

EMB
ARK
BEYOND

TRAVEL TRENDS
Hot Hotel Issue: 2023

By: Jack S. Ezon

It's certainly been a while since we published our Trends Report. Each time we sat to publish something the world seemed to change yet again. No doubt, as challenging as peak Covid years were, 2022 blew us away with an explosion of welcomed business services, although in an extremely fragile environment, compromising integrity in so many areas.

Despite it all, 2022 was an exceptional year across the board. And so, with 2023 upon us and the world in somewhat of a steady trajectory, we have renewed our commitment to present our view on the world "*From the Frontline.*" Over the next few months we will reflect on the past while looking forward to what we see. This "issue" will focus top destinations we see for 2023 and hot hotel openings we are most excited about. Thereafter:

- **First Quarter** will feature our regional and destination metrics for 2022 and a look into the future of pace for 2023. In addition, we will include more granular travel trends outlining how our clients are traveling and buying travel.
- **Third Quarter** will examine distribution trends, general market trends, consumer behavior observations that we think affect the luxury space (holistically), and the travel marketplace in general.
- **Fourth Quarter** will reassess luxury travel trends (specifically) and focus on new products, top destinations and business opportunities for 2024.

A Note on EMBARK: As you may already know, **EMBARK Beyond** celebrated its third anniversary this year with just over 200 people strong in over 18 countries.

Being such a young company when Covid shut the world down could have spelled a quick death but instead, it was our great accelerator. Our leadership team and greater Embark community focused on opportunity. We prepared to fail with everything we tried, yet planned to win. We fast-tracked our infrastructure plans and connected with customers every day. (Even unconventionally.) We talked to our partners. We listened. We sent hugs. We empathized and we finally helped. We failed; but we also succeeded. We grew our client base of ultra-high-end clients at an unprecedented rate.

There could probably have been no better opportunity for us to exemplify one of our core standards: *being a company who embraces innovation rooted in traditional hospitality.*

With an ear to the ground (listening to both our customers and our close travel partners), we are still able to closely track trends from the front line. We are delighted to collaborate with you to share detailed analysis of the luxury travel marketplace

Thank you for being such a valuable collaborator!

Top 23 Hot Destinations for 2023

What's old is new and what's new is combined with the old. Some destinations that opened late after Covid (like Japan) skyrocketed immediately. Others like Australia and New Zealand got off to a slower start but look promising for 2023. Destinations in Southeast Asia seem to be slower based on pace for us. South America continues to grow in popularity. For many familiar "return" destinations in Europe, the theme seems to be continuing where clients return to a favorite pre-Covid place and look to combine it with something new, pushing less popular regions into the forefront. In general, USA is out for Americans. While America represented about 85% of our business in 2021 it has fallen to less than 20% in 2022 and looks to shrink under 10% in 2023.

The biggest inhibitor of growth in many markets? Capacity. With staffing shortages continuing to plague our industry, limited capacity and inflated prices have become an issue. Limited airlift (and corresponding magnified air rates) also contributed greatly to destination decisions.

1. **Japan** - The hottest comeback kid of Southeast Asia. Pre-covid it was on one of the steepest growth trajectories; now people are clamoring to return. In fact, one of the hottest ski destinations for 2023 is Niseko!
2. **Italy beyond the obvious** – Look at Piemonte, Veneto and Emilia Romagna to pop up as the new Tuscany! Great new properties like Casa di Langa are providing posh digs to catch up with the incredible food scene that secretly dominates the peninsula.
3. **Montenegro** –Back on the hot list. The new One&Only Portonovi is a hot new resort that is the new yacht haven of the Med. Couple this with the spectacular fjords of Kotor and a short boat ride to Croatia, it's the ultimate summer getaway.
4. **Antarctica** - A new set of luxe expedition ships are attracting a whole new crowd to the frozen continent. And now that you can fly over the dreaded Drake's Passage, you can literally do an Antarctic cruise for 4 days (or even jaunt over from Chile or Argentina for 2-3 nights). New ships like the Silversea Endeavor, the Viking Polaris, Atlas Ocean Voyage, Aurora Expeditions and the Seabourn Venture attract a new luxury set to what used to be reserved for intrepid explorers.
5. **Galapagos** - One of the hottest eco-destinations for 2023. Not surprisingly, almost 80% of Galapagos goers have been on an African safari and looking for the next great alternative. New experiences like the incredible Aqua Mare along with Pikaia Lodge add an element of luxury expected in Africa to the incredible archipelago preserve.

6. **Peru** – Despite the political unrest, Peru is 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 affinity groups.
7. **East Africa** – The safari, it seems, is the ultimate antidote to urban lock-up. Kenya and Tanzania top the lists of safari destinations growing almost 40% since 2019. While South Africa was historically 90% of our Sub-Saharan Africa bookings, East Africa accounts for almost 35% of safari experiences. Clients are especially keen to explore the Grumeti Game Reserve operated by acclaimed outfitter Singita and the Laikipia Plateau. Meanwhile, Amboseli National Park gets its first luxury lodge as Angama opens the first luxury camp in the park known for its giant elephant herds. Resorts like the new Kisawa Sanctuary are turning heads as the hottest new beach resort in Mozambique – the post-safari retreat du jour.
8. **Egypt** – As soon as restrictions were lifted, Egypt fast became one of the hottest destinations for our clients. In fact, it has become so popular that you can barely get a room on the Nile. Renovation of the Old Cataract is a dream as are a host of new and renovated Nile cruises shuttling between Luxor and Aswan.
9. **Morocco** – The colors, design, fashion, flavors, buzzy nightlife, and easy access has made Morocco truly HOT – especially since it is finally open! New hotels like the Park Hyatt enter the Marrakech marketplace; the posh Royal Mansour in both Casablanca and Tamouda Bay; and the ultra-chic Italian La Fiermontina Ocean opens in a remote beach village just south of Tangier.
10. **Switzerland** – Becoming sexy and offering a host of next-generation resorts to younger active travelers. 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 the Omnia 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.
11. **Argentina** – Emerging as a winter hot-spot for northerners. Extreme inflation and the “blue market” money exchange literally puts the country on a half-off sale. There’s never been a better time to explore the glacier-cut mountains of Patagonia, the winelands of Mendoza or the vibrant city of Buenos Aires. Everything from hotel rates, restaurants and experiences are less than a third of what they may be in other countries of its caliber.
12. **Greece** – Exploded in popularity in 2021 as the first country to open to Americans mid-Covid. While Mykonos continues to draw in crowds it’s the newly discovered islands like Paros that are the real attraction. With new luxury resorts such as the new Cosme in Paros, the pristine Kéa that gets a

new One&Only resort this summer, or even Corfu that was often overlooked as a middle-market destination attracts travelers with new resorts such as the Ikos Odisia and Banyan Tree's new lifestyle Angsana. The Peleponese Peninsula continues to draw clients as Costa Navarino expands with great new resorts, Amanzoe continues to allure the uber-wealthy, and jetsetters bask in the Athenian Rivera at places like the Four Seasons and the new One&Only Aesthesis.

