



TRAVEL TRENDS

*FROM THE
FRONTLINE*

Hot Destinations &
Hotel Openings 2025

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2024 Fourth Quarter Trends Report & Hot Hotel Openings

Cautiously Excited

In our widely read [Q3 2024 trends report](#), we declared the word of the year as VALUE. What are we seeing now as we close out the year?

The word on our mind? ***Pushback!***

Six Umbrella Points to Note:

1. 2024 was a year of price pushback. It has nothing to do with inflation nor wealth, but value proposition.
2. Climate change reckoning is reaching its peak and traveler behavior is significantly changing. It is real!
3. Equilibrium has finally fully set in post-pandemic. No one is desperate anymore. The world is your competition.
4. Watch out for the Triple-threat, especially in the most lucrative summer Mediterranean business. We foresee three factors pushing people away from their lifelong pilgrimage - ***Overpriced, Overcrowded*** and ***Overheated***.
5. Company growth was 38% overall, however, per advisor it is down about 3.1%. Rates are going down.
6. The Middle East conflict and election had almost no effect on overall business but has shifted destination choices.

And diving in a bit more...

- Long haul is back -- Asia is having our strongest month of the year with Japan, Thailand, and Vietnam highly booked. Australia and the South Pacific grew by 22%.
- Clients are booking France over Italy right now. While Italy grew 5% in 2024, for the first time in 25 years, France exceeded Italy in both revenue and transactions. With Notre Dame reopening and the eternal allure of Paris, we expect that bookings will rise again for 2025.
- By far, the strongest destinations in Europe are France and Italy.
- Outside of that Greece and Spain do well, but Portugal is on pace to possibly outperform them next year.
- Germany and Iceland are the other two “hot spots” for Europe outside of the usual suspects.
- We are seeing a stronger month in China specifically compared to the last few years.
- The Caribbean had the weakest month of the year for the region—for us, this is still strong but weak for what the destination usually is.
- Mexico, on the other hand gained 18%. Los Cabos, specifically, grew. For the first time ever, it exceeded business to the Riviera Maya – by 20%. We see this continue to strengthen in 2024.
- No real surprises this month, although it is nice to see Israel at close to a million dollars in bookings in a rough year for the destination.

The biggest inhibitor of growth? Capacity. Staffing shortages continuing to plague our industry, limited capacity, air lift issues, and inflated prices all pose serious issues. Limited airlift (and corresponding magnified air rates) also contributed greatly to destination decisions.

Despite pushback we are very excited about 2025. It's not just because of forecasted business. It is because of all the incredible destination development, the evolution of how people travel, the plethora of amazing festivals and events, and most of all, some of the most exciting hotel openings of the decade.

As always, we relish your feedback and your own observations. Please communicate what you want to see in the future so we can track it and report back. Feel free to email me at jack@embarkbeyond.com with any questions, comments, or press inquiries.

We look forward to hearing from you!

Jack Ezon

Top 25 Hot Destinations for 2025

1. **Thailand – Thailand is overpowering Japan.** Without even mentioning *The White Lotus* effect, Bangkok has become arguably the most fashionable and hottest city in Asia. With China taking a back seat, Thailand has exploded as the destination *du jour* for the far-flung set. Phuket, Chiang Mai, and Ko Samui lead the way, with Aman junkies wanting to experience the new Aman Nei Lert Bangkok or the new Four Seasons, Capella Bangkok (Winner of World’s 50 Best Hotels this year) and a host of other new entrants to the city.
2. **Italy, beyond the obvious** – Look at Forte Dei Marmi for some of the hottest beach clubs in Italy. It seems like everyone we know is going to Ischia. Umbria, Piemonte, the Veneto, and Emilia Romagna continue to heat up. Sicily is still surging after the *White Lotus* effect and “predictables” like Lake Como and the Amalfi Coast remain top of mind although more so in the shoulder season after intense summer heat and crowds scare people away from July and August. Milan continues to grow in double-digits as the most reinvented city in Italy. And one of the hottest exclusive-use villa openings next year is in Puglia (more to come).
3. **Los Cabos** - The beach destination with the strongest growth, Los Cabos is undergoing another reinvention. 10,000 private jets land here a month; Hermes is anchoring a new fashion plaza; three more luxury hotels open with sold out residence. A truly discerning crowd is ready to discover or re-explore this desert beach resort. Among the reasons: the development of nearby Todos Santos as a boho-explorer’s destination combined with the endless active desert adventures, new culinary magnets, incredible outdoor adventures, a host of sporting facilities and world class golf. The new 1,800-acre Cabo del Sol community has two miles of beach and two 18-hole golf courses, all centered around the new hacienda-style Four Seasons Resort Cabo San Lucas at Cabo Del Sol (with one of the best hotel retail shops ever) and Soho House Beach Club. In August 2025, Park Hyatt will join the mix, the new St. Regis Los Cabos at Quivira (February 2025) will be on the southern shore of the peninsula with access to its own Jack Nicklaus golf course, while Amanvari (December, 2025) expects to finally open on the remote East Cape.
4. **Paris** – Paris continues to be a force of cosmopolitan divinity. Though there was major softening this summer with Olympics mania keeping people away, Taylor Swift more than made up for it. And now, with Notre Dame reopening and Paris’ ever exploding hotel, art, nightlife, and restaurant scene, we expect that bookings will rise again for 2025. The industry experienced a mini shockwave with the news that Mandarin Oriental is taking over Hotel Lutetia, the only Palace hotel on the Left Bank. And opening very soon: Maison Barrière Vendôme in January 2025. Paris is definitely having its moment.
5. **The Red Sea** - Despite the Middle East conflict, we are hot on Saudi Arabia’s Red Sea project. The amount of money being invested, the exposure, promotion, unique experiences and varied environments will make the Red Sea one of the fastest growing destinations in the world – and much easier to reach than the Maldives. There are almost 30 unique resorts opening in the next three years – most with pristine beaches and overwater villas.
6. **Monaco, Monte Carlo** - Monaco is shaping up to be one of the top destinations for 2025, most notably in shoulder months with its amazing activities, festivals, and all-year-round experiences in a mild climate. Nearby, the Maybourne Riviera offers a spectacular “Amalfi Coast-style” stay overlooking the city while the revamped Hôtel de Paris joins a host of new restaurants, clubs, and lounges bringing new energy to this classic Jetset haven. New “festive” restaurants which become nightclubs and sexy beach clubs continue to open and reposition Monaco as one of the trendiest locales on the Med.

