

TTG ASIA

# LUXURY

July-August 2021

for buyers of premium travel and luxury meetings



**AN  
APPETITE  
FOR  
LUXURY**

**AN ILTM  
ASIA PACIFIC  
2021 SPECIAL**

**GOLD IN  
THESE HILLS**

*A new study by ILTM Asia Pacific and research firm Barton has underlined the importance of this region for the global luxury travel and tourism industry*

**A NEW DAWN  
FOR LUXURY**

*ILTM Asia Pacific 2021 has attracted many exciting luxury travel and tourism specialists, all ready to help planners craft memorable experiences*



vaccinated travellers. Travel is possible again, but not without careful scrutiny. Depending on where travellers are bound for, they may need to obtain numerous certificates, show proof of full payment for hotel accommodation, pack on travel insurance, and undertake a number of Covid-19 swabs in-destination throughout their stay. At the same time, travellers may be returning home to strict and lengthy quarantines that must be paid for out of their own pockets.

The complex, time-consuming and pricey procedures for travel in a post-pandemic world – in addition to pricier airfares due to suppressed supply – will put overseas trips out of reach for average folks. Therefore, initial travel and tourism recovery needs to rely on the luxury market – people who have the financial resources and greater control over their time to navigate the web of post-pandemic travel regulations.

The good news is, the world's population of high net worth (HNW) individuals has been growing throughout the pandemic and these people are raring to get back to their travel routine as soon as border restrictions are lifted.

In fact, as travel freedom returns, the Asia-Pacific market will be an important one to watch. According to a recent study published by specialist luxury travel tradeshow, ILTM Asia Pacific, and research firm Barton, Asia-Pacific's share of HNW spending is increasing rapidly and strongly compared to the rest of the world. Wealthy travellers from this part of the world are putting their money on a wide variety of products and services that are not all glamorous and glitzy. Their wealth does not stop them from enjoying a meal from the casual hawker that locals love most or an alternative music concert that draws the city's youngsters.

And with appetite for regional trips found to be stronger in the initial period, Asia-Pacific's HNW travellers will fuel the creation of quality experiences in the region, to the benefit of all other travellers that follow.



**Karen Yue**  
Group Editor

The world is opening up, and we are seeing how different governments are facilitating the passage of travellers. Europe reopened her borders in June to vaccinated travellers from non-European Union (EU) countries with reduced restrictions. In July, South Korea and Thailand's Phuket tossed out compulsory quarantine for

TTG ASIA

# LUXURY

for buyers of premium travel and luxury meetings



04



09



11

- 02 Editor's note
- 04 Market watch
- 07 ILTM Asia Pacific 2021 Special: Gold in these hills
- 09 ILTM Asia Pacific 2021 Special: All ready for a big show
- 11 ILTM Asia Pacific 2021 Special: A new dawn for luxury

07



**EDITORIAL**

- Karen Yue** Group Editor (karen.yue@ttgasia.com)
- S Puvaneswary** Editor, Malaysia/Brunei (puvanes@ttgasia.com)
- Mimi Hudoyo** Editor, Indonesia (idmfasia@cbn.net.id)
- Rachel AJ Lee** Assistant Editor, TTGMice, TTGassociations (rachel.lee@ttgasia.com)
- Cheryl Ong** Sub Editor (cheryl.ong@ttgasia.com)
- Adelaine Ng** Australia (adelaineng.abc@gmail.com)
- Marissa Carruthers** Cambodia, Myanmar, Laos, Vietnam (maris.carruthers@gmail.com)
- Caroline Boey** China & Special Projects (caroline.boey@ttgasia.com)
- Prudence Lui** Hong Kong / Greater China (prului@yahoo.com)
- Rohit Kaul** India (rohitkaul23@gmail.com)
- Tiara Maharani, Kurniawan Ulung** Indonesia (tiaraul13@gmail.com)
- Alezkurniawan** (alezkurniawan@gmail.com)
- Kathryn Wortley** Japan (kathrynwortley@gmail.com)
- Suchat Sritama** Thailand (tonsuchat@hotmail.com)
- Rosa Ocampo** The Philippines (rosa.ocampo@gmail.com)
- Feizal Samath** Sri Lanka / Maldives (feizalsam@gmail.com)
- Serene Foo** Correspondent, Singapore (serene.foo@ttgasia.com)
- Redmond Sia** Creative Designer
- Lina Tan** Editorial Assistant

**SALES & MARKETING**

- Pierre Quek** Publisher and Head Integrated Solutions (pierre.quek@ttgasia.com)
- Chimmy Tsui** Publisher and Head Integrated Solutions (China) (chimmy.tsui@ttgasia.com)
- Jonathan Yap** Senior Business Manager (jonathan.yap@ttgasia.com)
- Shirley Tan** Senior Business Manager (shirley.tan@ttgasia.com)
- Seth Leow** Business Manager (seth.leow@ttgasia.com)
- Cheryl Tan** Corporate Marketing Manager (cheryl.tan@ttgasia.com)
- Adrienne Yim** Marketing Executive (adrienne.yim@ttgasia.com)
- Delia Ng** Digital Marketing Strategist (delia.ng@ttgasia.com)
- Cheryl Lim** Advertisement Administration Manager (cheryl.lim@ttgasia.com)
- Carol Cheng** Manager Administration & Marketing (Hong Kong, carol.cheng@ttgasia.com)

**PUBLISHING SERVICES**

- Kun Swee Qi** Publishing Services Executive
- Nur Hazirah** Web Executive
- Katherine Leong** Circulation Executive

