for luxury travelers looking to book future vacations.

And what's propelling luxury clients to travel? According to our survey, they want to explore the culture in other countries, go on an adventure, sample cuisine around the world, go on an expedition-style vacation and are seeking wellness when they travel. And even though expedition and river cruising are hot trends, our survey respondents note that their luxe clients are still most interested in booking an ocean cruise. And yes, Generation X is now starting to become empty nesters with a bit more money to spare, but it's still Baby Boomers II, those aged 59 to 68, that are the ones, according to our survey, most traveling; ditto when it comes to spending habits.

TOP 5 MUST-HAVES FOR A PERFECT LUXURY VACATION

- Top-notch customer service
- Image: Second state of the second state of
- **Superior culinary offerings**
- Recess to cultural sights
- 🖙 Villa accommodations





Saint Lucia

In Saint Lucia, says Richard Moss, sr. sales manager for the **Saint Lucia Tourism Authority**, "customization is king. Authentic travel is certainly on the rise and the majority of Saint Lucian experiences have rich culture already injected for added satisfaction."

In 2024, you will see further elevation of these offerings, says Moss, "as there is more emphasis being placed on experiences." Next year, guests will have a choice of helicopter transfers, customizable ground transfers (including iconic stops) as well as water taxis offering the scenic route and amenities. That's the "ultimate luxury," says Moss, "starting your vacation experience immediately after arrival. There is no need to wait."

The Caribbean destination is also seeing on-island properties utilizing more technology for clients that expect and need it; this includes property apps for contactless check-ins to ways of ordering special treats. "Luxury is having what you want, when you want it and precisely how you want it—now the concierge desk is always open," points out Moss. "Additionally, since luxury, like beauty is largely defined by the user," adds Moss, "the charm of Saint Lucia is that its hospitality providers and purveyors have never had a cookie-cutter. Instead, they continue to curate innovative ways and amenities to ensure satisfaction."

He points to the new VIP airport experience, where clients can depart to the airport and while waiting for their flight, order a French lunch complete with wine/ champagne, away from the terminal while still overlooking the runway. Your clients will then pop in with an escort to their flight.

On the hotel front, summer 2024 will see the opening of the all-inclusive **Secrets Saint Lucia Resort & Spa** following an extensive renovation and transformation of the former Saint James Club Morgan Bay. The 351-room resort will have all of Secrets' signature "Unlimited-Luxury" amenities, 16 F&B venues with six fine dining options, two beachfront pools, a wedding gazebo, a *Secrets Spa by Pevonia* and a fitness center. Also due to open next year in the Rodney Bay area is the new Cas en Bas **Beach Resort**. A boutique luxury condo

Luxury is about choice and flexibility, and we provide that to [your clients] by giving them the ability to craft their own experience."

-- Matthew Shollar, CEO and Co-founder, Transcend Cruises

Med Yacht Club on Explora I.

hotel with 90 residences, it will be the first **Destination by Hyatt**-branded resort in the Caribbean.

Explora Journeys

"More than just a cruise brand, **Explora Journeys** provides journeys that blend a curated onboard experience with a wide array of carefully selected destination excursions," says Chris Austin, chief sales officer for Explora Journeys. "We've worked to create a distinct and luxurious experience and have heard from those who have already been on board that they feel like they are in a luxury boutique hotel rather than a cruise ship."

Speaking to that is the recent announcement that the brand has partnered with chef Emma Bengtsson and Aquavit NYC to curate a culinary experience for guests on board **EXPLORA I**. Chef Bengtsson will be the first female and U.S.-based chef to showcase her culinary talents at **Anthology**, one of 11 culinary experiences on board the ship. Guests can enjoy her curated menu from the beginning of October until the end of March.