7. **Montenegro** – One of the best values in the Med, Montenegro continues to grow. It's the ideal locale for nature lovers, adventure enthusiasts, and beach lovers. The new SIRO not only debuts One&Only's sexy new Gen-Z sister brand, but also infuses the country with an active and wellness narrative. Aman Sveti Stefan remains closed (though Villa Miločer is open for an uber exclusive experience). The villas of One&Only Portonovi are a family and yacht haven of the Med. Couple this with the spectacular fjords of Kotor and a short boat ride to Croatia, it's a fabulous, unexpected summer getaway.
8. **Scandinavia** – There is so much happening in Sweden, Denmark, Norway, and Finland -- starting with temperate summer climates attracting so many travelers looking for a Euro-experience without the intense heat. The demand for Scandinavia is already up more than 20% for 2024. The cool capitals of Stockholm and Copenhagen continue to draw design and gastronomic aficionados. And new nature-focused resorts and luxury yachts open up the Lapland, the Fjordlands, and more remote locales. One recent discovery is the 12-room Eilert Smith Hotel in Stavanger, Norway, a city with a captivating culinary scene. And the journey through 62 Nord's properties is extraordinary.
9. **Japan** – Though Thailand has overtaken Japan in buzz, the country is still hot with a slew of hotel openings, like Six Senses Kyoto. And one of the hottest ski destinations is still Niseko, with the Park Hyatt providing a great home base.
10. **Greece** – Greece has been softening, but we predict a comeback, especially in the 'outer islands'. We think Paros is going to be the new Mykonos with so many luxury hotels now firmly planted outside the label-free but vibrant town of Naousa. (We can't wait for Canaves to open, not in 2025 - but in the works). The One&Only Kéa Island is spectacular and we're also even looking at Corfu, a place that was often overlooked as a middle-market destination but now has new resorts such as the Ikos Odisia and Banyan Tree's new lifestyle Angsana. Even the remote island of Folegandros, with a population of 600, has the new Gundari Resort.
11. **South Africa** – South Africa would always catapult into our top 5 destinations for 2025 if there were enough space available to put our clients. And with the new government in place this year, there is investment flowing in, more than ever before. It's one of our most beloved countries and we're watching what's happening closely.
12. **Ras al Khaimah, UAE** – We are already seeing the growth of "RAK" as a preferred beach destination and we predict its continued growth in 2025. There is a great Waldorf-Astoria and a Ritz-Carlton, but what makes it special is its ease of access (just 45 minutes from Dubai) without the commercial feeling of its neighboring brothers of Abu Dhabi and Dubai. You now even get overwater bungalows, without taking a seaplane, especially with the opening of the Anantara and its overwater bungalows on a glistening lagoon.
13. **Morocco** – Despite not being in the Middle East, this Muslim country had a double-setback last year with a devastating earthquake and the war in Israel. This year seems to be more forgiving with forward bookings and inquiries on a tremendous upswing. Exciting new openings like the "WOW-worthy" Royal Mansour in Casablanca and Tamuda Bay (where chic Moroccans take their holidays, across the water from Marbella, Spain), and the fabulous new YSL Villa Mabrouka, one of several new developments in Tangier. The colors, design, fashion, flavors, buzzy nightlife, and easy access has made Morocco truly enticing – especially since it has shown itself to be a peaceful country.
14. **Switzerland** – Federer and Trevor Noah took the Glacier Express' Grand Tour of Switzerland viral and Switzerland just gets hotter and sexier. It's becoming ground-zero for thrill seekers in Europe, from bungee jumping to ultra-hiking with magnificent Via Ferrata courses, rappelling and extreme mountain biking. Properties like Bürgenstock, the Alpina Gstaad and fabulous villas from brands like Ultima provide chic basecamps while the renewed allure of train travel has made it even more appealing to easily connect several destinations along some of the world's most dramatic topography. The Capra Saas-Fee is

high on our wish list and Saas-Fee is in the spotlight with the 40th anniversary celebration of Wham's "Last Christmas" - the music video was filmed in Saas-Fee.

15. **Portugal** – We should have all secured our Golden Visas a decade ago, but Portugal remains one of the best values in Europe. Lisbon continues to thrive as a cool capital city, with hot new restaurants and art installs, while popularity of Portuguese wines of the Alentejo and Douro Valley bring oenophiles to a growing roster of luxury hotels. Beach resorts in the Algarve and Comporta are finally attracting jetsetters who want a little more calm, while design aficionados are fixated on properties like the flawless Palácio Príncipe Real in Lisbon and Christian Louboutin's Vermelho outside of Comporta.
16. **Austria** - We see Austria having another moment in 2025. New hotels in Vienna are bringing it a new limelight, while Rosewood's reinvention of the iconic Schloss Fuschl shines a light on Salzburg and its spectacular countryside. There are UNESCO World Heritage Sites, lakes and mountains, and a hot wine scene in Burgenland.
17. **Peru** – Peru is coming back on the map for foodies and outdoor adventure enthusiasts. With renewed products like the Belmond Andean Explorer connecting magnificent destinations to the magnetic Sacred Valley and Machu Picchu, the country has been especially attractive to multi-generational explorers and active groups.
18. **Australia** - As if the reopening of Southern Ocean Lodge isn't enough, Australia gets a host of new luxury hotels including the Ritz and Shangri-La in Melbourne and finally benefits from additional airlift which is bringing travel costs back to palpable price point. Adelaide (recently named Australia's coolest city by The Wall Street Journal) has become a cool go-to destination for foodies and art lovers. Western Australia's new exposure campaign has helped grow Australia's winter business significantly while nature-focused destinations like Kangaroo Island, Tasmania, making it one of the most attractive destinations in 2025.
19. **The Alps** – With climate change wreaking havoc on ski business, there is a dramatic shift of business to the Alps – especially the French and Swiss Alps, which are positioned more like winter resorts that offer so much more than skiing. Courchevel continues to lead the way as a winter "lifestyle" jetsetter destination, and now followed Val d'Isere which has repositioned itself as a winter equivalent of St. Tropez. St. Moritz is attracting a younger set of winter revelers with its ongoing festivals and winter activities.
20. **Mexico City** - Mexico City continues to grow in market share and is one of the hottest urban destinations to visit, especially in winter. The art scene, the food scene and the cultural offerings are enticing and exciting. The new hotel scene is booming with both stunning boutique hotels and banner brands.
21. **New Zealand** – Flockhill Lodge's opening a couple of years ago, an elevated Huka Lodge, and the coming of Rosewood to some of the most beloved resorts in New Zealand shines the spotlight on this pristine destination, ideal for nature and adventure enthusiasts.
22. **St. Bart's** – St. Bart's seems to never lose steam. It remained the number one warm-weather destination for Q1 and Q2 of 2024. The French flair and Mediterranean-style beach clubs are a magnet for international jetsetters. Inflated rates only make it more attractive.
23. **Spain** – Madrid is the hottest city in Europe. Ever since it reemerged with five new luxury hotels last year the city is thriving with a fabulous nightlife, cool art scene, great shopping, and new exhibitions. The Ritz Madrid and Rosewood anchor the hottest new spots in town, while in Andalucia, resorts like Finca Cortesin continue to attract people, especially to the shores of the Costa del Sol. Marbella Club remains one of the best family and celebratory hotels in the world. Are we over Mallorca yet? It doesn't seem so, with new hotels and airlift—hopefully this island is one that will start to stay open longer.

24. **French Winelands** – The French winelands are getting a boost with new luxury hotels to explore outside of Provence. Cognac now has the fabulous new La Nauve Hôtel & Jardin as well as the private takeover dream, Le Logis, part of the former Gray Goose estate. In Champagne, LVMH’s Belmond Coquelicot luxury barge promises insider access to the brand’s best champagne including Dom, Ruinart, Krug and Moet, especially as the brand is opening up its vineyards to select VIPs with insider experiences and guided tours. Burgundy, the holy grail of pinot noir and chardonnay, has lacked good accommodations for years, now gets a new Como resort, Le Montrachet, along with a darling 14-room Maison 1896 in Beaune and the new Chateau Sainte Sabine, giving oenophiles a plusher option to explore their favorite vintners.
25. **Bahrain** - The Raffles Al Areen Palace in Bahrain opened late last year, putting the small kingdom of Bahrain (which is connected to Saudi Arabia by the 15-mile King Fahd Causeway) further on the map. Those who follow the F1 circuit will want to add the most glamorous event of the year to their travel schedule, the F1 Bahrain Grand Prix, held at the Bahrain International Circuit. The Four Seasons Hotel Bahrain Bay, set on its own island, remains a big draw and center of life.