**TTG ASIA MEDIA PTE LTD**

**Darren Ng** Managing Director

**OFFICES**

**Singapore**  
TTG Asia Media Pte Ltd,  
10 Science Park Road, The Alpha #03-11,  
Singapore Science Park II, Singapore 117684  
Tel: +65 6395 7575, fax: +65 6536 0896,  
email: traveltradesales@ttgasia.com

**Hong Kong**  
TTG Asia Media Pte Ltd,  
Room 1007, 10/F, West Wing,  
Tsui Sha Tsui Centre,  
66 Mody Road, Tsim Sha Tsui East,  
Kowloon, Hong Kong  
Tel: +852 2237 7272, fax: +852 2237 7227

**FOR SALES & MARKETING**

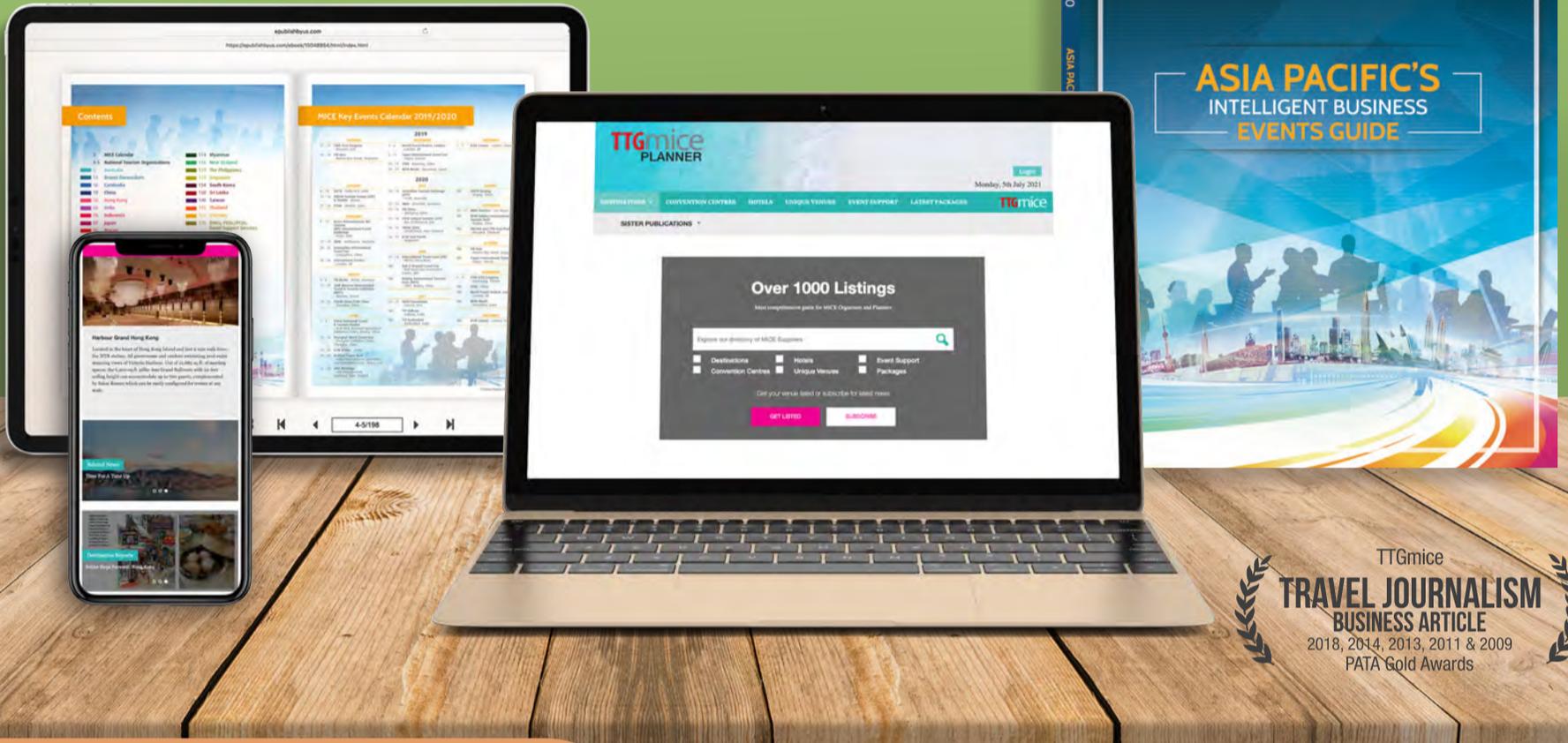
enquires, please contact  
traveltradesales@ttgasia.com

*TTG Asia Luxury is a product by TTG Travel Trade Publishing, a business group of TTG Asia Media. It is mailed free on written request to readers who meet predetermined criteria. Paid subscriptions are available to those who do not meet the criteria. MCI (P) 092/08/2020. PPS1884/02/2017 (025625). Printed by Times Printer Pte Ltd, 16 Tuas Avenue 5, Singapore 639340.*

# TTGmice

## PLANNER 2021/2022

Publishing in  
Q4 2021



TTGmice  
**TRAVEL JOURNALISM  
BUSINESS ARTICLE**  
2018, 2014, 2013, 2011 & 2009  
PATA Gold Awards