"[Beyond] our beautiful design," notes Austin, "[Explora Journeys offers] personalized details that we ensure are part of every guest's experiences—from



Suite life on board Transcend Cruises' newbuilds (rendering).

small yet distinctive details like heated marble floors in the bathrooms and a Dyson hairdryer in each suite to open-air fitness and the only Rolex boutique at sea. We also have a 1.25:1 guest to host ratio, so each guest feels completely taken care of by a team of passionate hospitality experts, our hosts."

Explora Journeys is set to debut **EXPLORA II** in summer 2024, spending her first season in the Mediterranean discovering Italian destinations such as Portofino, Argentario, Rome, Sorrento, Palermo, Syracuse, Trapani, Lipari, Cagliari, Alghero and the Emerald Coast. **EXPLORA III** will come into service in 2026 and **EXPLORA IV** in 2027, with the line recently confirming orders for two new hydrogenpowered ships—**EXPLORA V** and **VI**.

"Explora Journeys," says Austin, "is a great product for those who enjoy immersive experiences and personalized vacations. Those who book luxury hotels run by world-renowned brands will thoroughly enjoy Explora Journeys. We're also targeting those who are new to and curious about cruising because we offer something that is completely elevated from what guests typically think of when they think about cruising. Our travelers...love the opportunity for overnights in selected destinations, unconventional arrival and departure times and sea days to enjoy our yacht-like experience."

Transcend Cruises

"Luxury is about choice and flexibility, and we provide that to [your clients] by giving them the ability to craft their own experience," says Matthew Shollar, CEO and co-founder, **Transcend Cruises**. Don't confuse Transcend Cruises with a traditional river cruise company, they're not. They are an event company that offers charters on Europe's rivers, and the charterer, says Shollar, "gets to decide how to configure the vessel. Do they want 60 guests, or do they want 120 dbl occupancy?"

For the 2024 season, Transcend Cruises will be using the former Crystal Mahler to host its groups, and in May and June of 2025 two newbuilds will debut, and, notes Shollar, the newbuilds, in terms of hardware (as well as software) will be a complete departure from what's on the rivers now.

"We are all-suite or heavy-suite concentration on our ships," says Shollar. "No other river cruise line has got the kind of space ratio and staff-to-guest ratio that we can offer. You can take our ship and transform it from an all-cabin to an all-suite ship and with 60 guests, you'll have a roughly a 1:1 staff-to-guest ratio."

Transcend doesn't offer a set schedule of departures, because it's up to whoever charters the ship to decide the itinerary. So, for example, your group—think a celebratory or wedding group—can decide that one day they only want to sail for a few miles, or stay two nights in port, that's perfectly ok, says Shollar. "It's whatever the client wants." This holds true for the shore programming as well as the F&B.

"Our F&B structure is custom, meaning we can offer everything from a traditional 4-course dinner to a buffet breakfast if that's what the client wants. But if they want something different, and we encourage them to do just that, then maybe one night you can have dinner on deck. The guest is very heavily involved in the menu creation if they want to be, and they can even bring their own chef on board. Lots of flexibility." "These coming generations are way more focused on the experiences," says Kimberly K. Daley, chief revenue officer for Transcend Cruises. "They want the entire journey to be seamless, integrating the onboard and onshore experiences. So, for example, [an advisor's group] can go to a vineyard and enjoy a farm-to-table experience, taste the wines, and then they come back to the ship and the sommelier is there building out the menu utilizing the wines, the food."

Cunard

"True luxury is the embodiment of craftsmanship, attention to detail and rarity and history," says Jamie Paiko, v.p. of sales, Cunard North America. "In 2024, Cunard will launch Queen Anne, which will embody all of those characteristics. The ethos of this new ship is to celebrate what makes this iconic British brand so special and evolve the experience in a way that is relevant for today's luxury traveler. Bridging tradition and contemporary luxury, Queen Anne will celebrate the influential design styles of both past and present but overall, the design will be a departure from the rest of the fleet and will be an exciting, bolder contemporary interpretation of Cunard's deco design."