Top 25 Hot Hotel Openings for 2025

1. **Airelles Venezia** – One of the hottest hotel brands of the decade, the Airelles group has taken over the former Baur Palladio and Villa F, adjacent to Belmond Cipriani, creating a new Venetian palace wreathed in classical design with every modern luxury we see in their other properties. Featuring spectacular views over the Giudecca canal, it will have incredible gardens and multi-unit “villas” plus a luxe spa. Each of the 45 rooms are spread out between the original Palladio, the Villa F, and the adjacent Convento, which is surrounded by a sprawling garden. There will also be a three-bedroom stand alone villa overlooking the Piazza San Marco.
2. **NIHI Rote, Indonesia** - The spectacular NIHI Sumba opens a new sister property on a secluded corner of Rote Island in West Timor with 25 thatched-roof private pool villas. Set in front of the beautiful Bo’a beach with world-class surfing waves year-round, this is one of Indonesia’s (and the world’s) most wild and undiscovered locations with off-grid experiences and the same adventurous spirit of NIHI Sumba.
3. **Bab Samhan, Diriyah, Saudi Arabia** - The “City of Earth” that was once the capital of Saudi Arabia will emerge in 2025 with the first of three phases of this remarkably built city on the outskirts of Riyadh set within a UNESCO World Heritage site. Known for its traditional mud-brick architecture, Ad Diriyah is home to revitalized Al Bujairi, a mind-blowing pedestrianized development of winding alleyways with cafes and craft shops. To keep the city clean and efficiently operating, a remarkable three-story city has been built underground for all through traffic, deliveries, garbage disposal, and transit. Cultural sites include Diriyah Museum, a former palace with exhibits on Saudi history, and the restored Al-Zawihra Mosque. There is also a meandering park ideal for waterside picnics, strolling, and cycling. The first luxury hotel, **Bab Shaman, Diriyah** opens in January 2025 with 106 guest rooms set out in what looks like an ancient village, offering beautiful indoor and outdoor dining, a brilliant spa and inside access to the contemporary art museum just across the street.
4. **The Vineta Hotel, Palm Beach** – Oetker Collection’s first foray in the United States opens Q1, 2025 in the heart of Palm Beach, just two blocks off Worth Avenue in the former Chesterfield Hotel. The landmark is about 3 blocks from the beach and will have just 41 rooms. It will revive the famous Leopard Lounge and an ‘American Bar’ plus a newly created Mediterranean-inspired indoor-outdoor poolside restaurant.
5. **Aman Rosa Alpina**, Dolomites, Italy – Rosa Alpina in the Italian Dolomites reopens with a head-to-toe redesign, fusing sleek Aman style with the soul of a family-run Italian resort under the close eye of the Pizzanini Family, who have owned the hotel for six generations. The hotel, once known for its three-star

Micheline mainstay, will offer a more relaxed gastronomic experience, including informal alfresco fondues. The wellness space has been extended to nearly double the original size and reconfigured to incorporate an outdoor swimming pool and jacuzzi.

6. [**Waldorf Astoria, New York**](#) - After an eight-year renovation, the Waldorf Astoria New York will be transformed from a 1,400-room hotel to just 375 rooms and suites, along with 375 private residences. The property will have some of New York City's largest hotel accommodations, with a sprawling 30,000 square-foot spa and cutting-edge fitness center. What won't go away is the hotel's storied lobby with iconic clock, Peacock Alley, and magnificent ballroom. It will surely regain its place as a central hub for New York power brokers and celebrations.
7. [**Saudi Red Sea Development**](#) - Okay, this isn't one resort, but it will continue to be on the hot list. The exciting Red Sea development of Saudi Arabia launched in 2024 with the first of 15 resorts over the course of three years, and up to 50 hotels by 2030. Surrounded by the world's fourth-largest barrier reef system, spanning over 11,000 square miles, the Red Sea has more than 90 untouched islands, pristine beaches, dormant volcanoes, sweeping desert dunes, mountain canyons and historical cultural sites.
8. [**The Trail Hotel, Kentucky**](#) - Located in Bardstown, KY, the start of the Kentucky Bourbon Trail, The Trail Hotel will be the world's first bourbon-infused luxury hotel. The restored, historic property will have 95 rooms, eight suites, an elegant restaurant, and three bars including a speakeasy. The hotel will provide visitors with the region's first elevated overnight experience for guests looking to visit the Bourbon Capital of the World and meeting planners with expansive conference facilities for a newer, exciting location for meetings. (Bourbon-infused meeting?)
9. [**Masiya's Camp - the tented camp at Royal Malewane, South Africa**](#) - The first luxury tented camp in South Africa, Masiya's Camp (named for Wilson Masiya, the first recognized Master Tracker in the Greater Kruger) is a fabulous new addition to one of our favorites, Royal Malewane. It will have ultra-luxurious tents custom-designed by Liz Biden, with her classic colorful and eclectic style. Set in the spectacular Thornybush Reserve, each tent comes with access to the acclaimed guide team of the classic lodge offering a personalized family approach to each guest. **Franschhoek House**, the Royal Portfolio's newest exclusive-use villa, has also just opened at La Residence in the winelands outside Cape Town.
10. [**Rosewood Miyakojima, Okinawa, Japan**](#) - Located on a small island off the coast of Okinawa, the new Rosewood will be the first luxury island resort in Japan with just 55 private villas all with private pools and unobstructed sea views. It occupies a secluded peninsula surrounded by beaches, rock formations and offers activities such as snorkeling at Yabiji, the largest coral reef expanse in Japan; diving through underwater caverns teeming with marine life; and outstanding deep-sea fishing. It's also more easily accessible than you might think—a 20-minute drive from Miyako Airport or a 30-minute drive from Shimojishima Airport, which receives direct flights from Hong Kong and major cities in Japan.
11. [**Morro Chico, Patagonia, Argentina**](#) - Ever wonder what it is like to be a shepherd? Want to play Little Bo Peep for a weekend? This super cool five-bedroom exploration lodge in Patagonia is where you can deep dive into sustainable agriculture, and even obtain educational certifications, like Integrated Forest and Livestock Management. Spend time learning about food sourcing, energy and waste management; and even sheep management activities like herding or riding to visit the nearest flocks. Guests will also join the farming team for a night of local gaucho guitar music joining the Gallie family on their 27,000-hectare estate with 8,500 merino sheep and 400 Hereford & Aberdeen Angus cattle. Each stay is tailored to the guests' goals, with a maximum of 10 guests at a time.
12. [**The Chancery Rosewood London**](#) – London's hotel boom shows no signs of slowing down. Rosewood's second location is on Grosvenor Square in the former American Embassy building. With 137 rooms and suites, all designed by Sir David Chipperfield, there will also be a signature spa, six flagship retail spaces, as

well as extensive dining and entertainment spaces, including five restaurants and a ballroom for up to 1,000 guests, one of the largest in London.