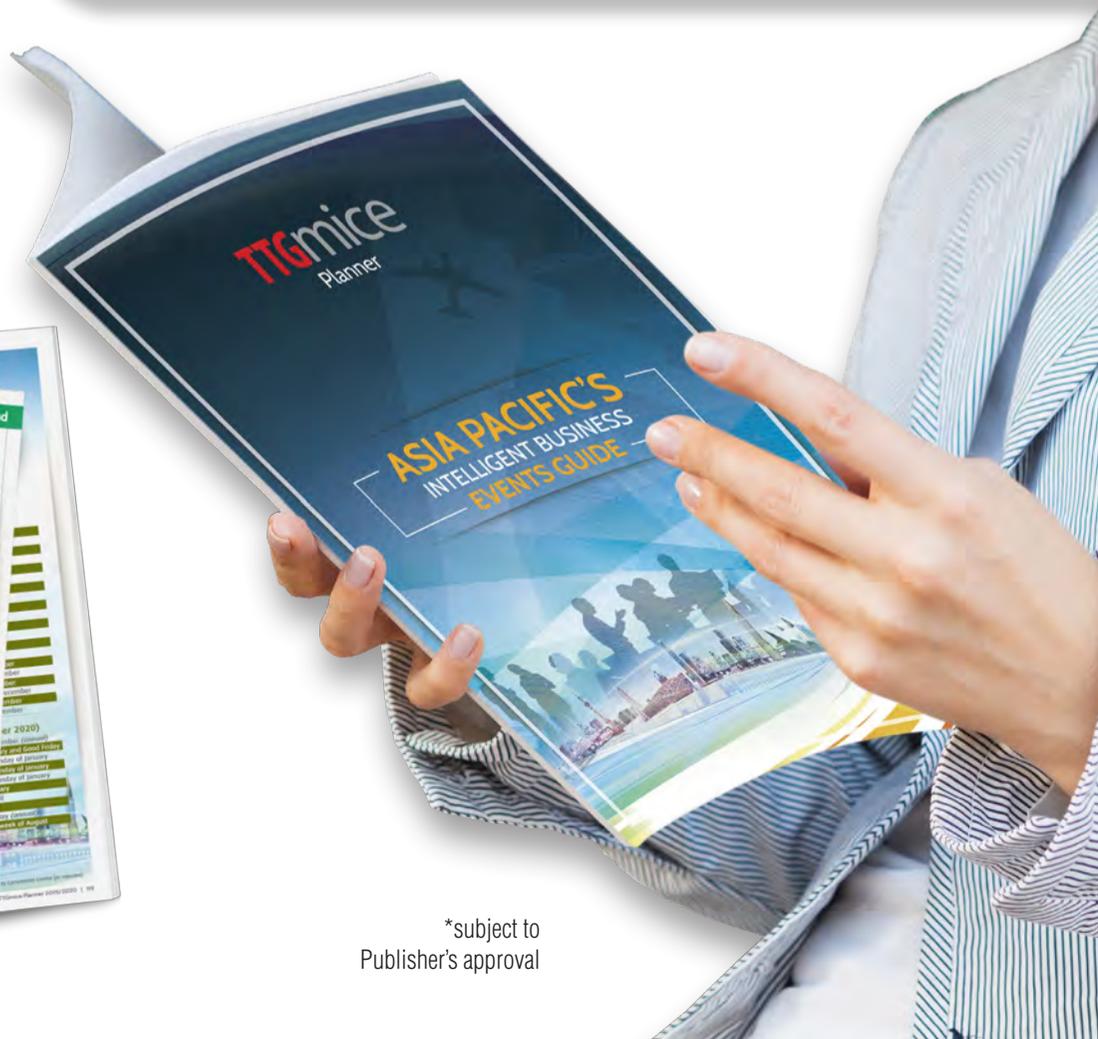
**FREE Listing\* For All!**  
Visit [planner.ttgmic.com](http://planner.ttgmic.com)

**13,500 Print Reach + 22,500 Digital Copies**  
across Asia Pacific and beyond

**Bonus circulation**  
across major trade shows

**Be at the fingertips of quality buyers**  
in our annual print guide!

To advertise, contact  
[traveltradesales@ttgasia.com](mailto:traveltradesales@ttgasia.com)



\*subject to  
Publisher's approval



# An appetite for luxury

Against a backdrop of ongoing travel restrictions, most Asian luxury markets are choosing to travel within their home base while keeping overseas travel dreams alive, discover TTG Asia Luxury reporters

## Australia

Australians are satisfying their luxury travel needs with domestic getaways that were traditionally glossed over in favour of overseas experiences.

They are also getting used to a different kind of luxury than they were accustomed to – one that is more rustic and often defined by the remoteness of the location.

“Luxury in Australia is different to staying in a magnificent hotel in the centre of Paris, for example,” said Claudia Rossi Hudson, owner of Mary Rossi Travel.

“This is because the experience or the definition of luxury that we can give in Australia includes the tyranny of distance. So, you might be staying in Lizard Island where the lodges are very comfortable but they are not gilt taps and marble floors.”

“(Instead) they are luxury on a lodge that is on an island, an hour and a half’s flight in a private aircraft from the nearest international airport. There are no local food sources and it’s expensive to stay there. And when you’re there, you realise that the luxury element is its uniqueness and remoteness, and the fact that you had that entire beach practically all to yourself and that portion of the Great Barrier Reef,” she explained.

Luxury travel agents are also finding that Australian preferences are quite different to those of the international visitor, desiring locations with dramatic landscapes over local wildlife and city experiences.