Art aficionados will love that Queen Anne is set to have the largest art collection at sea with 4,300 pieces of art. "The brand," adds Paiko, "is utilizing new emerging artists from around the world to create one-of-a-kind pieces to offer their personal, distinctive points of view, interpreting Cunard's essence and heritage through a uniquely contemporary lens." Foodies, meanwhile, will be able to choose among 15 restaurants and, points out Paiko, the brand "recently announced a new partnership with [English-French two Michelin starred chefl Michel Roux who. along with Cunard's culinary team, will create exclusive menus for Queen Anne."

Known for offering a unique array of entertainment offerings, Cunard has also partnered with the British Film Institute to create a curated program of short films and blockbusters to be shown exclusively on the outdoor screen in The Pavilion aboard Queen Anne. The Pavilion is an open-air space on the top deck of the ship, and the BFI will be showing 10 films every month on the cinematic LED screen. "What we have learned is that our customer is not determined by age, income level or geographic area, but by a mindset," says Paiko. "Cunard's research shows that [our] guests care deeply about learning, enrichment and having new experiences from a Q&A with celebrities such as Alan Cumming to learning about ballet from a prima ballerina. These types of programs give passengers bragging rights and provide access to experiences they wouldn't be able to find anywhere else. These are the types of guests that travel advisors would target."

Inclusive Collection

Part of World of Hyatt, Inclusive

Collection recently made news with its new travel advisor loyalty rewards program, *Confidant Rewards*—and the even better news is the brand has several new hotels coming down the pike, meaning more choices and more sales.

"As the leader in luxury all-inclusive resorts, we take pride in creating unforgettable vacation concepts and distinct experiences that are thoughtfully curated to accommodate today's most discerning traveler," says Erica Doyne, senior v.p., global marketing & communications, Inclusive Collection. "For decades we have been committed to reimagining the guest experience, which is evident in the recent launch of the **Impression by Secrets** brand, offering the highest level of luxury with tailored personalization, cultural immersion, and memorable epicurean cuisine."

"Looking toward 2024, we're excited about the openings of **Secrets Tides Punta Cana** in Punta Cana and **Secrets Playa Blanca Costa Mujeres** in Costa Mujeres, as well as entry into new destinations with the opening of **Dreams Estrella Del Mar Mazatlan Golf & Spa Resort** in Mazatlan.

"At the Inclusive Collection, we are dedicated to cultivating special moments for our guests that not only redefine allinclusive resorts but also the way travelers enjoy their vacations," adds Doyne. Expect the majority of the new properties to open in the first quarter of the new year.

Palladium Hotel Group

This brand has been on a luxury upgrade roll, investing millions in the new Family Selection hotel-within-a-hotel concept at the **Grand Palladium Kantenah Resort & Spa**, which will debut in December of this year (check the September issue of Recommend for an in-depth look at this luxury offer, previously only available at the **Grand Palladium Costa Mujeres Resort & Spa** and **Grand Palladium Vallarta Resort & Spa**).

But there's even more: "The \$27.5 million investment into Grand Palladium Hotels and Resorts in Jamaica is not just about refurbishing suites and common areas; it's a testament to our commitment to delivering unparalleled experiences to our guests," says Pilar Arizmendi-Stewart, v.p. of sales and marketing for the Americas for Palladium Hotel Group. "We believe in constantly evolving to exceed expectations, and this ambitious project is a testament to that dedication. As we look ahead to the upcoming year, Palladium Hotel Group is committed to raising the bar in luxury hospitality. Our dedication to providing unique experiences and exceptional service will shine brighter than ever, ensuring that every guest's stay is nothing short of extraordinary."

The deep renovation of **Grand Palladium Jamaica Resort & Spa**, expected to be completed in December 2023, will be evident in all 537 suites plus common areas including the lobby, a show-cooking restaurant and a bar. There will also be two new guestroom categories—*Superior Junior Suite Private Pool Ocean View* and *Superior Suite Private Pool Oceanfront View*, both swimups with ample furnished terraces.