13. **[Brenner's Park](#)** - This Oetker icon will reopen in spring 2025 following an 18-month renovation that went down to the beams. Glamour and indulgence will be at the heart of the revival, a fun contrast to the hotel's legendary Villa Stéphanie which focuses on effective health & well-being experiences. Epic adventures await in the Black Forest and beyond with the region's spa houses, vineyards and racecourses.
14. **[SIRO Boka Place](#)**, Porto, Montenegro - One&Only's new sister brand will open in Q2 2025 near the Regent in Porto Montenegro, with a focus on active and wellness experiences. There is an intensive Fitness Lab, boot camp workouts, and biking or hiking trails in nearby Durmitor National Park, plus with sailing courses along the bay.
15. **[The Lake Estate on Winnisquam, USA](#)** - In New Hampshire's beautiful lakes region The Lake Estate on Winnisquam is a 114-room luxury independent resort is modeled after a grand private estate and inspired by New Hampshire's grand hotels of yesteryear. Situated on 36 acres with an extended private shoreline along Lake Winnisquam, the resort will also have to a 5,000-square-foot luxury spa.
16. **[Casona, Roma, Mexico City](#)** - Set in the residential, tree-lined Roma neighborhood, Casona is a 32-room Art Nouveau gem in a former mansion, with a strong focus on local art. Think Casa Polanco in Mexico City's more trendy "SoHo-esque" neighborhood.
17. **[Faena New York](#)** - Hotel Chelsea's reopening changed this neighborhood's reputation as a place to be, and now Faena is coming in spring 2025. Known for high-style and a bit of drama, Faena brings its style to Manhattan's Chelsea with art-infused design overlooking the High Line. Expect whimsical touches in all of the 120 rooms, a Tierra Santa Healing House spa, and buzzy nightlife scene as per usual in Chelsea.
18. **[La Dolce Vita Orient Express](#)** - Italy's first luxury train, La Dolce Vita Orient Express, will launch its first train journey in spring of 2025. The new train journey provides eight exclusive round-trip "Made in Italy" itineraries departing from Rome, highlighting destinations like Venice, Matera, Tuscany, Piedmont, Portofino, Abruzzo, and Sicily. On-board, guests will enjoy dishes created by three-Michelin starred Chef Heinz Beck, who will oversee cuisine onboard the rail journeys.
19. **[Southbank Turks and Caicos](#)** - This new 31-acre development has 92 waterfront homes, ranging from one-bedroom to seven bedrooms all with individual private butlers and services by acclaimed Grace Bay Club. Amenities include a swimmable lagoon (ideal for children) and a full marina.
20. **[Kotona Manor](#)** - This new Finnish resort is a game-changing luxury lodge for the Nordics. The 11-room resort is designed more like an African safari lodge. Each room is set in its own private building incorporating local wood and lake-facing windows. The circular main building represents the circle of life as well as the cycle of the year, which is at the core of Katona's ethos and gateway to Finnish Lakeland, the largest lake area in Europe with over 55,000 of the world's cleanest lakes. Guests are invited to explore—whether with snowshoes, cross-country skis, kick sleds, SUPs, or hiking boots—depending on the season and culinary offerings are hyper-local, from nearby foraged mushrooms to fresh lake fish.
21. **[Kilchoan Estate by Dunton, Scotland](#)** - Dunton Hot Springs' first international resort, with just six villas ranging from one- to five-bedrooms on a 13,000-acre estate in the Scottish Highlands' Knydart Peninsula along its western coast. Dating back to the 12th-century when it was part of the Somerled kingdom, it can only be accessed by boat or foot. The rugged and remote landscape is one of the area's primary attractions.

22. [**Belmond Britannic Explorer**](#) – For train aficionados and those who love a bit of glamour, the Britannic Explorer (debuting in July 2025) will be high on the list. It's the UK's first sleeper train and the design evokes an English garden with floral motifs, shades of green, and natural textures. Thoughtful design includes cozy seating nooks for reading and watching the English countryside.
23. [**Casa J.K.**](#) - Your new home in Rome. J.K. Place's second property in Rome will have 24 apartment-style suites, all oversized accommodations with separate living rooms and kitchenettes alongside the full hotel service experience, including a restaurant, lobby bar, and more. Done up by J.K.'s designer Michele Bönan, room size will be the largest in the J.K. portfolio and some of the most generous in the city.
24. [**Silversea Lodge, Puerto Williams, Chile**](#) – A game-changing 150-room hotel meant to facilitate the unique fly-over journey to Antarctica. Overlooking the Beagle Channel and surrounded by pristine forests, the hotel will offer an expansive restaurant ideal for group gatherings, a bar and lounge, and a fitness center. When completed, it will be the southernmost hotel in the world
25. [**L'Observatoire**](#) - If hobnobbing with the elite is too much for you, Belmond launches its private *L'Observatoire* in Spring 2025. For €80,000/night, guests get their own ultra-exclusive, impeccable, stylish train car. Best of all, it can be added on not only to an existing Venice Simplon-Orient-Express journey, but to practically any passenger train car in Europe.

Other Top Openings Around the World: 2025

Europe

Italy

[**Rosewood Hotel Bauer Venezia**](#) - Originally built in 1880, we are looking closely at Rosewood's reimagining of Hotel Bauer, set to open in 2025.

[**Auberge Cllegio alla Querce**](#) - Encompassing three 16th-century buildings in Florence, including an original chapel and theater, this 82-room Auberge property will include 20 suites, an outdoor pool, spa, and fitness center.

[**The Carlton, Milan**](#) - Not the Carlton in Cannes, this is the Carlton in Milan with Rocco Forte. Rocco Forte Hotels' director of design Olga Polizzi collaborated with interior designers Paolo Moschino and Philip Vergeylen to create 70 rooms and suites, a wellness center, and a panoramic rooftop bar befitting the Italian capital of design.

[**Six Senses Milan**](#) - the second half of 2025, **Six Senses Milan** will become the brand's second hotel in Italy, following the opening of Six Senses Rome in 2023. The Milan property will have 68 guest rooms—including 15 suites—and two with private plunge pools.

[**Orient Express La Minerva, Rome**](#) - Famed luxury train company Orient Express is on track to expand into hotels in spring 2025. The first stop: this historic Rome property, a 17th-century structure turned luxury haven featuring 93 Hugo Toro-designed rooms and suites with a view of the Pantheon, a rooftop restaurant and bar overlooking the city, and a wellness facility inspired by Ottoman bath rituals.

[J.K. Place Milan, Italy](#) - Michaele Bonan designed the new 38-room J.K. Place Milan in the heart of Milan's fashion district. Set in the former Versace headquarters, the boutique hotel has a fitness center, small spa, and restaurant. We love everything J.K. and can't wait to see this new property.

[Six Senses Antognolla](#) – Six Senses reimagines an ancient castle, borgo (village), and estate into a 71-room sustainable resort, with 79 branded residences, a diverse wellness and cultural offering, 18-hole golf course, equestrian center, cookery school and organic farm set out on 1,335-acres in Tuscany.

[Borgo Lavinium](#) - this 52-room resort will be an incredible boon to Rome, just 20 miles from Roma's city center and an ideal countryside add-on to the Eternal City. Owned by Princess Grazia Borghese, the 500 acre estate features its own 2,500 year old village and castle on the ruins of the ancient city of Lavinium. The resort will feature an expansive equestrian center and a thermal-based spa.

[ROMEO in Rome](#) – Just off the famed Piazza del Popolo in Rome, the 74-room Romeo, conceived by the late Zaha Hadid, will be the only centrally located hotel in Rome to have two outdoor pools. Set in a 16th-century palazzo, the hotel will fuse classic and contemporary art and design, plus an Alain Ducasse restaurant and a 13,000-square-foot La Spa Sisley. The 22,000-square-foot open-air courtyard brings to mind its neighbor Hotel de Russie and its garden.