“The Kimberley in Western Australia is incredibly popular,” said Kirsty Siekmann, CEO at The Tailor. “International clients would come to Australia with a lot of boxes to tick but Australian clients are doing two weeks just exploring that region.”

“Demand is very strong as they have the dry and warmer season so along with Queensland and much of the Top End, their bookings are completely full this year,” she continued.

Also popular are five-day safari trips in the north, food and wine region visits, treks in the Flinders Ranges, and a breathtaking journey and dining experience on The Ghan.

However, the trend is expected to turn at the end of the year when the summer heat pushes domestic tourists to Australia’s cooler southern parts. Seikmann projects that travel bookings for Margaret River, Tasmania, and Victoria will skyrocket, following patterns from last year. – **Adelaine Ng**

## India

While India’s wealthy were able to explore the world in late-2020 and early part of 2021, their travel freedom was curtailed when a second wave of Covid-19 infections swept across the country this April.

Indian travel consultants dealt with numerous cancellations, triggered by international destinations slapping entry bans on travellers from India.

Summer 2021 was supposed to be a good travel season but with infections still raging in India, outbound travel possibilities and demand continue to be suppressed.

Prior to the latest cancellations, Luxe Escape had clients who booked a month-long stay in London and private jets to Dubai, shared founder Aditya Tyagi.

Demand for summer breaks in the Maldives hit its peak for Tour Passion, said founder Naveen Manchanda, before Covid-19 returned to wreck bookings.

“We also had good enquiries for Europe for high-end cruises and experiences like spa and (dining). However, the second pandemic wave changed the entire scenario,” said Manchanda.

Hopes are now pinned on 2022.

Tyagi said: “Most of our clients are now desperate to travel out of India. We already have a small VVIP group request to Saint Tropez, and demand for destinations like Greece, Italy, France, Spain and Nordic countries (are back).”

When outbound travel is once again possible, Tyagi said clients would be drawn to small luxury boutique hotels where mingling with other people could be avoided.

Wellness tourism would also be top of mind among India’s well-heeled.

“Wellness retreats in Europe and South-east Asia will be high in demand in 2022. Luxury travellers will opt for longer stays in an absolutely safe environment,” said Ajay Jaipuria, founder, Travel Oyster India.

Echoing the prediction, Tyagi has crafted a week-long yoga cruise in Croatia, led by a yoga master who will also conduct other wellness programme onboard.

In fact, Tyagi is so confident in the potential of post-pandemic wellness tourism that he has launched a new brand, Well Escapes. – **Rohit Kaul**

## Japan

Japan’s wealthy consumers are likely to spend on domestic jaunts rather than overseas trips in the coming months amid a slow Covid-19 vaccine roll-out and government advice to avoid “unnecessary and non-urgent” travel abroad.



hmp/photographist/istock



Ben\_C2/istock

Luxury travel providers are expecting an uptick in sales for the rest of 2021 based on consumer sentiment and behaviour since the outbreak.

Makarim Salman, founder and lead guide of high-end private tour company Maction Planet, anticipates further growth in domestic travel “from autumn 2021, once the Olympics is over and more people have been vaccinated”. His high-end hotel partners in Kyoto are already reporting full bookings for autumn.

Private suites or remote locations that can accommodate greater social distancing are likely to be a hit.

Hoshino Resorts is also anticipating growth in micro-tourism, which involves travel within an hour’s drive from home. In 2020, the luxury hotelier enjoyed 90 per cent occupancy at its Kai Enshu in Shizuoka Prefecture, where 60 per cent of guests were locals keen to experience the renowned tea baths and tea fields.

According to credit card company Luxury Card, suite room occupancy in Japan in 2020 was more than five times higher than in 2019.

In anticipation of more business, hotels are being bullish with openings and renovations. Hotel the Mitsui Kyoto, adjacent to Nijo Castle, opened in late-2020 with a Presidential Suite costing 1.3 million yen (US\$ 11,723) per pax per night. Shiroyama Hotel Kagoshima opened its 200m<sup>2</sup> Imperial Suite, which offers stunning views of active volcano Mount Sakurajima and costs 1.1 million yen per night.

Private jet bookings are expected to soar too, as luxury domestic travel demand improves. In June 2021, Matsuzakaya Nagoya Travel Center and ANA Business Jet began offering trips from Nagoya International Airport to Niseko, Hokkaido, and Nagasaki, Kyushu, for two million yen per person for a booking for four passengers.

Takayuki Suzuki, representative of Matsuzakaya Nagoya Travel Center, told TTG Asia that “sales are strong among the wealthy at the moment” while ANA Business Jet’s president Jun Katagiri said wealthy travellers are choosing private flights because of their low infection risk.

Due to limited travel since the outbreak of the pandemic, Salman also predicts splurges by middle and upper-middle class consumers on luxury travel products, giving a further boost to Japan’s high-end sector. – Kathryn Wortley

**Clockwise from top: Domestic locations with dramatic landscapes, such as Flinders Ranges National Park, are a hit with wealthy Australians holidaying at home; the Maldives saw intense demand from Indian travellers before the second Covid-19 wave hit in April 2021; Kyoto’s autumn season is selling out, thanks to wealthy domestic travellers who are discouraged from travelling overseas this year**



Phutana Stock/istock



Don Mamonseer/Shutterstock

## Singapore

Bespoke itineraries and exclusive destinations that allow for privacy and space, slow travel and are family-oriented constitute luxury travel trends in 2021 and 2022 for the Singapore market, according to four specialist travel operators.