13. **Spain** – Emerged as a leading destination in 2023 and looks like it may reach our 3rd or 4th most popular summer locale this coming year- neck in neck with Greece. Madrid has come on strong as one of Europe's coolest capitals, with 5 new luxury hotels opening in a city that never had one. The elegant Ritz Madrid by Mandarin Oriental opened with fabulous flair, with the cool Rosewood Villa Magna flanking the other side of Salamanca's buzzing lifestyle district. Brimming with sleek lounges, notable restaurants and incredible shops, it's a magnet to international visitors and locals alike. The city spills into Andalucia which has seen a 19% growth in popularity, including Marbella as a considerable beach destination. Ibiza continues its growth, up almost 26% in pace for 2023, and for the first time, Mallorca saw an almost 40% growth in business.
14. **Australia & New Zealand** - South Pacific has finally opened to the world, and though it was a slow start, the pace for 2023 looks extremely promising. Clients that have had Down Under on their bucket list are seizing 2023 as the moment to visit. Nature-focused destinations like Queenstown, Christchurch, Tasmania, Kangaroo Island and even Western Australia top the list of destinations our clients are looking towards this coming year.
15. **France** – The Cote d'Azur was as busy as ever, with St. Tropez and Antibes at its epicenter. This summer we saw an 18% jump in more off-the-beaten path destinations like Cognac, Champagne, Bordeaux and the Loire. Visits to the Provence countryside were up 28% over 2019 and the pace looks even stronger for 2023.
16. **South Africa** – Would catapult into our top 5 destinations in 2023 if there were enough space available to put our clients. The floodgates have exploded since restrictions were lifted, with Cape Town getting its close-up and new luxury lodges like the family-oriented Cheetah Plains or the super-cool Waterside by Royal Malewane attracting newcomers and return visitors alike.
17. **Dubai** – For Americans, Dubai has become the new Miami. Despite its distance, Dubai's high-energy mix of beach resorts, beach clubs, restaurants, night clubs, museums and shopping has become a go-to for those who have had an overdose of Miami the past 3 years.
18. **Maldives** – What was thought of as a once-in-a-lifetime destination for a fraction of Americans, is now practically becoming routine. With destinations like Dubai becoming so much more accessible and energetic, the quick hop

to Maldives is becoming almost as “cosmopolitan” as a jaunt to the Mediterranean in the summer.

19. **St. Barts** – Seems to never lose steam. It remains the number one warm-weather destination for Q1 and Q2 of 2023. The French flair and Mediterranean-style beach clubs are a magnet for international jetsetters. Inflated rates only make it more attractive. And while hotel stays represented nearly 70% of St. Barts accommodations, for us it has dropped to 53% with villa stays experiencing a huge growth. No, it’s not because people want privacy. You don’t really go to St. Barts for privacy. We attribute it to villas having hotel services and support while the island infrastructure, beach club options and restaurant scene making a destination resort (or even a beach) less important as on other islands.
20. **Mexico** - Continues to grow in market share. Mexico City is now one of the hottest urban destinations to visit, especially in winter. The art scene, the food scene and the cultural offerings seem relentless. The new hotel scene is booming with both stunning boutique hotels and banner brands. San Miguel Allende continues to grow in popularity for its local, yet international charm. Of course, Los Cabos, Riviera Maya and Punta Mita continue a steady pace with incredible new resorts. This year St. Regis, Edition and Waldorf join an envious lineup on Mexico’s Riviera Maya, while the Puerto Vallarta area sees a new Auberge Resort and luxury tented experience by Four Seasons.
21. **Ireland** – Was growing significantly in popularity pre-Covid, a pace that continued after its 2-year pause. New luxury hotels continue to pop up such as Cashel Palace paving the way for high end travelers to explore the beautiful nature and charming villages the island nation offers.
22. **Colombia** - Cartagena is as sizzling as ever. With new hotels like the Sofitel Barú Calablanca in the Rosario Islands, it has become a most attractive option for a beach + urban experience. Bogota’s art and food scene continue to be a draw, while cities like Medellin seem reserved for only the most intrepid of our travelers.
23. **Scandinavia** – The cool capitals of Stockholm and Copenhagen continue to draw design and gastronomic aficionados. While new nature-focused resorts and luxury yachts open up the Lapland, the Fjordlands, and more remote regions to American travelers.

The 23 Openings We Are Most Excited About in 2023

- 1) **Explora Journeys** - Explora Journeys launches with an ambitious intention to reinvent the cruise industry. Billed a floating resort, Explora focuses on active experiences in places rarely accessible to luxury land lovers. Consider trekking the Norwegian Fjords or exploring Iceland's remote coast by kayak, all with the ability to return to luxury accommodations with locally infused cuisine that changes with each port of call.
- 2) **Carlton Cannes** – The storied Carlton in Cannes reopens as a Regent Hotel after a 2-year reimagination of the French Riviera's grand dame. Once the ultimate place to see and be seen, the glamorous Belle Epoch building is finally brought into the 21st Century with a \$500 million investment that will add 37 expansive residences, a pool and bar, and shopping arcade and terraces added to first-floor rooms.
- 3) **Bulgari Rome** – Though this will be Bulgari's 10th foray in the hospitality space, Bulgari Rome is set to redefine its image as it lands on one of the most coveted locations in the brand's hometown. Located in the heart of Campo Marzio, across from the tomb of Emperor Augustus between Via del Corso and Via Condotti's shopping arcades. Set in a 1930's a modernist building, the hotel will have over 100 rooms, most of them suites and feature cuisine by Michelin-starred chef Niko Romito. The 65-foot-long pool will be the largest in the city center, complimenting the 11,000 square-foot spa. Don't miss a visit to the Bulgari library dedicated to the history of jewelry.
- 4) **Furore Grand Hotel, Amalfi** – Opening June 2023, the Furore will be the latest edition to the Amalfi Coast luxury scene. The resort slopes down Crevano Hill and has just 37 rooms, all facing the sea. Panoramic terraced gardens open up to the 15,000 sft indoor and outdoor spa area. The property also has a 150-seat outdoor amphitheater for shows
- 5) **Hotel La Palma, Capri** – Oetker Collection, the masterminds behind the storied Grand Hotel du Cap Eden Roc, reinvents the original Caprese hotel (built in 1822) with a fresh beach-chic style complimented with Michelin-starred cuisine in the middle of Capri Town surrounded by the island's best shops and spectacular views. Already shaping out to be one of the most requested hotel stays for 2023, La Palma is a true revival and will be the only new luxury hotel in the most enviable location in the heart of Capri Town. It will even have a private beach club in the Marina Piccola.
- 6) **Son Net** – the masterminds behind the fabulous Finca Cortesin in Mallorca reinvent the charming 17th Century villa Son Net reopening in March 2023. Set in the pastoral hills of Mallorca, Son Net is just a 20-minute drive from Palma overlooking the UNESCO World Heritage Tramuntana Mountains. The stylishly understated, art-filled hideaway is surrounded by orange groves, an