[Corinthia Rome](#) - Corinthia's first hotel in Italy will be housed in a 1914 neoclassical palazzo, the former Central Bank of Italy. With just 60 rooms, it will also offer a sprawling spa, and Carlo Cracco restaurant and notable courtyard.

[The Lake Como EDITION](#) – A remodel of the former Britannia Excelsior Hotel, the 145-room Edition hopes to bring a younger, hipper traveler to Lake Como, overlooking Bellagio. It will be completely different to anything currently offered on the lake, with a reported buzzy beach club in the works too. Let's see if Como ready for a St. Tropez scene?

[Castel Badia, Dolomites](#) – an amazing 30-room boutique resort set in a historic 10th-century castle located in Val Pusteria, the "Green Valley" of the Dolomites. Once a Benedictine monastery, it will soon boast an indoor and outdoor pool, lush gardens, and a host of outdoor activities available year-round. In winter, the area is ideal for skiing enthusiasts, while in summer, guests can explore hiking trails, cycling paths, and enjoy a round of golf at the nearby 9-hole course.

[Lefay Resort Residences](#) - Lefay Resort & SPA Lago di Garda launches a collection of five separate mountain-side villas overlooking Lake Garda, about 10 minutes' drive from their flagship property. Each "Sky Pool Villa" will be fully serviced by the resort ranging in size from a 3,000 square-foot two-bedroom to 6,000-square-foot penthouse home. Each villa will have a private garden to guarantee maximum privacy, and a heated infinity pool with full access to LeFay's facilities including its 46,000 square-foot spa.

[Mandarin Oriental Cristallo, Cortina](#) - By taking over the historic Hotel Cristallo in mountainous Cortina d'Ampezzo, Italy, this new Mandarin Oriental becomes the brand's first alpine getaway. As if that

weren't enticing enough, the opening of the amenity-filled property (83 rooms, extensive dining options, an indoor-outdoor pool) comes in advance of the 2026 Milan-Cortina Winter Olympics, which will host some events less than 20 miles from the hotel.

Hotel Ancora, Cortina – a darling 38-room boutique hotel operated by the esteemed Melpignano family who is behind the famed Borgo Egnazia in Puglia. Set in a 19th Century landmark close to Cortina's best shops and restaurants, many rooms have dramatic views of the Dolomites while the ultra-exclusive nightclub will be a hub for international jet-set....especially during the Olympics!

Greece:

Four Seasons Mykonos – Situated along the stunning coastline of Kalo Livadi Bay, the newest Four Seasons offering in Greece will have 94 spacious rooms, villas, and suites, all with sea views and direct access to the beach.

Phaea Crete – This boutique 47-bungalow (all with private pools) resort on the mountainside in Elounda overlooks the dramatic island of Kalydon. Formerly the southern wing of the Blue Palace, Phaea now offers an extremely personalized and private experience with beach access via funicular.

1 Hotel Elounda Hills - - 1 Hotel Elounda Hills will be the newest sustainable property for 1 Hotels, slated to open on the Greek island of Crete in summer 2025. Located on Crete's northeast coast, the resort will be surrounded by Elounda Hills and the rugged coastline of Mirabello Bay.

Kalesma Mykonos - Kalesma Mykonos opens a 25-room expansion in 2025, connected to the original hotel, though closer to the water, offering guests smaller accommodations at a lower price point with access to the main hotel's facilities. The new addition will also have its own pool, breakfast area, and reception, as well as an outdoor gym and pilates studio.

Austria:

Mandarin Oriental, Vienna - Set in a restored Art Nouveau building designed by Alfred Keller in 1903, in what was once the city's commercial law court for the past century, the Mandarin Oriental Vienna will have 163 rooms and suites, a winter garden, a pool and a fitness center.

Finland:

Balder Lodge, Lapland – this adventure lodge features 16 spacious suite and 4 igloos, ideal for winter experiences and northern lights sightings. On site activities include snowmobiling, reindeer sleigh rides and dog sledding, plus snowshoeing, skiing or unwind in Lapland's extraordinary nature. Conveniently located just 15 minutes from the airport and Levi's center, Balder Luxury Lodge is your perfect base for discovering Lapland.

UK:

Six Senses London - They kept the exterior of the landmarked historic department store The Whiteley, but everything else has been built up in high style—and it is transforming Bayswater, which has the best

location but never quite gentrified like its neighbor, Notting Hill. Comprising 109 guest rooms and suites and a Six Senses Spa, it will also debut the brand's membership concept, Six Senses Place, a new private member's club where wellness, community and celebration meet. Rumor has it a world-famous rock star bought one of the residences also on offer.

Germany:

[Chiemgauhof Lakeside Retreat](#), Bavaria - This ultra private 28-suite lakeside retreat has been reimagined by renowned architect Matteo Thun and reopens in 2025 with an 18-hole golf course and three elegant restaurants with views of the lake and the Chiemgau Alps. An active traveler's paradise with stand-up paddleboarding, hiking, and more.

[The Florentin](#) – Frankfurt, Germany – Is Frankfurt shedding its nickname of “Bankfurt” and getting cooler? The former Villa Kennedy reopens in 2025 as a new 147-room luxury hotel in the former Speyer family villa close to Frankfurt's museum district and the city center.

France:

[Villa La Guittiere](#) - We try not to use the word iconic but it applies to the iconic [Hotel du Cap-Eden-Roc](#) which will open Villa La Guitti, an exceptional, private 9-bedroom villa set on its own 22-acre estate with its own pool and full access to the resort's facilities.

[Château de la Commaraine](#) - Pommard, France - From the owners of the award-winning Royal Champagne Hotel & Spa comes this sister hotel—a castle undergoing a full renovation—and launching in summer 2025 in the small village of Pommard. There will be 37 rooms, two restaurants, a spa with an outdoor pool, and a winery on-site.

Portugal:

[Six Senses Lisbon](#) - This 114-room urban resort is set in two historic buildings and will fuse a contemporary vibe with traditional Portuguese architecture and furnishings. The suites all have separate fitted kitchens (perfect for family travel) and outdoor terraces.

[Rosewood Amsterdam](#) - Housed in the former Palace of Justice, Rosewood Amsterdam will overlook the Prinsengracht (the Prince's Canal), one of the city's most beautiful historic waterways, of which many of the 134 guestrooms and suites will have views. It will have one of the city's only indoor swimming pools and an Asaya spa.

Spain:

[Mandarin Oriental Punta Negra, Mallorca](#)- A sprawling resort with 131 rooms on a small rocky peninsula overlooking the sea (though no private beach) about 10 minutes from Palma, next door to the current St. Regis.

[Oku Andalusia](#) – A brand that Europeans love. A barefoot-luxury hideaway, Oku will be a new beachfront resort on a secluded stretch of white sandy shores about one hour from Marbella (25 minutes from Finca Cortesin). The property will offer a mix of swim-up suites, penthouse rooms with expansive terraces, and two-bedroom suites for families. The resort will have a contemporary boho-chic,

minimalistic style ideal for people who want a more tranquil, remote resort option with a large spa and oceanside adults-only beach club.

[Viceroy at Ombria Algarve](#) – A modern golf resort community with 76 spacious rooms and suite, ideal for golfers, with an 18-hole on site golf course, sprawling spa, and about 10 minutes to the sea.