Nico Heath, co-founder and director of Lightfoot Travel, explained: “The first is a desire for private islands and private island resorts. The Maldives, where each resort is on its own island and you are whisked from airport to resort immediately after landing, has been exceptionally popular. Once airlines start running routes more regularly, there has also been an upswing in interest in more far-flung destinations such as Fiji and French Polynesia.”

An uptick in private jet holidays also arose due to the desire to reduce risk by avoiding commercial air travel.

“There’s a shift to slower travel options and more in-depth travel instead of hopping around to see as much as possible within a certain amount of time,” observed Mike Harlow, general manager for Scott Dunn Asia.

Think single destination country, or keeping inter-country travel to a minimum, according to co-founder and managing director of Quotient TravelPlanner, Javiny Lim.

Harlow noticed that East Asia remains top choice as it is still closer to home while offering a wide variety of experiences which can be done in a single location.

Heath observed the desire for road trips as they give travellers greater freedom, the ability to slow the pace of their journey, and with a lot less risk.

Rugged landscapes and the freedom to go on long driving journeys in expansive destinations, such as New Zealand and Ireland, are of interest to luxury travellers in Singapore, Lim added.

“Travellers are more willing to explore deeper at a destination and want to be wowed by extraordinary experiences on their holiday, from astounding nature to award-winning architecture to exclusive interactions with esteemed custodians.”

Locations like Antarctica and the Galapagos Islands with unsurpassed natural beauty and native wildlife continue to be a draw in 2021 and beyond.

Besides, there is also robust demand for family holidays and private villas to house the extended family in destinations such as Sri Lanka, Thailand, Italy and Greece in 2022. African safaris are popular with families with older children.

It comes as no surprise that affluent travellers are prioritising safety, and are willing to pay more for hygiene



weeraski saradu/shutterstock

**From top: Well-heeled Singaporeans are favouring far-flung and safe destinations like Fiji; nearby destinations, such as Hong Kong, are preferred by Thai luxury travellers**

reassurances and preferring the flexibility to amend their travel plans with zero or minimum penalty.

Founder and director of Intriq Journey, Jess Yap, said: “Guests are starting to enquire and book for luxury travel for last quarter of this year and into 2022. For instance, we have a small group journey that is departing to Saudi Arabia in December 2021. We also have some bookings to Antarctica for the year-end.” – **Serene Foo**

## Thailand

An unusual luxury travel trend is emerging in Thailand, where – despite having more complex post-pandemic travel procedures to grapple with – billionaires are choosing to skip assistance from travel agencies to achieve utmost privacy for their holidays.

Anake Srishevachart, president of UniThai Trip, said an increasing number of high net worth customers are choosing to book their own private jet and charter resorts on their own. For those who have continued to rely on travel agents to customise travel packages for family or friends, resorts that are exclusive to members are favoured.

Anake said: “The pandemic has taught well-heeled people to change their lifestyle and leisure activities. Many now value even more true exclusivity and privacy during their trips.”

However, a complete departure from travel agencies is not possible when special interest trips need to be made, such as vaccination tours.

Outbound travel specialists in Thailand that are still retaining luxury accounts say destinations close by are in favour, such as places within Thailand or Singapore and Hong Kong in South-east Asia.

Pornthip Hirankate, managing director of Destination Asia (Thailand), said Thailand’s own Phuket and Phi Phi islands are attracting many Thai residents with spending power.

Den Mahavansanandana, managing director of Inspir-it Holidays, said exclusive tours to Singapore, Laos, Cambodia and Bali are selling well, while there is also demand for parts of Europe. He believes that governments will be watching how Thailand conducts her Phuket Sandbox tourism reopening. If done well, governments will gain confidence to welcome Thai residents into their own country. – **Suchat Sritama**

# Gold in these hills

In authoring the new Asia Pacific and the Global Travel Recovery report for ILTM Asia Pacific, Winston Chesterfield, founder of strategic consulting firm Barton, confirms that this region remains critical for the continued expansion of the global luxury travel and tourism industry. He tells **Karen Yue** why.

**The Asia Pacific and the Global Travel Recovery report, produced by ILTM in partnership with Barton, has turned up some informative insights into luxury travel. What are some of the outstanding findings that present an optimistic future for this industry?**

One of the major findings is that the High Net Worth (HNW) population contributes massive amounts of money to the global luxury travel universe. At the same time, Asia-Pacific's HNW population growth can never be understated. It is not just China that is contributing HNW individuals, but other countries too.

(Japan is an) exception to that growth. Japan has a stagnant economy in comparison to Asia-Pacific as a whole, as well as a shrinking and aging population. But beyond the unusual situation in Japan, the rest of Asia-Pacific is seeing a growing economy, a growing population and a fast-growing HNW group.

What this means is that Asia-Pacific's share of HNW spending is increasing quickly and strongly versus the rest of the world. These Asia-Pacific HNW travellers will travel to anywhere in the world and contribute to the global luxury travel ecosystem.



**In the mid- to long-term, I expect to see Asia-Pacific region having a greater share in the global luxury travel ecosystem simply because countries will start to create their own activities (for regional travellers). Asia-Pacific's HNW travellers will be looking to do activities in their region, not just in Europe or North America.**

**The study looks into the Outbound Luxury Travel Ecosystem, defined as the set of activities linked to travel that are particularly attractive to luxury travellers. Are these activities necessarily luxury? And why is it important for luxury travel stakeholders to understand what makes up this ecosystem?**

The activities are not always luxurious. The most important thing about these activities assembled for the ecosystem is that they are things that HNW travellers like to do when they travel.