herb garden, small farm, lemon trees, century-old olive trees and a private vineyard.

- 7) **[The Peninsula Istanbul](#)** - Set along the banks of the stunning Bosphorus close to the shops and lounges of Istanbul's vibrant Karaköy district, The Peninsula will anchor a new waterfront revitalization project called *Galataport*, lined with new museums, art galleries, restaurants and boutiques. With 177 rooms, the urban resort will feature several swimming pools and an opulent Turkish Hamman and spa.
- 8) **[One&Only Kéa Island](#)** - Greece. Opening in late 2023, One&Only opens on one of the most charming Cycladic islands. Each of the 73 villas and 40 private homes feature a private pool and garden dramatically hugging the cliff sloping down to the resort's private beach club. Resort facilities include an acclaimed Chenot Spa, kids-only program, and watersports marina.
- 9) **[Angama Amboseli](#)** - The family behind the Masai Mara's most luxurious camp ventures into Amboseli National Park, Kenya this November 2023, offering the very first luxury lodge opening the stunning national park to luxury travellers. Its 10 tents all overlook Mount Kilimanjaro along the Kimana Sanctuary with exclusive traversing rights of the 14,000-acre area rich reserve, known as the home of some of Africa's last "Super Tusker" elephants.
- 10) **[&Beyond Punakha River Lodge](#)** - The acclaimed conservation and safari outfitter brings unique safari-style tented suites to the stunning landscapes of Bhutan. Suspended from a traditional Bhutanese timber structure, &Beyond's luxury camp overlooks the serene Punakha River. Its location offers guests early access to the popular Khamsum Yulley Namgyal Chorten Hike before other visitors.
- 11) **[Shinta Mani Mustang](#)** - Bill Bensley brings his signature design to what is arguably Nepal's first luxury lodge. Opening in March, 2023, Shinta Mani Mustang features just 29 luxury suites overlooking majestic Mustang Mountain and offers a perfect basecamp for exploring. After a long day, its Tibetan wellness spa uses 11th-generation Tibetan herbal medicine to heal any ailment.
- 12) **[Atlantis, The Royal](#)** - As if Dubai were short of architectural wonders, Atlantis, The Royal opens in January as one of the most unique resorts of its kind. The over-the-top destination resort boasts 17 restaurants (8 by celebrity chefs) including an outpost of Heston Blumenthal and Estiatorio Milos. Centered around the largest jellyfish tank in the world, the resort's infinity sky pool overlooks the Marina skyline and Arabian Gulf.
- 13) **[Jumeirah Marsa al Arab](#)** - Modeled after an avant-garde superyacht, Marsa al Arab is Jumeirah's latest resort set to open in 2023. 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.

- 14) **[Belmond Maroma, Riviera Maya](#)** - Reopening May 2023, LVMH helps to reinvent what was once the jewel of the Riviera Maya. Set on the most beautiful white sand beach, Maroma will be reinvented while staying true to its authentic Mexican sense of place. Tara Bernerd incorporates Sacred Geometry of Mayan masons honoring Mexican artisanal traditions, authentic craftsmanship, and local materials throughout the interiors. The indoor-outdoor spa is steeped in Mayan tradition and incorporates some of the unique treatments Maroma was originally coveted for.
- 15) **[Capella Sydney](#)** - Marking the opening of the first luxury hotel in the Down Under capital in almost a decade. Set in a heritage-listed sandstone building, its 192-rooms are among the largest average size in the city. Occupying an entire city block near Circular Quay, encircled by Loftus, Bridge and Young Streets, Capella Sydney is nestled in an enviable central position amongst Sydney's commercial, arts and cultural hubs and at the heart of the city's newest hospitality precinct.
- 16) **[Kona Village, A Rosewood Resort](#)** - Located on the Kohala Coast of the Big Island of Hawai'i, Rosewood reinterprets the tired, iconic Kona resort just in time for summer 2023. Spanning 81 acres of stunning geologic landscape and richness, the reimagined resort will feature 150 free-standing rooms celebrating the quintessential elements of the original Kona Village Resort while bringing it into modernity, including the original resort's beloved Shipwreck Bar and Talk Story Bar; a full-service Asaya, Rosewood's integrative wellness concept and an array of event spaces and outdoor activities.
- 17) **[1 Hotels Princeville Hanalei Bay, Hawaii](#)** -Finally Kauai gets the luxury resort it deserves. Often overlooked by many due to a lack of truly luxe properties, the most stunning Hawaiian island of Kauai has been in desperate need of a resort like the 1Hotel Princeville to emerge. The brand brings its respect for nature and modern style to the once elaborate Princeville Resort framing its views on majestic Hanalei Bay along with a notable wellness sanctuary. The north shore of Kauai is one of the most awe-inspiring destinations in the world (Jurassic Park has filmed several scenes there after all) and this will finally bring luxury back to Kauai and educate a whole generation of explorers on the importance of sustainability.
- 18) **[Southall Farm & Inn](#)** - Set on 325 acres of farmland just outside Nashville, Southall focuses on farm-to-table culinary experiences and engaging programs include cooking demonstrations, honey tastings, apple picking, gardening classes, forest bathing, and more allow guests to experience nature — and the natural beauty and bounty of Middle Tennessee — in unique ways. The 62 rooms and cottages are designed with a chic farmhouse aesthetic with large porches, fireplaces and bathrooms. Other on-site experiences range from falconry, mountain biking, and a ropes course plus a 15,000sft spa offering sound bath meditation, yoga, and morning hikes.