Africa & The Indian Ocean

[Beyond Suyian Lodge](#) – Laikipia, Kenya - Set within an exclusive concession of more than 44,000-acres in northwestern Laikipia, Suyian will have luxury lodge and tented camp options with sky beds and mobile camping experiences on tap. What makes the concession so special is its remarkable wildlife (55 mammals and more than 260 bird species) and varying landscapes—grassland, savanna, rocky outcrops, dense woodland, and the Ewaso Narok River. Activities will include camel (yes, camel) and horse-riding safaris, botany walks, and discovering the area’s Stone Age-era cave paintings and artifacts through walking.

[Lemala Osonjoi Lodge](#), Ngorongoro Crater, Tanzania - Perched on the iconic Ngorongoro Crater rim in Tanzania’s Great Rift Valley, Lemala Osonjoi Lodge’s 20 suites have sensational panoramic views of the crater floor. But best of all is the access to the floor of the Crater via the less-used Lemala Gate and access road down to the eastern quadrant. Osonjoi is also one of very few Ngorongoro properties that offers full-service lunches at a special private site on the crater floor.

[The Ritz-Carlton, Rabat Dar Es Salam](#) - Set against 440 acres of oak forest and the course at the Royal Golf Dar es Salam, the Ritz-Carlton will be a much-needed luxury hotel and resort in this capital city of Tanzania, with a large spa, traditional hammam, pool, restaurants, and lounges.

[Park Hyatt Johannesburg](#) - Yabu Pushelberg helps create this intimate 31-room hotel in Rosebank with crisp whites and neutral colors, further cementing Johannesburg as a rising tourist destination.

[Mandarin Oriental Maldives](#) - The 130-villa resort will stretch across three private islands along Bolidhuffaru Reef in South Male Atoll in the Indian Ocean, and it will be accessible by a 20-minute speedboat transfer from Male’s Velana Airport.

[Vo meta](#) - Sainte-Marie, Madagascar - Created by Philippe Kjellgren (founder of Kiwi Collection) to attract a creative and inspiring community of interesting people, Vo meta is a luxury barefoot beach resort on the pristine beach of Sainte-Marie, Madagascar. Each room fuse both rustic and modern style to blend seamlessly into the landscape. It’s the ultimate in indoor-outdoor living, with almost every part of the room able to open up to the surroundings.

The Middle East

[Saudi Red Sea Development](#) - The exciting Red Sea development of Saudi Arabia began to open in 2024 with the first of 15 resorts over the course of three years, with up to 50 hotels by 2030. Surrounded by the world's fourth-largest barrier reef system spanning over 11,000 square miles, the Red Sea has more than 90 untouched islands, pristine beaches, dormant volcanos, sweeping desert dunes, mountain canyons and historical cultural sites.

Later in the year [Six Senses Southern Dunes](#) and [Desert Rock Resort](#) are set to open- though not on the waterfront. Desert Rock Resort is expected to debut as part of the Red Sea Project. Just 60 rooms and villas coast the mountainside, literally built into the space-age mountain-face for a truly unique desert experience. Six Senses also opens its 64 room AMAALA with design inspired by local coastal villages set on one of the most dramatic landforms along Triple Bay.

- [Four Seasons Resort AMAALA at Triple Bay, Red Sea, Saudi Arabia](#) - Four Seasons is the latest resort to open in the much-anticipated Red Sea development with 220 rooms and suites center with a focus on wellness amenities such as the organic spa garden, outdoor workouts by fitness expert Harley Pasternak and a sleep concierge
- [The Red Sea EDITION](#) – Also on the Red Sea, will be focused more on a younger, trendier set of beach dwellers, with 240 guest rooms, multiple bars, and beaches.

[Al Moudira](#) , Egypt - Set amongst an oasis of palm trees at the edge of the Nubian Desert, Al Moudira is next to the famous Valley of the Kings. With just 56 rooms and a five-bedroom villa, this is a great boutique experience along the Nile Delta, just outside of Luxor.

[Four Seasons Rabat at Kasar Al Bahr](#) - Rabat gets its second luxury hotel this year with the 204 room Four Seasons set over 12 acres in 11 buildings in what was once the summer seaside residence of Morocco's Sultan Moulay Slimane. Expect a strong sense of place with Moorish architecture that includes domed rooftops, arches doorways, all just steps from the sea.

[Aman Nai Lert Bangkok](#) - Aman brings its urban sanctuary to bustling Bangkok in the new Nai Lert Park development with 52 suites and 50 residences in a new Jean Michel Gathy building features wraparound views, open-air terraces and a central atrium.

[Anantara Mina al Arab, Ras al Khaimah Resort](#), UAE - This is romantic, overwater villas in Maldivian resort style, but on what it's arguably the most pristine eco-sanctuary of the Emirates, just 45 minutes from Dubai.

[Jumeirah Marsa al Arab](#) – Modeled after an avant-garde superyacht, Marsa al Arab is Jumeirah's latest resort set to open in Q2, 2025. While Jumeirah and Dubai have many incredible beach resorts, Marsa al Arab is set on the city's largest private beach with 386 rooms and suites, with a specially integrated wellness spa.

Asia

[Regent Bali Canggu, Bali, Indonesia](#) - Taking up a coveted stretch of the surfer-favorite Canggu coastline, the beachfront hideaway sits among 15 acres of gardens with 150 suites and villas, finally offering a luxury option for hard-core surfers in Bali.

[Four Seasons Explorer, Palau](#) - Four Seasons repositions its Maldivian Explorer to Southeast Asia, as the only luxury floating resort journeying into the heart of Palau's greatest marine and cultural marvels. Focused on diving, with just 11 rooms onboard, guests will witness breathtaking lagoons and marine life.

[Six Senses, The Forestias, Thailand](#) - A forest experience in Thailand? Yes! The resort's 27 residences are set around a woodland lagoon, ranging between three to five bedrooms. Connect with nature on walking trails, in tai chi and yoga sessions, and exploring by local festivals. Alongside the Six Senses London location, it will launch the first Six Senses Place membership club in Asia offering residents and hotel guests a new kind of social and wellness club.

[Park Hyatt Tokyo, Japan](#) - The original "Lost in Translation" tower hotel in Tokyo reopens after a two-year renovation in time for its 30th anniversary. Expect fully redone public and event areas, restaurants and bars, and larger, updated rooms.

[Capella Kyoto, Japan](#) - The 92-room urban resort will be located near Kenninji Temple in the Higashiyama District, walking distance to some of Kyoto's most important sites. The location is known for its *geiko* (or geisha) heritage and will curate cultural experiences with the Miyagawa Maiko Performance School.

[Regent Kyoto, Japan](#) - Located in a historic garden, Regent Kyoto's idyllic location is currently home to the famous restaurant, Tsuruya, which has more than 100 years of history set in traditional wooden buildings.

[Cassia Hirafu, Niseko, Japan](#) - Just minutes away from Hirafu ski slope, Cassia will have 50 rooms plus 113 residential accommodation, ranging from one-bedroom to villas, all operated by Banyan Tree.

Caribbean & Mexico

[Hermitage Bay](#), Antigua – After a two-year renovation, the once adult-only resort will look like a totally new hotel overlooking a beautiful bay in Antigua with.

[The St. Regis Cap Cana Resort](#), Dominican Republic - Set inside the Cap Cana gated community, the 200 room St. Regis will offer luxury resort amenities including nine culinary entries, a St. Regis Spa and the Punta Espada golf course.

