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luxury

for premium travel professionals

SUMMER 2019

**UAE: SHINING BRIGHT**

THE STAR OF THE REGION IS BROADENING ITS HORIZONS, ENTICING HIGH-END EXPERIENCE SEEKERS TO ITS LESSER KNOWN SHORES

**WEDDINGS AND HONEYMOONS: TYING THE KNOT**

COUPLES DEMAND A PERSONAL APPROACH TO ENSURE THEIR BIG EVENT IS TAILOR-MADE WITH BESPOKE TOUCHES

**TRENDS REPORT**

NO LONGER CONTENT WITH MATERIAL OPULENCE, TRAVEL HAS GONE FROM TRANSACTIONAL TO TRANSFORMATIONAL

**PLUS**

EUROPE


TRENDING DESTINATION: RWANDA



# RESILIENCE

IN THE FACE OF A CONSTANTLY SHIFTING GLOBAL MARKET, THE LUXURY TRAVEL INDUSTRY CONTINUES TO STAND ITS GROUND, BOUNCING BACK WITH EVOLVED OFFERINGS TO SUIT NEW DEMANDS

# TRANSFORMATIONAL TRAVEL



The luxury travel sector has undergone a distinct shift in recent years, away from the material and towards the prioritisation of a more experiential form of travel that facilitates self-actualisation, personal transformation and growth. Here, industry experts share their insights into the industry's forefront new trend

**T**ransformational travel is any travel experience that empowers people to make meaningful, lasting changes in their life, according to Jake Hauptert, co-founder, The Transformational Travel Council (TTC), who sees this new philosophy on travel as a means of connecting travellers to their truest selves and to others, cultivating a sense of purpose and belonging.

"This holistic approach raises awareness and cultivates consciousness, guiding the traveller towards deeper meaning, fulfilment and happiness," he said. "The scope is personal; transforming one's self and one's family and positively impacting humanity through gained awareness, empathy, connection, reverence, relationships and newfound wisdom. "At the confluence of psychology, anthropology and spirituality, underpinned by research and evidence that provides practical knowledge, tools and sharing for both travellers and travel companies, this philosophy is free from any restrictive notions related to class, style of travel, or star rating system. None of that matters in the eye of the real explorer. It's a mindset, a results-oriented process that requires the traveller to call forth the explorer within, welcome challenge, push comfort zones by being intentional, mindful, engaged, humble, resilient and introspective and finally, be transformed by taking meaningful action."

While experiential travel sees travellers eager to experience the local culture, to Patrick Moukarzel, general manager, Al Bait Sharjah, transformational travel delivers a certain level

of mindfulness, enabling sophisticated travellers to experience meaningful connections during their travels.

"While exploring new destinations, travellers are looking for authentic experiences along with personal enrichment that will inspire them on a deeper emotional level," he said.

Preferred Hotels & Resorts is seeing this evolutionary trend resonate with more and more guests globally, as the demands shift towards more authentic and personalised journeys, which aim to cultivate a positive personal transformation with long-lasting effects.

"It goes one step beyond experiential travel and provides an opportunity for people to experience travel in a way that challenges perspectives and facilitates a deeper connection with local culture, communities, nature and most importantly, themselves," said Saurabh Rai, executive vice president, South Asia, Middle East, Africa and Australasia, Preferred Hotels & Resorts.

## An alluring offer

And luxury providers across the board are working to indulge the discerning, high-end guests' need for transformational travel experiences.

At Virtuoso, advisors are experts in their clients' preferences and are therefore uniquely suited to create transformational travel experiences that will resonate with each individual, according to Elsa Bacry, director, Europe, Middle East and Africa member partnerships, Virtuoso, who added: "Some clients may focus on a health issue, some may seek spiritual awakening and others want to physically challenge themselves. The possibilities of what each client defines as transformational are infinite and because of Virtuoso's