- 19) **Ambiente: A Landscape Hotel**, Sedona. Comprised of 40 ultra-modern cubed-shaped Atrium rooms set on steel beams rising from the ground, the Ambiente nestles into its surroundings without disrupting its natural topography. Floor to ceiling glass walls bring the dramatic Sedona red rocks into the minimalistic contemporary spaces. Sedona's first new luxury hotel in more than two decades will have a focus on conservation and nature. (Q1, 2023).
- 20) **The Ranch Hudson Valley** – The acclaimed results-oriented weight-loss and fitness boot camp, *The Ranch at Malibu*, debuts its first East Coast outpost in the Lower Hudson Valley nestled amidst 200 acres, in an historic lakefront estate, just 45 minutes from New York City. What's unique is that its 3 and 4-day programs vary allowing guests to select the stay and intensity that suits their schedule and goals (hint - the 4 day is way more intense). You can even do a Ranch takeover for a private, personalized program. As in Malibu, the menu will consist of a nutrient-dense, plant-based diet, with much of the ingredients to be harvested from the onsite organic garden or supplied by local, organic farms.
- 21) **Six Senses Rome** - Located on Rome's Via del Corso shopping promenade the Six Senses Rome is a stone's throw from the spectacular Vittorio Emmanuel Memorial and walking distance to its greatest heritage sites. It brings a whole new aesthetic to classical Rome with local travertine juxtaposed with warm live greens and the most expensive wellness space in the city. The ground floor is a virtual food hall of wellness cloistered around a dramatic centerpiece indoor-outdoor bar. It's no coincidence that the hotel is adjacent to the San Marcello al Corso church, known for its healing powers; so-much-so that the Pope even visited to pray during the Covid pandemic.
- 22) **La Fiermontina Ocean** - Opening in the second quarter of 2023, this is a unique, remote beach resort on the Larache coast of Morocco, 1½ hrs from Rabat, 1 hr. from Tangier, and just under 3 hours from Casablanca and Fez. Imagined by the family that launched their first property in Puglia, La Fiermontina is a set of just 11 one-, two- and three-bedroom private pool villas with shared resort facilities that include a beach club, restaurant and spa.
- 23) **Kilchoan Estate, Scottish Highlands** - As if you didn't need another amazing reason to visit Scotland, The Kilchoan Estate is by far the reason to get you on the plane. This stunning estate is in the Western Highlands and is truly remote and away from the hustle and bustle of a city. Every accommodation is a beautifully modernized cottage with Scottish flair, and all are standalone to ensure maximum privacy. It is located on an incredibly lush landscape that is perfect for those who want to reconnect with loved ones, themselves, and nature. This is the first and only proper luxury countryside resort in the Scottish Highlands, a haven for hikers and nature lovers alike.

9 Hot New Exclusive Use Openings:

Seems like the privacy trends of Covid continue as clients seek to stick together in private environments from which to explore. We see this exploding not because of sanitary issues but more so to have a place to gather with people they want to connect with in a truly unique way. This plays directly in line with the “gatherings” trend we continue to see growing, not just for multi-generational families but for groups of friends, families, couples and passion players. Here are 8 new exclusive-use new properties available only for full takeover opening in 2023.

- 1) **Villa Canada, Copenhagen** - Explore the Danish capital as a guest in a luxury home. Behind the discrete gated entrance, the residence offers overnight accommodation for up to 14 resident guests, in two luxury suites and five deluxe double rooms, all with king beds and marble bathrooms. Two spacious living and social rooms, multiple outdoor terraces, a grand dining room (max 24 guests), an Orangerie with open farmer’s kitchen, a children’s playroom and state-of-the-art gym and spa. Available for exclusive use only.
- 2) **Le Grand Jardin Cannes** - With just 12 bedrooms, this exclusive use estate is the only place to stay on the chic Island of St. Marguerite, located a seven-minute boat ride from Cannes. For in-the-know jetsetters, the island is most notable as one of the Riviera’s best restaurants and yacht-havens.
- 3) **FlockHill** – This stunning new exclusive use 4-bedroom resort is an ultimate private escape. Set in the heart of New Zealand’s Southern Alps, Flockhill boasts 6 private ski fields while summertime pursuits include two private trout fishing streams on property, deep caves to explore and endless mountains for trekking along extraordinary landscape - where the Battle in Narnia was filmed.
- 4) **Loapi at Tswalu Kalahari**, South Africa - Q2 2023 - Located in South Africa’s Kalahari Savanna Biome, Loapi will consist of six individual fully private “micro-camps”, each operated as a separate private resort, with 4 one bedroom and 2 two bedroom “camps”, at least 330 feet between each home, carefully positioned to make the most of unimpeded views. Since there are no shared facilities, all meals are prepared by a private chef in the interactive kitchen.
- 5) **Masseria Pistola** - This 6-bedroom 18TH century estate in Puglia has been charmingly restored . Architects have meticulously maintained the original structure with more contemporary interiors. What’s most unusual are the lush gardens - Mediterranean Terraces with views over the beautiful Canale Di Pirro Valley.
- 6) **Elang Villa at Bawah Reserve** - Elang Private Residence will emerge in Q1 of 2023 on a private island of Bawah Reserve available by exclusive use

only. With six sustainably minded cliffside lodges created by Singaporean designer Sim Boon Yang, made from recycled natural materials, each lodge will have private butler service, a balcony with sparkling ocean views and private paths leading into rocky coves and directly to the sea. The island will be complete with a private clubhouse, inspired by local tribal communal houses as well as its own restaurant, spa and saltwater pool built out of a natural rock hollow with a water slide.