[Salterra, Luxury Collection, Turks & Caicos](#) – South Caicos island welcomes its second luxury resort featuring 100 rooms and suites with balconies, ocean views, and bespoke amenities. The resort will also offer a spa, Kids' Club, and six restaurants.

[The St. Regis Aruba](#) -Opening on Aruba's renowned Palm Beach, The St. Regis Aruba is a beachfront resort featuring 251 rooms, including 52 suites. with a rooftop restaurant and bar and a 9,000-square-foot casino.

[Ladera, St. Lucia](#) – One of the original pioneering St. Lucia resorts (the first with the open 4th wall design and the only set on a volcanic ridge in the UNESCO Piton Mountain range) will relaunch with new decor, new restaurant concepts, and a new wellness center amid tropical gardens.

[Waldorf Astoria San Miguel de Allende, Mexico](#) - The classical art city gets a jolt of modernity with this 120-room and 24 residence property that will include a lavish spa, a meditation area, an on-site art gallery and three restaurants.

[Amanvari, Los Cabos](#) - Located on the East Cape adjacent to the Four Seasons, Amanvari will have just 20 pavilions and 24 private residences secluded by a sprawling white sand beach with a spa and infinity pool overlooking the Sea of Cortez.

[Park Hyatt Los Cabos Hotel and Residences](#) - Sitting along the Sea of Cortez, the Park Hyatt will give guests a view of the water from all 163 sand-hued accommodations and the three ocean-facing pools. But you will also want to visit to try the top-notch golf course, the beach club and the 59,000-square-foot wellness center with a spa, yoga studio and lap pool.

LATAM

[Nekajui, Costa Rica](#) - Ritz-Carlton Reserve opens its first resort in South America on the Peninsula Papagayo, the same development that houses the Four Seasons and Andaz. Set on 1,400 acres of hilly oceanfront resort, Nekajui will focus on privacy (to compare, Four Seasons is our go-to for families; Andaz for couples looking for a more fun, communal experience) with just 107 rooms and 36 residences. We're most excited about the three safari-style luxury tents overlooking the sea. The resort will also feature a private beach club and expansive 27,000 square-foot spa.

[Waldorf Astoria Costa Rica](#) – Situated on the cliffside peninsula of Cacique, overlooking the secluded Playa Penca, the resort will have 148 guest rooms and 40 suites. All rooms and public spaces will flaunt expansive ocean and tropical forest views, with a multi-level pool, six dining outlets and a spa focused on local fitness routines, holistic therapies, and native rituals.

[Hermes Mega Catamaran by Vianatura](#), *Galapagos*, a new luxury catamaran with 12 suites and a capacity for only 20 guests. All rooms have private balconies with hot tubs. Despite its size, guests have a host of amenities expected on a larger ship including a full-service spa, a hammam, a library, an Aperitif Lounge, and a sundeck jacuzzi.

[Four Seasons Cartagena](#) – Q4, 2025 - Set in the centuries-old Cloister of St. Francis and 1920's Beaux Arts Club of Cartagena, the Four Seasons Cartagena has been over a decade in the making. Meticulously restored to preserve the original architecture, Four Seasons joins a very limited number of luxury options in this vibrant city and creates a whole new opportunity for world-class events and experiences on Cartagena's Bay overlooking the walled city.

South Pacific

[1 Hotel Melbourne](#) - 1 Hotels opens this 277-room property in the central waterfront providing a fresh, urban oasis on the Yarra River, with Bamford Wellness Spa, waterfront views and locally sourced, reclaimed building materials setting a mood of low-impact lavishness.

[Aqua Expeditions Aqua Blu](#): West Papua and Asmat- This fully refurbished British Royal Navy Explorer will launch 9 and 12-night sailings to East Indonesia's Asmat region, Spice Islands and West Papua, exploring the lagoon complexes of Raja Ampat, and the wonders of West Papua, with cultural exchanges with the Asmat Community.

USA

New York

The Twenty-Two, New York - Yet another imported private member club from London (but you don't need to be a member to stay), The Twenty-two opens on Madison & 69th in the Old Westbury Hotel. Designed by Basil Walter, the hotel is a member's club and hotel hybrid, similar to the Fasano New York.

Florida:

Naples Beach Club, A Four Seasons Resort - Four Seasons promises to be the most luxurious beachfront resort in Naples when it opens its 216-room Beach Club with beachside gardens, elegant dining options, stellar waterfront services and a 58-unit private residence village.

Beach Club at The Boca Raton - The \$120 million reimagination of the iconic Beach Club hotel will offer resort guests and club members an entirely redesigned arrival, a completely refreshed lobby featuring a new bar and café, new restaurants, a new fitness facility, and oceanside event space, and a stunning renovation of the hotel's 210 guest rooms and suites. Many of the new suites will even flow into expansive poolside outdoor living spaces.

The Sunny - Sunny Isles Florida - Formerly Newport Beachside Hotel, The Sunny is being transformed into a robust resort-style property and will offer 339 spacious guest rooms, an eclectic private art collection, six food and beverage outlets, a fitness center, spa & salon, ocean-front pool with tiki bar and fire pits, beach club and over 22,000 square feet of event space, including an outdoor terrace that offers one of the few oceanfront event spaces in Miami Beach and the only pier restaurant in Miami on the ocean.

California:

Hotel Lucile - Silver Lake (Los Angeles), CA – Housed in a reimagined 1931 church in Los Angeles' eclectic Silver Lake neighborhood, the Lucile will offer a unique blend of history and modern amenities, gin an intimate restaurant and bar set within the building's main chapel, adorned by high ceilings and original stained-glass windows; a sun-soaked pool; and a rooftop lounge with city views.

Terra Palm Springs -Terra Palm Springs, in the heart of the Coachella Valley, will have just 13 rooms. This wellness-focused desert property will have a multi-sensory immersive rain room and Himalayan salt sauna. Guests can take traditional tea baths, get vitamin drips, and much more.

Appellation Healdsburg The 108-room Appellation Healdsburg will feature two pools, a state-of-the-art fitness center, and a well-appointed spa. The hotel's agrarian rooftop bar will have vineyard views and offer learning programs at Maker Spaces. Taking advantage of fresh produce, dining options will include an all-day Charlie Palmer restaurant.

Midwest:

[White Elephant](#), Aspen - White Elephant Resorts is bringing its inimitable mix of service, style, and hospitality to America's favorite outdoor playground. The 54-room hotel will be located in the West End neighborhood with oversized rooms and suites with a rich, contemporary color palette reflecting Aspen's mining past. Expect their signature BMW program, offering complimentary courtesy cars around town and in winter, a shuttle to and from the ski slopes. In the warmer months, guests can cool off with a swim in the outdoor pool or take complimentary bicycles for a spin around town.

[One&Only Moonlight Basin, Big Sky, Montana](#) – Big Sky gets its second luxury resort with the 92-room One&Only. Located in Moonlight Basin, about 30 minutes from Yellowstone Club and the Montage, the One&Only will feature its own separate ski lodge and spa and a dedicated gondola that connects guests with 5,800 acres of skiing. A Chenot Swiss Spa will combine traditional Chinese healing with Western medicine.

Southeast:

[The Cooper](#), Charleston, South Carolina – Adjacent to the Joe Riley Waterfront Park on the Charleston peninsula, The Cooper will be downtown Charleston's only luxury waterfront hotel complete with a private marina and four waterfront dining experiences. Overlooking the Cooper River, the 209-room hotel draws its design inspiration from its French Quarter surroundings.

