

TRAVEL+ LEISURE

A person is standing on a large, flat, light-colored rock formation that juts out into the ocean. The person is silhouetted against the bright sky. Below the rock, the water is dark blue with white foam from waves crashing against the base of the cliff. The overall scene is dramatic and scenic.

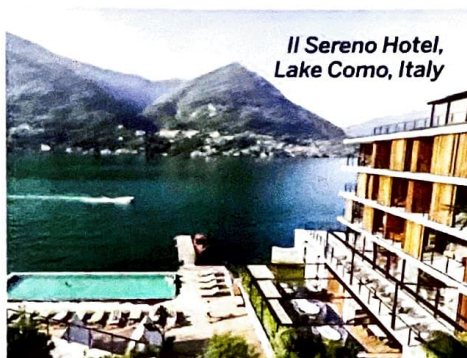
WORLD'S BEST AWARDS 2021

OCTOBER 2021

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The Future of Luxury Travel

Though travel has already made a remarkable comeback this year, now is an especially exciting time to plan a trip, and for women looking for careers in the space. “Today, the travel industry is like a new business model with plenty of opportunities,” says Alison Gilmore of International Luxury Travel Market (ILTM), the global network of agents that curate extraordinary trips for the most discriminating clients. Her tip? “Be the person people want to work with and for.” Ahead, three women executives affiliated with ILTM weigh in on the biggest trends influencing where we’re headed next and why.



*Il Sereno Hotel,
Lake Como, Italy*



*Bisate Lodge,
Volcanoes National Park,
Rwanda*

Alison Gilmore

Portfolio Director of International Luxury Travel Market (ILTM)

While Gilmore believes “luxury travel will continue to be a given,” she’s observed people adapting with a new perspective and appreciation. Travelers have been particularly interested in “quality over quantity,” which translates into taking fewer, but longer trips, heading to group and family destinations, and incorporating an outdoor and wellness component. Also important is corporate responsibility and giving back to the local community. “Brands are wanting to show that the industry is acknowledging fundamental changes in attitude to the planet and climate change,” says Gilmore. What’s unchanged is the importance of having a trusted and widely recognized travel advisor such as those gathered by ILTM, which represents “the globalization of the luxury travel industry.”

Shannon Knapp

President and CEO of The Leading Hotels of the World

According to Knapp, two buzzwords are paving the way for travel: leisure and local. Nearly all of LHW’s bookings since early last year have been for leisure travelers, and now, “local travelers are exploring the beauty of their own countries and regions and want to feel like they are being enriched, while enriching the destination,” says Knapp. Home to more LHW properties than any other country, Italy, in particular, reflects these growing trends. “During the pandemic, member hotels that could capture the domestic Italian market were most successful,” explains Knapp, who is confident in the country’s enduring appeal. “Italy has been, and continues to be, a high demand destination for LHW travelers.”

Lindsey Ueberroth

Chief Executive Officer of Preferred Hotels & Resorts

While travelers will always appreciate the highly personalized and service-driven nature of luxury hospitality, they’re now also “prioritizing space, privacy, and safety while seeking a kinder, more gentle way to move across the planet,” explains Ueberroth. “We are seeing a growing demand for residential-style accommodations and hotel buyout options to meet the requirements for slow travel and multigenerational stays.” And because sustainability is also of increasing importance, last fall Preferred Hotels & Resorts unveiled Beyond Green, a portfolio of eco-conscious properties across the world. “Consumers are looking for a more purposeful, rewarding way to travel and recognize that responsible options are critical to the conservation of landscapes, species, and communities worldwide.”