- 7) **VILLA W** - Designed and completed by renowned French architect, Philippe Starck, Lily of the Valley opens a notable 3-bedroom private pool villa tucked within the property's extensive gardens. truly unwind, recharge and soak up the peaceful side of Saint Tropez with sweeping Mediterranean views.
- 8) **Ultima Geneva** - Set in a verdant grove within walking distance of the Lake's shores this three-floored villa is just a short journey away from the livelier city center. The 20,000sft compound comes with its own gym, pool, spa, hammam and a garage that can fit up to 10 cars.
- 9) **Reid Creek Lodge at Wagonhound Ranch** – Q3, 2023 set on a 300,000 working cattle ranch outside of Casper, Wyoming, the 7 bedroom Reid Creek Lodge gives you an opportunity to take over an entire ranch all to your own. The lodge can accommodate up to 22 people (think bunk beds for kids), as the ultimate group bonding experience. Located just 45 minutes from Casper, Wyoming (or 4 hours from Denver), guests can also fly in private at the ranch's airfield. Gguests will have the opportunity to recreate their own City-Slicker experience, only coming home to a marble bathroom at night. Other activities abound, ranging from fly fishing, SUP, mountain biking (e-bikes available if you need a break), glamping overnights , hiking and incredible horse riding.

Other Top Openings Around the World 2023

Caribbean & Mexico

- 1) **Beach House by Silversands**, Grenada - Opening July, 2023, Silversands Grenada Resorts Beach House by Silversands will feature both standalone 1-bedroom villas and two 2-bedroom suites; either cliffside or beachfront on a secluded cove, making it a privacy-seekers paradise, unique on the island.
- 2) **Kimpton, Roatan**, Honduras- Located off the shore of Honduras, the sleepy island of Roatan is getting a wakeup call with the addition of the trendy Kimpton that will deliver its edgy lifestyle concept with 126 guest rooms (including 43 suites) and amenities like a rooftop sky bar with a glass-fronted pool.
- 3) **Casa Gyp Sea**, St. Barts (Winter 2023) - The beloved St. Barts boutique hotel Villa Marie expands its sandy footprint by offering a new set of villas right near its buzzy beach club, Gyp Sea. They'll offer plenty of leisure activities, such as paddle boarding, snorkeling, and morning yoga classes. But its real attraction is its location: perched on the bay of Saint Jean—the same stretch of sand as Nikki Beach and the Eden Roc—it's the perfect place to stay if you're looking to indulge in the island's famous elevated party scene
- 4) **Rancho Pescadero, Todos Santos**, Baja Sur, Mexico - Just outside the artsy town of Todos Santos. Located about an hour from the bustling tourist mecca of Cabos, Todos Santos is a sleepy art town dotted with surfers, whales and little else. The resort reopens in 2023 completely reimaged from a former Boho 12-room lodge to a 103 room and villa wellness resort on a pristine 30-acre stretch of Pacific Coast forming an idyllic escape from humanity where the desert meets the sea.
- 5) **Naviva by Four Seasons**, Punta Mita, Mexico - Adjacent to the Four Seasons Punta Mita, Naviva features just 15 adult-only luxury private pool tented camps nestled amidst 48 forested acres. Overlooking the Pacific Ocean, it includes a host of unique wellness and active programs embracing the local environment. The all-inclusive experience includes meals, complimentary spa treatments and a host of communal wellness and active experiences.
- 6) **The St. Regis Kanai, Riviera Maya** – Q1, 2023 - Located in Riviera Maya's Kanai development, The St. Regis joins the Auberge Etéreo and Edition in an uber-modern, design-focused facility offering each of the 124 guest rooms perfect ocean views in addition to its 32 villas private pool villas. The property will also offer two 18-hole golf courses designed by José María Olazábal and Nick Faldo.

- 7) **[La Valise San Miguel de Allende, Mexico](#)** - Behind a vermillion colonial façade La Valise is a boutique urban resort in the vibrant city center with just 6 suites. The heart of the property is a Zen Garden, with cascading plants, peaceful pools and art installations. Suites feature bespoke furnishings and unique bathrooms, designed to feel like an in-house spa. Psychedelic art installations and famous furnishings by surrealist artist Pedro Friedeberg adorn the property, paired with delicate pieces of mid-century furniture.

United States

- 1) **[The Fifth Avenue Hotel](#)**, New York – This architectural darling joins the growing NoMad scene in New York. Set in the 1908 Gilded Age mansion of socialite Charlotte Goodridge with the addition of an adjacent tower, the Fifth will have 182 rooms and suites. There will also be a 5,000 square foot ballroom and a spectacular duplex restaurant with original 30-foot ceilings and arches. (Q2, 2023)
- 2) **[The Inn at Mattei's Tavern, Auberge Resorts Collection](#)**, Santa Ynez Valley, Los Olivos, California Q2 2023 - Set on a historic piece of land close to the many nearby vineyards, The Inn at Mattei's Tavern will be the only true luxury resort in the Santa Ynez Wine Valley just outside Santa Barbara. The resort will feature 67 guest rooms and cottages with a modern farmhouse vibe.
- 3) **[Mii amo](#)** – Following a 3-year, \$40 million renovation, Mii amo Spa at Enchantment Resort reopens in January, 2023 with 23 rooms set in one of the world's most inspiring locations. Despite its resort setting, Mii amo is a serious destination spa, with 3, 4, 7 and 10 night set programs in spaces that include the Relaxation Lounge and Garden, Journey Plunge Pool and Garden, a Sensory Garden with a reflexology path, and expanded outdoor dining, an outdoor lounge and fireplace. Other landscape features include a labyrinth, a hammock grove and yoga lawn, all with views of the surrounding red rock walls.
- 4) **[The Ritz-Carlton, Paradise Valley](#)** – Q1, 2023 - Set on 20 acres overlooking Camelback Mountain, The Ritz-Carlton, Paradise Valley is the latest luxury resort in the Scottsdale area, with uber-sleek accommodations set around the valley's largest infinity edge swimming pool.
- 5) **[Appellation Healdsburg](#)** - Q4, 2023 - Celebrated chef Charlie Palmer and Four Seasons veteran Christopher Hunsberger will debut Appellation Healdsburg as part of their new hotel brand. With food and beverage built into the hotel's identity, guests will arrive to a prep kitchen space, rather than a traditional front desk, and will enjoy pantries on each guest floor featuring local artisan products and curated cookbook libraries. Experiential learning will also be a

cornerstone of a guests' stay with one-on-one classes from coffee cupping with a local roaster to live-fire cooking and wine education with a Healdsburg winemaker.