[Albert Hotel](#) - In Fredericksburg, Texas, the heart of Texas' wine country where German heritage meets Texan hospitality, the 105-room Albert brings the first elevated hotel to the Texas Hill Country.

Southwest:

[Grand Hyatt Scottsdale Resort & Spa at Gainey Ranch](#) Scottsdale, Arizona – Following a multi-million renovation, the newly reimagined luxury resort will reopen with nearly 500 rooms, six elevated dining experiences led by celebrity chef Richard Blais, an expanded pool and cabana offerings, a refreshed spa, and new event spaces.

[The Ritz-Carlton, Paradise Valley, The Palmeraie,](#)

A long time coming, we think this one might finally be opening in 2025. Set on 20 acres overlooking Camelback Mountain, The Ritz-Carlton, Paradise Valley part of the new Palmeraie residential community, about 20 minutes from central Scottsdale, will offer uber-sleek accommodations set around a central infinity edge swimming pool, and a quick trip to Scottsdale's major shopping mecca, Fashion Square mall.

Other Exciting Hotel Openings

USA & Canada

1. Soho House Charleston
2. Public West Hollywood
3. Shell Bay Club & Resort
4. Nobu Toronto
5. Treehouse Hotel Silicon Valley
6. Hotel Willa, Taos, NM
7. **St Regis Longboat Key Resort**
8. **Bulgari Miami Beach**

CARIBBEAN & MEXICO

1. W Pinta Cana
2. Grand Hyatt Grand Cayman
3. Colony Club, Barbados, Luxury Collection
4. Verano, San Juan, Puerto Rico
5. Paraiso La Bonita, Luxury Collection, Riviera Maya
6. Almare, Luxury Collection Adult All Inclusive – Isla Mujeres
7. St. Regis Los Cabos at Quivira
8. Park Hyatt Mexico City
9. Banyan Tree Veya Valle de Guadalupe
10. Siari, a Ritz Carlton Reserve, Puerto Vallarta

LATAM

1. Hotel Casa Lucia, Buenos Aires
2. Viceroy Panama City
3. Our Habitas Santa
4. Soho House Sao Paulo
5. Habitas Santa Teresa, Costa Rica
6. Astral Origins Lodge

Asia

1. Raffles Jaipur
2. Raffles Sentosa, Singapore
3. Fairmont Tokyo
4. Intercontinental Sapporo – Japan
5. Waldorf Astoria Osaka – Osaka, Japan
6. Patina Osaka
7. Six Senses Kyoto
8. Capella Taipei
9. Four Seasons Taipei
10. Patina Sanya

11. Capella Nanjing
12. Capella Tang Yang
13. The Dali Edition
14. Shangri-La Phnom Penh, Cambodia
15. Park Hyatt Phu Quoc
16. Anantara Ubud
17. Ritz Carlton Bangkok
18. Ritz Carlton Phuket
19. The St. Regis Qiandao Lake, Hangzhou
20. St Regis Shenzhen
21. Park Hyatt Kuala Lumpur,
22. Andaz Bangkok
23. Alila Dongao Island

Middle East

1. One&Only One Za'abeel
2. Mondrian Abu Dhabi
3. Rosewood Doha
4. Nobu Cairo
5. Six Senses Dubai
6. Mandarin Oriental Downtown, Dubai
7. Legacy Ottoman, Luxury Collection, Istanbul

South Pacific

1. Shangri-La Melbourne
2. The Sundays

Africa & Indian Ocean

1. Park Hyatt Marrakech
2. Radisson Lincoln Casablanca
3. Waldorf Seychelles Platte Island
4. Capella Maldives
5. Corinthia Maldives
6. Shangri-La Le Touessrok (refurbishment),
Mauritius
7. Fregate Island Private Island
(refurbishment), Seychelles

Europe

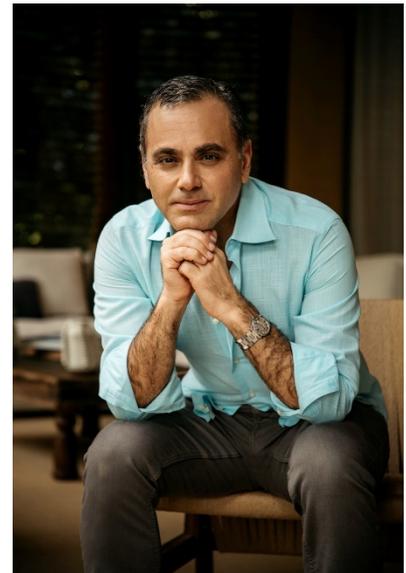
1. 1 Hotel Copenhagen
2. Andronis Minois, Paros
3. Fairmont Golden Prague

4. St. Regis Belgrade
5. H15 Palace, Luxury Collection, Krakow
6. Radisson Basilica Budapest
7. Raddison Hotel, Como
8. Thompson Rome
9. Radisson Rome
10. W Florence
11. Nobu Rome
12. Nemi Nest, Milano
13. Casa Brera, Milan
14. Telegraph, Tibilisi
15. Andaz Lisbon
16. Althoff Dom Hotel, Cologne
17. SLS Barcelona [HERE](#).
18. Son Ermitá Menoca
19. Vestige Binidufá, Menorca
20. Guadalmina, Luxury Collection, Marbella
21. The Palace, Luxury Collection – Madrid
22. St Regis London
23. Patmos Aktis Luxury Collection, Greece
24. Amoh, Luxury Collection, Rhodes, Greece
25. Abbayre des Vauc de Cernay, France
26. Park Hyatt London River Thames (just opened)

About Embark Beyond: Launched in 2019, Embark Beyond is the fastest-growing company in the luxury travel business, consisting of more than 250 travel advisors across the globe, with offices in New York and São Paulo. Known for innovative thinking rooted in traditional hospitality and a focus on relationships and fun, Embark is responsible for more than \$300 million+ in leisure travel sales and \$100 million+ in annual event sales. Embark Beyond is built on the Power of Partnership, collaborating with not only leading travel industry leaders but also fashion, home, and lifestyle brands—and investing heavily in training, marketing, and technology.

About Jack Ezon: Jack S. Ezon is Founder and Managing Partner at Embark, a luxury lifestyle partnership specializing in bespoke travel experiences. In his role Jack oversees the company’s direction, expansion plans, strategic partnerships, PR, and customer journey mapping while inspiring talent and business development.

Ezon is one of the most well connected and influential travel advisors in the world, known as a true innovator and outspoken leader in the global luxury travel business. His deep and broad relationships coupled with his global black book of clients and local purveyors had him dubbed the “*Olivia Pope of travel*” by Bloomberg in 2018. Lauded for his ability to deliver luxury travel experiences tailored to the next generation of travelers, he has attracted a core group of UHNW Generation-X and Millennial clients and built one of the America’s largest luxury social destination event businesses, partnering with an elite group of celebrity event planners to orchestrate incredible destination weddings, birthdays, and other celebrations around the world.



As a member of Virtuoso, Jack sat on the Hotels & Resorts Committee for 8 years and served as the first chairman of Virtuoso’s Next-Gen Committee, a group focused on attracting the next generation of luxury travelers and advisors. Well-respected by some of the world’s most renowned hotel companies, Jack is often sought as a source of advice, guidance and viewpoint on hospitality and luxury travel trends.