For example, we don't just have Michelin-starred restaurants in the ecosystem; we have other types, the more casual ones. Similarly, music concerts that do not have tickets at a luxury price point may present content that are culturally attractive to HNW travellers.

It is important to understand the ecosystem from the travellers' perspective and not from the industry's perspective. Luxury travellers don't want to be consuming luxury experiences non-stop. They want to partake in activities that aren't necessarily aligned with luxury as well.

**Can you give us a quick glimpse into areas/activities in the ecosystem that are attracting stronger spending from Asia-Pacific HNW travellers compared to global HNW travellers?**

In terms of total spend from Asia-Pacific, airfares and lodging make up a chunk. Globally, US\$1.4 trillion is spent on airfares and lodging, while Asia-Pacific's contributes US\$231.5 billion to that. China's contribution to the global airfares and lodging spend is very large – 49 per cent of Asia-Pacific's share (or US\$114 billion).

In terms of regional travel within Asia-Pacific, US\$37.4 billion is spent on inbound and outbound airfare and lodging. China's share of that is US\$16.9 billion – and that's just one country on its own.





Brands need Chinese consumers to return to travel, as one in two luxury purchases today are made by a Chinese

Global spend on airfares and lodging

Country/Region	Airfares & Lodging spend (all) (Inbound & Outbound)	Airfares & Lodging spend HNW (Inbound and Outbound)	HNW as % contribution of spend
Global	\$1.41trn	\$507.6bn	36%
APAC	\$231.5bn	\$112bn	48%
China	\$114bn	\$59.4bn	52%
APAC excl. China	\$119bn	\$52.6bn	44%

Source: Barton, 2020

In terms of activities, many of those that we have identified in the report – particularly the cultural ones – are not available in the Asia-Pacific region. This makes the Asia-Pacific HNW contribution so much more important because it shows the travellers’ propensity to travel internationally (to experience those activities).

For example, Asia-Pacific contributes just over one-tenth of the global spend on cultural activities although many of these cultural organisations, such as the museums and galleries, are not in Asia-Pacific. That’s an impressive statistic.

Wellness activities are also drawing a chunky spend from Asia-Pacific’s HNW community. The Asia-Pacific wellness spend is now a fifth of the global total but wellness is still not something that the global travel community identifies with Asia-Pacific travellers. Brands in the West may not realise that wellness is something Asia-Pacific HNW travellers are interested in. There is almost a presumption that when Asia-Pacific HNW travellers visit Europe or North America, their top priority is culture and sightseeing. In fact, we have identified a big chunk of Asia-Pacific HNW travellers who are interested in wellness activities like fitness classes and health treatments.

**Do you foresee the make up of this ecosystem changing post-pandemic?**

Short-term post-pandemic, not much. We will need to wait and see what happens with the vaccination programmes and containment efforts. Border policies are still restrictive, and there will be long hangovers about who will be allowed into a country and who will be allowed to freely travel.

It is a shame, but arising from these restrictions would be the creation of travel corridors between well-vaccinated countries and countries with no variant exposures – within regions first before globally.

We could also see in the short-term a change in the types of activities to cater to travellers who have access to the destination.

In the mid- to long-term, I expect to see the Asia-Pacific region having a greater share in the global luxury travel ecosystem simply because countries will start to create their own activities (for regional travellers). Asia-Pacific’s HNW travellers will be looking to do activities in their region, not just in Europe or North America. There will also be a growing desire among HNW travellers from outside of Asia-Pacific wanting to do activities in the Asia-Pacific region.

Hopefully, by the end of 2022 and early-2023, we would see a greater return to normality in intercontinental travel for the mass market, not just for the HNW travel community.

**Let’s talk about the distribution of HNW travellers in Asia-Pacific. The study notes that 29 per cent of the region’s HNW travellers hail from China – a market that is still shut to the rest of the world due to strict outbound travel restrictions by the Chinese government to prevent the import of Covid-19 cases upon their residents’ return. Isn’t this a major obstacle to the recovery of luxury travel and tourism for the rest of the region and beyond?**

Yes, it is. You cannot underestimate the power of the Chinese. China has the fastest growing HNW population across the world and they have a great appetite for luxury. Until the pandemic hit, China had a rapidly growing appetite for luxury travel.

The Chinese population being restricted from travelling overseas has a big impact on the world. It isn’t just the travel industry that is impatient to get the Chinese back. Not too long ago, a Chinese person outside of China

made one in three purchases of luxury goods. Now, it is more than that – almost approaching the level of one in two purchases. Brands need the Chinese to get back to travelling and spending.

However, that doesn’t mean the Chinese story is the only story; it is not. The world needs wealthy people from Japan, Singapore, Australia to be travelling again, etc.

**For luxury tourism stakeholders hoping to make inroads into the fast-emerging luxury travel source markets of Vietnam, India and the Philippines, what aspects of these travellers’ spending habits or personal passions should be noted for marketing success?**

Well, we need to remember how global these HNW people are. In doing business internationally, many are picking up international habits, interests and preferences. They may maintain some level of local identity, such as certain things they prefer to eat, family approach or cultural attitudes, but they are in general behaving much more like an international group than a national group.

We cannot look at these fast-rising Asia-Pacific markets parochially. The behaviours of the general Vietnamese may not be reflective of the characteristics of HNW Vietnamese.