- 6) **[Raffles Boston Back Bay Hotel & Residences](#)** - Q2 2023 - The 147 room hotel highlights include a mix of signature hotel services such as the Raffles Butler, and elegant and lively public spaces including a two-story sky lobby perched high above Copley Square, five distinct food and beverage venues, a state-of-the-art Raffles Spa with an indoor pool, and a stunning rooftop garden terrace and lounge at the corner of Stuart Street and Trinity Place. The project is destined to reinforce the Back Bay as a first-class international neighborhood.
- 7) **[Miraval Life in Balance Spa at Park Hyatt Aviara](#)** - As part of a \$60-million-dollar resort-wide renovation, Miraval will debut on the oceanfront grounds of the Park Hyatt Aviara. The spa will feature more than 20 indoor and outdoor treatment rooms for Miraval signature treatments. The new spa will also offer a fitness center for signature Miraval exercise classes, a large studio for yoga and meditation classes, a plush lounge for quiet personal reflection, and a retail space where guests can take home the products used in their services.
- 8) **[The Ritz-Carlton, Portland](#)** - Opening Q3 2023 as the first 5-star hotel in Portland with 251 rooms and an indoor pool on the 19th floor. The 35-floor tower will offer an indoor/outdoor restaurant and bar on the 20th floor with panoramic views of the Cascade Mountain Range and Portland's cityscape.
- 9) **[The Boca Raton](#)** - The property is unveiling its luxury hotel tower (one of five on property) in Q1, 2023 as the final piece of the property's \$250 million Phase One transformation. The same phase which also introduced multiple Major Food Group restaurants to the property along with the unveiling of the resort's Harborside Pool Club and waterslide park. Following a \$65 million transformation, the 27-story Tower will showcase 224 rooms and suites focused on family experiences.

South & Central America

1. **[Four Seasons Cartagena](#)** - 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, the Four Seasons is part of the very fabric of Cartagena's storied history. 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.

Europe

- 1) **Saint James Paris**, France – The property purchased the adjacent 5-story villa and turned it into 5 villa suites, each with their own kitchens. All living areas have a sofa-bed, floors can be rented separately, two by two, or the full villa (up to 14 persons).
- 2) **La Fantaisie, Paris**, France - Deep in the Montmartre's 9th Arrondissement district, this new boutique hotel is the latest whimsical creation of Martin Brudnizki (famous for revamped interiors of Annabel's and Eden Rock St Barth). Its unique location is hyper-local with a stunning rooftop bar and restored 16th century garden.
- 3) **La Nauve Almae Cognac**, France - Opening in Spring 2023. Located on the outskirts of Cognac, this 12-room hotel sits in a former distillery surrounded by original waterways and canals which were once used in the distilling process. Beautiful gardens lead down to the Charente River offers a remote setting though it is just moments from Cognac center, accessible by car or boat.
- 4) **Domaine de Chalamon** - St Rémy de Provence – May, 2023- Set in a postcard-worthy 16th century country house with 20 rooms and suites, Domaine de Chalamon is situated among 30 acres of lush gardens surrounded by a quaint stream meandering through the estate. Facilities include a sleek pool, tennis court, and gym. The heart of Saint Rémy is less than 5 minutes by bike with the magnificent landscapes of the Alpilles, the Domaine de Chalamon in the foreground, making it an ideal location to discover or discover Provence.
- 5) **Son Bunyola Hotel** ,Mallorca, Spain – opening Summer 2023, Virgin Limited adds a 26 rooms boutique resort on the site of its exclusive villas incorporated into a medieval tower being from 15th century. Set on an 810-acre estate, positioned on a UNESCO World Heritage Site.
- 6) **Zel**, Mallorca – a new active hospitality experience launches Q2, 2023 in Mallorca, a fusion of island natives Rafael Nadal and Meliá resorts. Guests will be able to partake in a variety of health and wellness experiences with robust fitness classes or personal training, including an extensive tennis center. Another highlight will be the hotel's "pop-up corners," which will offer handicrafts and tastings by Zel's local partners.
- 7) **JK Milan**, Italy - Q2,2023 - Michaele Bonan designs the new 38-room JK Milan in the heart of Milan's fashion district. Set in the former Versace headquarters, the boutique hotel includes a fitness center, small spa and restaurant.
- 8) **Fontenille Toscana** – Chiantigiana, Tuscany – June, 2023- located in the heart of the famed wine route between Florence and Siena, this new

Tuscan resort is spread over several buildings around a central bell tower which was once the summer residence of the Bishops of Siena dating back to the 16th Century. It will house 20 spacious rooms and suites in 3 buildings, all offering a panoramic view of the Sienese countryside. Just 30 minutes from Siena, 45 minutes from the Val d'Orcia and 50 minutes from Florence, Fontenille will be an ideal anchor point for exploring Tuscany and discovering its exceptional history.

- 9) **Intercontinental Rome** Italy – March, 2023 - Located in the heart of Via Veneto, built in 1900 originally to host ambassadors staying in Rome, before serving as the American Embassy Library in 1946, a truly historical building, an icon of "La Dolce Vita". The hotel will feature 160 rooms and suites styled with intriguing warm tones, natural materials, combining neo-classical details with contemporary design, rendering the perfect relaxed atmosphere. Both public areas and external look and feel retain the charm of the historical splendor.
- 10) **Six Senses London, the Whiteley**, London, UK - Six Senses launches its first private club in London at the new Whiteley, incorporating a wellness community ethos in a fully sustainable environment. Located in a residential area between Notting Hill and Paddington fusing organic and contemporary design with ample wellness facilities.
- 11) **Raffles London at the OWO**, London, UK - Set in the landmark Old World Office on Whitehall that once hosted Britain's most famous statesmen and spies, from Winston Churchill to Ian Fleming. It will now be open to the public for the first time, having undergone a meticulous transformation with 120 rooms and suites alongside 85 unique branded residences, 11 restaurants and bars including a rooftop restaurant and bar.
- 12) **Mandarin Oriental Mayfair**, London, UK – Opening Spring, 2023 Mandarin Oriental brings its second hotel in London to Mayfair in Hanover Square with just 50 guest rooms adjacent to 78 private residences.
- 13) **The Peninsula London**, London, UK - Peninsula Hotels finally lands in London in a coveted Belgravia address overlooking Hyde Park Corner and the Wellington Arch, greeting guests with colonnaded courtyard lobby to its 190 rooms and suites.
- 14) **Waldorf Astoria London Admiralty Arch**, London, UK - Set in one of London's most iconic landmarks, Admiralty Arch Waldorf Astoria will house 96 rooms and suites with remarkable rooftop bar. Luxury private residences and an exclusive private members club and other exclusive components will join the hotel within the building. Shadowing over The Mall to Buckingham Palace, Trafalgar Square, and Nelson's Column, Admiralty Arch was originally commissioned by King Edward VII in memory of Queen Victoria the building has been official residences of the First Sea Lords, a Royal Navy outpost, and a center for the UK Government's Cabinet Office.