Rental Escapes

If your luxury clients are in the market for short-term luxury villa rentals, you have probably heard of **Rental Escapes**, which has some 5,000 of these beauties around the world—and they're constantly adding to their inventory.

"At Rental Escapes, we're dedicated to the expansion of our villa portfolio to meet the demand not only for guests, but for our travel advisors," says Willie Fernandez, CMO of Rental Escapes. "We have an abundance of new villas in the Caribbean and Mexico as both regions continue to be extremely popular. A few of our favorites are Casa Tesoro, Casa 51 and Cerulean Villa, which all provide guests with unlimited opportunities for exploration and relaxation. Working with Rental Escapes is seamless for our travel advisor partners as they work in tandem with our villa specialists and concierge service to ensure the highest level of service is provided for their valued guests."

According to Fernandez, the company's involvement with your client begins with a villa specialist to help you match your client with the best villa suited to their needs all the way through to 24/7 concierge services at the ready for any size request. "We provide advisors with zero booking fees and useful tools such as monthly webinars, the only travel advisor rewards program for free villa stays and a white label website, to name a few. Overall, Rental Escapes offers more villas in more destinations and more opportunities to earn more commission than anyone else."

Saint Lucia.





How does Transcend Cruises contribute to luxury travel?

This is where you expect to find flowery language, marketing-speak, and vague indications that don't really distinguish what we do from anyone else.

Let's stop right there. Not our style.

Luxury, for folks in our business, is about choice. The ability to deliver an experience to our clients, and their guests, that is truly attuned to their needs and interests. One that doesn't force them into trying to adapt a product and a location built for a very different audience and purpose to their group.

Until now, that luxury - true choice and the ability to create something unique - has been unattainable in the group travel market - on land, sea or river.

That's where we come in. Transcend Cruises is built to serve you and your clients exclusively. No FITs. No canned schedules. No blackout dates, lost-revenue penalties, contract clawbacks.

Instead, the ability to customize everything from your itinerary, to your dining options, to the multiple public spaces (we can provide F&B experiences in up to 9 locations on board), to our uniquely configurable guestroom environment that puts you in control of the number of guests and level of services onboard your sailing.

Onboard branding that deeply showcases the client. No retail pricing to compete with you. A fleet that has wellness and sustainability as DNA, not overlay.

All in a super upscale traveling venue.

There's more to share than we can say here. Reach out to us online, or call us. We'll be happy to showcase all we can do to help you build your business in an entirely new way.

Now, that's luxury.

About Transcend Cruises

Transcend Cruises is the world's first travel program entirely dedicated to the group event and charter market. Our fleet of custom river vessels offers unique flexibility, program planning options, and the wellness and sustainable travel focus today's clients require. From trip duration to guest count to menus to shore experiences, every facet of a Transcend program is built around you, and emphasizes your brand. To learn more, visit us at transcend.cruises, follow us on Instagram and LinkedIn, or call our team.



in linkedin.com/company/transcend-cruises



Luxury means different things to different people. It could be about personal experiences, adventure, rejuvenation or even simply time-saving. Very often it's a combination of these things and more. The key is find out what a luxury vacation means for each visitor.

From our insight, we know that luxury travelers to Saint Lucia want to explore the island whilst at the same time understanding the local stories behind the tourism. We're increasingly seeing that these guests like to step into our communities. This is where the tourism authority can add value with reassurance and guidance.

We have two recently launched experiences that are proving popular already because of their authenticity and sustainability.

Our curated Shop Local guide helps travelers discover the many independent shops and retailers offering locally-made products. With over 30 shops and stalls in the initial directory and more to come, they will be able to choose from a wide range of goods on offer.

The Kabawe Krawl is a trail of bars and rum shops around the island that we have selected to give a flavor of our different communities. It's an opportunity to meet the locals, swap stories and enjoy some more of our Saint Lucian hospitality. There are guided tours available too which offer a tailored, seamless experience.

