



Luxury Resort Advisory Committee Report

Discussion Topics:

1. Predictions for the rest of 2023
2. Marketing to New Generations
3. New Experiences Incorporated by Resorts

In attendance:

First Name	Last Name	Title	Company	LinkedIn
Rony	Lopez	Director of Houskeeping	White Lodging	https://www.linkedin.com/in/ronylopez/
Florence	Quinn	president and founder	Quinn PR	https://www.linkedin.com/in/florence/
Majel	Bourdeau	Front Office and Villa Operations Manager	Gurneys Resorts	https://www.linkedin.com/in/majel-bourdeau-40939a152/
Andrea	Wright	Vice President Sales	Playa Hotels & Resorts	https://www.linkedin.com/in/andrea-wright-97385b2a/
Christina	Daly	Director of sales and marketing	Resort Pass	https://www.linkedin.com/in/stinadalv/

Meeting Summary:

Despite concerns over a looming recession, the luxury hospitality industry is experiencing growth, with a focus on ultra-luxury experiences. The discussion also covered marketing channels, leveraging social media and influencers, and implementing innovative and engaging experiences for guests.

Predictions for the Rest of 2023:

The luxury hospitality industry is on the rise, with people spending more now than in the past. This growth may be a result of COVID-19 pandemic and the subsequent rebound effect. Bookings are coming in from a couple of months out, and there is an increasing focus on ultra-luxury experiences, such as super yachts and private jets. Branded hotels are even launching their own yachts, and more experiences are becoming private and club-orientated.

Marketing to New Generations

TikTok was identified as a valuable marketing channel, while Facebook is considered outdated. Instagram remains a popular platform for showcasing luxury experiences. Celebrities and influencers are essential for branding, and guests act as promoters when they share their experiences online. The importance of real people sharing their experiences for relatability was emphasized, and encouraging guests to post their experiences online was also suggested.

New Experiences Incorporated By Resorts:

Luxury resorts are incorporating a range of new experiences, such as family-friendly activities like s'mores-making during the holidays. Live music events and street closures for large activations are popular, as are daycation experiences that include access to pool amenities and spas. Fun culinary experiences and sensorial dinners have been effective in delivering unique and engaging experiences for guests, and resorts continue to develop innovative culinary offerings.

Key Takeaways

As luxury travelers continue to seek unique and extraordinary experiences, luxury resorts are constantly evolving to meet and exceed their guests' expectations. From a marketing perspective and an experiential one, we've identified some of the latest trends that are captivating the industry. Not all trends could be captured during the meeting but here are some that were discussed.

Personalized Wellness Retreats:

Catering to the growing demand for wellness-focused experiences, luxury resorts are offering personalized wellness retreats that combine spa treatments, holistic therapies, fitness activities, and nutrition plans. Tailored to individual preferences and goals, these retreats allow guests to rejuvenate their mind, body, and spirit in opulent surroundings.

Culinary Experiences:

Luxury resorts are taking gastronomy to new heights with exclusive dining experiences. Partnering with renowned chefs, they offer innovative cuisine that showcases local flavors and ingredients. Guests can also participate in cooking classes, wine tastings, and farm-to-table dining events that connect them with the region's culinary traditions.

Bespoke Experiences:

To create unforgettable memories for their guests, luxury resorts are offering a range of bespoke experiences. From private yacht excursions and helicopter tours to customized shopping itineraries and exclusive access to local attractions, these tailor-made adventures cater to the guests' every desire.

Multigenerational Offerings:

Luxury resorts are designing spaces and experiences that appeal to all age groups. With curated programs for children, teens, and adults, these resorts ensure that every family member enjoys a memorable vacation. Interactive amenities and gaming spaces cater to younger guests, while adults can indulge in refined experiences such as wine tastings or spa treatments.