- 15) **Mickleham Village at Beaverbrook**, Surrey, UK – Opening September, 2023, this adorable village resort will feature 22 individual rooms and residences (with private pool) across 10 cottages (four room categories), and an intimate restaurant. Additional, exclusive, multibedroom house with private access, garden and pool. Guests have full access to Beaverbrook's renown spa, restaurants and grounds.
- 16) **100 Princes Street** - Edinburgh, Scotland - This 30-room boutique hotel will open in Q2 restored by the Tollman family of Red Carnation, celebrated for their restoration of Ashford Castle. Set in the former Overseas League building, 100 Princes Street is inspired by the rich history of the many great Scottish explorers and adventurers who made this historic building their 'home away from home'. Inspired by Alexander McQueen, the design creates a sense of place, working with local artisans to create bespoke pieces including custom-made tartan designed by Araminta Campbell, and a central staircase. Most rooms offer sweeping views of Edinburgh Castle
- 17) **AlmaLusa Comporta**, Portugal - This new boho resort is located just 1 hour outside of Lisbon in the trendy beach town of Comporta, set among rice fields. The sustainably-minded AlmaLusa Comporta reflects the spirit of its surroundings – from natural fibers inspired by shoreline flora and fauna to neutral furnishings that pay homage to sandy dunes nearby. Comprising 53 rooms (31 of which are residential style suites with kitchens), the AlmaLusa Café and The RoofTop Bar, AlmaLusa Comporta will offer stylish surfers and holidaymakers a laid-back luxury escape on Portugal's chicest coastline.
- 18) **Viceroy at Ombria Resort, Algarve**, Portugal – June 2023 - Far from the coastal crowds, the Viceroy opens as a secluded golf resort with 76 rooms and 65 residences surrounded by miles of citrus groves, carob trees, small farms, and inland villages.
- 19) **Six Senses Crans-Montana**, Switzerland - Opening Spring 2023, Six Senses launches its first ski resort in Crans-Montana just 2 hours from Geneva. With ski-in / ski-out access, the resort will also feature an impressive Six Senses caliber spa and an open-air cinema.
- 20) **Rosewood Munich** - Housed in two landmark, historical buildings comprised of the former headquarters of the State Bank of Bavaria and the adjacent Palais Neuhaus-Preysing, a former grand aristocratic residence, Rosewood Munich will be ideally situated on Kardinal-Faulhaber-Strasse in the heart of the historic city center. With 132 rooms and suites designed to complement the property's original façade and iconic stairways, which remain well preserved and contribute to the city of Munich's ensemble of historical buildings. It will be one of the few hotels in the city with a full spa and indoor pool.

- 21) **Falkensteiner Hotel Montafon, Vorarlberg**, Austria: Located between forests and mountains, in the middle of a natural protection area on the adventure mountain Golm, it offers a wide range of activities and Children's entertainment with "ecotainment" elements, environmental rangers who guide you through the area, and innovative, resource-saving culinary concepts.
- 22) **Rosewood Schloss Fuschl**, Austria - Q4, 2023 - Rosewood helps to refresh one of Austria's most glamorous mountain resorts. This 15th Century castle is a landmark resort and will reopen with just 98 rooms (including 46 suites), an Asaya spa and a host of mountain and lake activities. Just an hour from Salzburg it is an amazing place to live your own Sound of Music life.
- 23) **Slieve Donard**, Ireland - spring 2023 - Set at the foot of Northern Ireland's Mountains of Mourne among six acres of immaculate private grounds. Home to one of Northern Ireland's finest resort spas, the 181-key Slieve Donard is framed by the iconic Royal County Down golf course and a golden strand of beach. This lovingly maintained Victorian hotel, just 30 miles south of Belfast and 90 miles north of Dublin is an amazing base for walking and climbing experiences, while the breathtaking Tollymore Forest Park is just a few minutes away by car.
- 24) **The Lido Palace**, *Lake Garda, Italy* - Set in leafy gardens on Lake Garda, The Lido Palace first opened in 1899 to rival the best hotels in Europe. After an exacting refurbishment, the grand, Belle Époque style will be brought back to life with just 42 rooms and extensive spa facility.
- 25) **VAKKO Hotel & Residence** – Istanbul - Turkey's prominent fashion brand joins the hospitality industry with the opening of a 31-suite luxury hotel and residences in Istanbul's Nişantaşı neighbourhood, directly above the signature VAKKO flagship store. A contemporary urban property showcases the ethos and textures of Vakko meant to frame spectacular views across the city .
- 26) **Rosewood Amsterdam** - Housed in the former Palace of Justice, the Rosewood will overlook the Prinsengracht (the Prince's Canal), one of the city's most beautiful waterways, part of the UNESCO listed Amsterdam Canal District. Many of its 134 guestrooms and suites will have views across the two adjoining canals and iconic townhouse rooftops. Amenities will include an Asaya spa and one of the city's only indoor swimming pools.
- 27) **One&Only Aesthesis** - Athens, Greece - The Athenian Riviera gets a new glamorous urban resort with the opening of the beachfront The One&Only Aesthesis, just 25 minutes from downtown Athens. I expect my clients to enjoy the accommodations of secluded villas, with private pools that will provide an emphasis on privacy, and will be complimented by an exclusive & chic beach club, innovation programming for families, and a Chenot spa.

It will mark the first of several One&Only resorts in Greece, Aesthesis delivers a unique, contemporary product in one of the oldest (and hottest!) destinations in the world.

Middle East

- 1) **SIRO One Za'abeel**, Dubai – Launching Q4 2023, SIRO is the first wellness brand of One&Only set for Dubai's posh One Za'abeel development, with a strong focus on holistic fitness and wellbeing programs. Guests can expect tailored programs and treatments designed by specialists in fitness, mental health, nutrition and sleep.
- 2) **Six Senses Southern Dunes**, Saudi Arabia - Opening in early 2023, Six Senses Southern Dunes, The Red Sea is the first luxury resort to open as part of the ambitious Red Sea Project that spans 10,800 square miles on Saudi Arabia's west coast. Set on what was once the Nabatean trade route, the Six Senses will have 76 luxury tented accommodations featuring an open-plan bedroom and living area and outdoor terrace, along with clusters of villas ranging from one to four bedrooms that occupy strategic peaks to offer dramatic views of the desert landscape. Focused on sustainability, the center of the resort will feature an Earth Lab for eco-focused programs and an Artisan Village with regional crafts and wares.