Saint Lucia continues to appeal to luxury clients as we offer so many unrivalled options. We have world-class resorts and private retreats including global brands and individually owned properties. Standards are high and experiences are tailored. In fact, it's often said that Saint Lucia packs a lot into its small size yet still retains exclusivity and a sense that there is always something to discover.

About Saint Lucia

The Saint Lucia Tourism Authority is committed to the creation of a strong demand for Saint Lucia as the most inspiring and authentic destination, highlighting her beauty, natural resources, culture, and cuisine through visionary and collaborative initiatives that stimulate overall economic growth and sustainable environmental and social development.

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facebook.com/TravelSaintLucia

instagram.com/travelsaintlucia



Explora Journeys recognises that the sea is a source of endless renewal and stunning beauty. With intention, we have infused this into every guest experience, as travellers discovered when EXPLORA I, our first of six ships, debuted this summer.

The onboard experience is cosmopolitan, yet prevailingly serene and spacious. Guest rooms feel like 'Homes at Sea.' Our Ocean Suites, amongst the largest in the category, are all oceanfront with private terraces, combining space and light to nurture a sense of closeness to the ocean.

We also believe choice is a hallmark of luxury. On EXPLORA I, global cooking talents and provenance illuminate the menus at 11 distinct culinary experiences. Entertainment and enrichment are reimagined for the "right vibe at the right time," intimately showcased by talented artists. Destinations and itineraries blend well-loved and lesser-known locales, and curated onshore experiences appeal to varying paces and passions.

And as a commercial team, our brand sensibility of redefining ocean travel leads the way we interact with travel advisors. We launched exclusively to the trade in 2021, and continuously place you at the centre of our innovative, often groundbreaking programmes.

The art of listening tells us what will help you grow your luxury business meaningfully; we then develop policies to address those needs – like our By Appointment+ service, which lets you schedule and bring your client to a call with our expert ambassador to help close the sale.

Luxury is personal, and we aim to make each interaction joyful, for guests and travel advisors alike.

About Explora Journeys

Explora Journeys offers a new approach to luxury ocean travel. Each journey invites guests to connect with the world around them, embarking on journeys of inner and outer discovery evoking the Ocean State of Mind. For more, visit explorajourneys.com or follow us on Instagram, Twitter/X, Facebook and LinkedIn.



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In the post-pandemic world, luxury travel has evolved, redefining the traveler experience beyond opulent accommodations. It's now about curating and delivering the most memorable, extraordinary and unique experiences at every stage of the journey, from the initial planning to the moment travelers return home.

For the Avoya Network[™], understanding the ever-evolving landscape of luxury travel is crucial. To cater to the discerning tastes of affluent clients, they must meticulously plan every aspect of the vacation, from air and land arrangements to the itinerary itself. Luxury travelers have the highest expectation of perfection, and Independent Agency Owners in the Avoya Network are uniquely positioned to deliver on these demands.

One trend Avoya has observed is a shift in destination preferences. Luxury travelers are increasingly seeking out lesser-known and exotic locations to escape overcrowding. South America and Asia have become hotspots, offering fresh and captivating experiences.

Furthermore, travelers now favor the exploration of remote, less-traveled destinations and have developed a preference for longer trips, with World Cruises and Grand Voyages gaining popularity. These trends are expected to endure well into 2024, with the continued growth of luxury travel and the introduction of new offerings.

Avoya Travel[®] is at the forefront of the luxury travel industry, ensuring that travelers' desires for unique and extraordinary experiences are met through our unique offerings and industry relationships. By staying attuned to the shifting preferences of affluent clients and responding with innovative solutions, Avoya continues to set the standard for luxury travel in the post-pandemic world.

About Avoya Travel Network

Avoya Travel[®] is the premier host agency for independent travel advisors, offering a comprehensive suite of cutting-edge products and unparalleled support. With innovative marketing resources, advanced technology and extensive education programs, Avoya empowers both new and experienced entrepreneurs with solutions that simplify daily tasks, boost productivity and drive business growth.

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