When we think of the interests and passions of Asia-Pacific’s HNW people, we need to remember that they are very similar to many wealthy people around the world. For instance, sports draw huge interest from many HNW people around the world, even those in fast-rising, newly wealthy countries.

HNW individuals across Asia-Pacific are also very keen on things like technology, engineering, education, philanthropy, real estate, art, language and food – much like the other HNW individuals across the world.

We have found more similarities between the wealthy people of the world than between the wealthy people and the rest of the population in the same country.

**The report expects in-region travel will be at the heart of the recovery – an estimated 57.5 per cent of Asia-Pacific traveller’s outbound spend is spent within the region. Where does that leave Western destinations hoping to bring back Asia-Pacific visitors?**

This is tricky. Western destinations will have to depend on travel corridors set up with Asia-Pacific (to resume arrivals).

As long as Covid cases remain stable and don’t shoot up, we could expect China to establish travel corridors with certain parts of Europe. China is a powerhouse source market, so destinations will want to do what they can to bring the Chinese travellers back. But before that happens, domestic travel will continue to be most significant in Asia-Pacific – just as it has been elsewhere in the world during this pandemic.

Global spend on cultural activities

Type of activity	Annual revenue from all Global visitors	Annual revenue from all APAC visitors	Annual revenue from HNW Global visitors	Annual revenue from HNW APAC visitors
Museums & Galleries	\$3.4bn	\$344m	\$248.4m	\$55.5m
Historical Landmarks	\$187m	\$19.7m	\$13.6m	\$3.2m
Zoos & Wildlife Centres	\$9.1bn	\$967.9m	\$690m	\$156m
Amusement Parks	\$18.4bn	\$1.95bn	\$1.3bn	\$314.7m
<b>TOTAL</b>	<b>\$31.1bn</b>	<b>\$3.28bn</b>	<b>\$2.3bn</b>	<b>\$529.4m</b>

Figures are total global spend in US\$

Global spend on wellness activities

Type of activity	Annual revenue from all Global visitors	Annual revenue from all APAC visitors	Annual revenue from HNW Global visitors	Annual revenue from HNW APAC visitors
Fitness Classes & Yoga	\$843m	\$107.4m	\$74.2m	\$17.4m
Health Treatments	\$1.3bn	\$382.6m	\$872.3m	\$225.7m
Beauty Treatments	\$11.9bn	\$3.4bn	\$7.8bn	\$2bn
Diet Management	\$8.7bn	\$1bn	\$767m	\$177.6m
Stress Relief & Meditation	\$1bn	\$137.2m	\$95.8m	\$22.2m
<b>TOTAL</b>	<b>\$23.7bn</b>	<b>\$5.1bn</b>	<b>\$9.6bn</b>	<b>\$2.4bn</b>

Figures are total global spend in US\$



The virtual edition of ILTM Asia Pacific 2021 will offer attendees the same opportunities for interaction and destination learnings as previous successful ILTM in-person shows

# All ready for a big show

As one of the leading business platforms for the luxury travel industry, this year’s ILTM Asia Pacific continues to attract eager interest from both suppliers and specialist buyers to meet and shape the future of premium travel experiences. By **Karen Yue**

**I**LTM Asia Pacific is once again bringing the luxury travel community together, albeit virtually, this July 2021 to create exciting new itineraries, do business and build lifelong bonds.

According to Alison Gilmore, ILTM Portfolio Director, the team behind the high-profile tradeshow has created a framework consistent with the virtual editions delivered by ILTM last year – one that allows luxury travel brands to access the top

luxury travel agents representing the highest net worth of clients across the Asia-Pacific region.

From July 20 to 22, luxury travel specialists will partake in high-quality pre-scheduled appointments, including include direct messaging features, as well as access to exclusive industry insights.

“ILTM is an opportunity to expand business and knowledge not just internationally, but also regionally,” remarked Gilmore.

“ILTM is a key business driver to the luxury travel industry and the virtual event has been supported by the industry as a much needed business tool. We have people returning to join us after attending the ILTM World Tour – conducted in the later part of 2020 – and that is great to see.

“As there are limited live events currently taking place, ILTM Asia Pacific 2021 gives people the chance to re-engage and catch up with the

luxury buyers of this fascinating and developing region,” she added.

## Extensive representation

With the Asia-Pacific region being a huge and expanding source market for many international and regional luxury travel brands, this year’s ILTM Asia Pacific has naturally attracted some 200 suppliers from across the

world as well as a spectrum of specialisation.

Luxury travel buyers are spoilt for choice, with access to bespoke experiences, luxury yachts, iconic brands, boutique hotels, private islands, and cruises. Some brands that are being showcased this year include Accor, Belmond, Conrad, Hyatt, Kerzner International, Mandarin Oriental, Seabourn, Shangri-La and Wharf Hotels.

There is also a kaleidoscope of destinations for buyers to explore virtually – Aspen, Catalonia, Madrid, and the Seychelles, among many others.

“We have a good mix of international and regional luxury travel brands (that were with us) at our previous shows, but also many new ones such as Aurora Expeditions and the Broadwick Soho in London to name just two,” shared Gilmore.

Many luxury travel brands that are present at the virtual show bring with them exciting news of fresh launches as well as new and improved products, signalling a continued flow of novel experiences for well-heeled travellers.

Hilton, for example, will showcase its very first property in Kyoto, Japan – ROKU KYOTO, LXR Hotels & Resorts, which is scheduled to welcome guests this autumn. The global hotel company will also be sharing information on four new luxury properties that will rise in China, fol-

lowing its landmark agreement with Chinese real estate company Shimao Group Holdings.