Africa

- 1) **The Tented Camp at Royal Malewane** - November 2023 – The first luxury tented camp in South Africa, Royal Malewane will feature ultra-luxurious tents custom-designed by Liz Biden, with her classic colourful and eclectic style. Set in the spectacular Thornybush Reserve, each tent comes with access to acclaimed guide team of the classic lodge offering a personalized family approach to each guest.
- 2) **The Homestead** - Opening Q2 2023 - A 12-suite eco-conscious ultra-luxury lodge located in South Africa's Nambiti reserve focused on active experiences. Guests almost silent electric 4x4s. The Homestead will offer a range of experiences and adventures: animal photography classes, battlefield visits, hiking through the Drakensberg, cooking with local ingredients, camping high in the mountains, taking part in sustainable initiatives and more.

Asia

- 1) **Bulgari Tokyo** - Bulgari brings its Italian chic style to Tokyo in a boutique a 98-room luxury hotel occupying the top seven floors of a brand-new Tokyo skyscraper located just by the Imperial Palace between the vibrant shopping areas of both Nihombashi and Ginza.
- 2) **Aleenta Retreat Chiang Mai** - Opening in Q2, 2023 as Chiang Mai's first luxury destination spa with just 44 rooms. With an innovative holistic approach at its

core, Aleenta Retreat will offer an extensive wellness experience with an in-house doctor, nurse and “master healer” assisting guests in achieving their individual health goals.

- 3) **Cap Karoso**, Sumba - Q1 2023 – With just 47 rooms and 20 private pool villas, Cap Karoso is a new island getaway with meaningful community engagement and sustainability. Launched by a French couple who fell in love with the island on a visit in 2017, the sustainable resort aims to operate on 80% solar panel by 2025. Guests will be encouraged to take a pew at intimate common tables, meet in inviting communal spaces and attend inspiring events and workshops, all designed to create a like-minded community of travelers.

- 4) **Anantara Koh Yao Yai Resort** - Q1 2023- The 148-key Anantara is set on a ½ mile white sandy beach set against a backdrop of the towering limestone formations of Phang Nga Bay, with one-and two-bedroom beachfront pool villas sitting right on the beach.

Other Exciting Hotel Openings

USA

1. Virgin Hotel New York (February 2023)
2. Palm Springs, CA - Life House, Palm Springs (January 2023)
3. 21c Museum Hotel, St Louis
4. The Morrow, Washington DC
5. Omni PGA Frisco Resort, Dallas, TX
6. The Lodges at Knapp Ranch, Colorado
7. Conrad, Orlando, FL
8. Fontainebleau Las Vegas, NV
9. Hôtel Swexan, Dallas, TX
10. Nayara Puerto Rico
11. Four Seasons Hotel Nashville
12. The St. Regis Chicago - 191 rooms
Troutbeck, Lichtfield, CT

Caribbean & Mexico

1. Mexico Habitas Todos Santos
2. POLANCO 10, Mexico city
3. Habitas San Miguel de Allende
4. The Riviera Maya Mexico EDITION- 180 rooms
5. Casa Velas, Los Cabos

South America

1. Viceroy Panama City
2. Sofitel Legend Casco Viejo, Panama City
3. Habitas Santa Teresa, Costa Rica
4. Hotel Fasano Itaim Sao Paolo (March 2023)

Asia

1. Six Senses Vana Spa, India
2. The Anam Mui Ne
3. LUX* Phu Quoc, Vietnam
4. Anantara Ubud Bali Resort
5. Mondrian Singapore Duxton
6. Habitas Bhutan

Africa:

1. Park Hyatt Johannesburg
2. Emerald Zanzibar Resort & Spa
3. JW Marriott Masai Mara Lodge
4. Royal Mansour Casablanca
5. Royal Mansour Tamouda Bay
6. Park Hyatt Marrakech

Middle East

1. The Lana, a Dorchester Hotel
2. One&Only One Za'abeel -
3. LUX* Al Jabal Resort
4. LUX* Al Bridi Safari, Sharjah, UAE
5. Six Senses Kanuhura, Maldives
6. R48 Hotel and Garden, Tel Aviv
7. Waldorf Astoria Doha West Bay - July 2023
8. The Ritz-Carlton, Amman -226 rooms
9. The Orient Jakarta
10. Rosewood Doha

Europe

1. Le Grand Mazarin
2. Almanac Prague
3. W Prague
4. W Milan
5. W Edinburgh
6. Almanac Vienna Brach hotel, Madrid
7. Nobu Madrid -
8. Nobu Rome -
9. The Rome EDITION - 95 rooms
10. Chateau des Fleurs, Paris (to open in March)
11. Villa Le Blanc, a Grand Melia Hotel (Menorca, Spain)
12. Norman, Paris (opening April)
13. Hotel Balzac, Paris - revamp (opening Sept 2023)
14. AlmaLusa in Lisbon
15. TOO Hotel, Paris
16. The Beach Club at Masseria Calderisi:
17. Royal Savoy Hotel & Spa, Lausanne, Switzerland
18. W Budapest
19. St. Regis Budapest
20. Ikos Odisia, Corfu Greece

South Pacific

1. The Ritz-Carlton, Melbourne - 240 rooms
2. W Sydney - 568 rooms

About EMBARK Beyond: Embark is an international luxury travel and lifestyle partnership group, attracting the very best forward-thinking talent through shared ownership. This cutting-edge concept in the luxury lifestyle space has helped the company launch with over \$200 million in sales to a sharply focused, highly confidential black book of ultra-high net worth clients composed mostly of Gen-X and Millennial A-list celebrities, sports stars, Fortune 500 executives, dynamic financiers, entrepreneurs, and real estate moguls around the world. Not only does the company pride itself of creating tailored, meaningful global experiences for individuals, it also hosts the largest luxury social destination event businesses in the Americas. Embark's platform encourages synergies amongst partners touching an UHNWI's life with expert advisors specializing in an individual's preferences, passions, life goals and legacy.

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.