Kerzner International, which is maintaining an active pipeline of new properties, will give buyers a look at several new resorts, such as One&Only Desaru Coast, Malaysia, which opened in September 2020; One&Only Mandarin in Mexico, which opened in November 2020; and One&Only Portonovi, Montenegro, which opened on May 1 this year. Coming up this December, Kerzner will debut the Atlantis, The Royal Resort and Residences in Dubai.

Luxury hotel Shangri-La Singapore, also exhibiting at the tradeshow, will present its various points of appeal for business travellers, event organisers and attendees, family vacationers as well as gourmands.

Many more fascinating exhibitors are captured on pages 11 and 12, *A new dawn for luxury*.

### Connecting business minds

ILTM Asia Pacific offers one-to-one online meetings as well as direct messaging opportunities between buyers or media and suppliers.

To ensure the quality of these meetings, the ILTM team had, prior to the event, hand-picked a segment of luxury travel agents and advisors. Selected buyers were given a personal

invitation and they had to undergo a rigorous qualification process to ensure they are a right fit for exhibitors.

Investments into careful buyer acquisition have paid off, with new buyers making up 42 per cent of the total buyer population at the event. Exhibitors will also have a chance to do business with some 35 premier Chinese buyers.

### Greater exposure

This virtual edition of ILTM Asia Pacific will also see the participation of Asia-Pacific’s most influential travel editors who speak to the High Net Worth (HNW) luxury consumer through their printed magazines, and digital online publications. Through meetings and interviews with exhibitors they are most keen on, these travel editors will carry the latest developments in luxury travel and tourism beyond the virtual show grounds.



**ILTM is a key business driver to the luxury travel industry and the virtual event has been supported by the industry as a much needed business tool.**

ALISON GILMORE

Furthermore, all content presented during the virtual tradeshow will be available online post-show, accessible at [www.iltm.com](http://www.iltm.com).

### Into the future

While the luxury travel community will have to meet online again this year, Gilmore told *TTG Asia Luxury* that the ILTM team is “absolutely” planning for the Asia-Pacific event to return in 2022 as a face-to-face edition, and Singapore will continue to be the home of the star-studded show.

ILTM Asia Pacific was initially set to debut in May 2020 as an in-person event in Singapore.



## Showcase Your Live Brand Experience With Us

- Destination or product virtual tour broadcast
- Training content
- Virtual trip itineraries
- Other interactive possibilities!

Reach out to

- Leisure Travel Trade
- MICE and Corporate Travel End Users

Let's start sparking travel together.

Contact us to find out more

traveltradesales@ttgasia.com

# A new dawn for luxury

From the first luxury shopping gallery in Spain to a selection of high-end hotels, here are nine tourism products beckoning luxe travellers at ILTM Asia Pacific 2021



## Broadwick, Soho

Slated to open in spring 2022, Broadwick, Soho is a 57-key independent luxury hotel and the first London hotel designed by designer Martin Brudnizki.

Drawing inspiration from the “gritty glamour, but also eclectic and diverse history of Soho” for the design, Brudnizki described the hotel as “your eccentric grandmother’s Soho townhouse”. The property’s 57 bedrooms include one penthouse and nine suites, with many rooms offering private balconies overlooking the bustling streets.

The hotel will be home to a Sicilian-inspired restaurant, helmed by Jamie Poulton and chef Ed Baines, founders of Randall and Aubin; and a rooftop cocktail bar.

For more information, contact Sabine Kern at [sabine@broadwicksoho.com](mailto:sabine@broadwicksoho.com).

## The Tokyo EDITION, Toranomon

Designed in partnership with hotel visionary Ian Schrager and architect Kengo Kuma, The Tokyo EDITION, Toranomon is housed within Tokyo World Gate, a 180m, 38-story mixed-use skyscraper.

Occupying floors 31-36 of the complex, the hotel features 206 guestrooms, some with furnished step-out terraces, and 22 one-bedroom suites, with views of the Tokyo skyline.

On-site facilities include a signature restaurant with an outdoor terrace overlooking Tokyo Tower, an all-day restaurant, lobby lounge, two lounge bars, spa, gym, and 387m<sup>2</sup> of event space with four meeting studios.

For more information, contact Wataru Hasegawa at [Wataru.Hasegawa@editionhotels.com](mailto:Wataru.Hasegawa@editionhotels.com).



First Passage to the West rail journey through the majestic Canadian Rockies

## Rocky Mountaineer

Rocky Mountaineer offers luxury train journeys that showcase some of the most spectacular scenery North America has to offer. The Canadian rail tour company has four rail routes: three that connect Vancouver to the Canadian Rockies towns of Banff, Lake Louise and Jasper in Western Canada; and a fourth new route that travels between Denver, Colorado, and Moab, Utah, in the Southwest US.

The Rockies to the Red Rocks route will be launching in the US for a preview season in 2021. It is a two-day rail route that connects Moab and Denver, with an overnight stay in Glenwood Springs, Colorado. Guests will enjoy onboard storytelling, premium cuisine and compelling scenery in a custom-designed train carriage.

The train will journey alongside the Colorado River and through a series of canyons with steep, rugged rock walls, past mountain vistas, desert cliffs and rock formations. 2022 will be the first full-length season for Rockies to the Red Rocks, which will run from April to November.

Travellers can book a 2022 Canadian or American rail journey now. The All Aboard 2022 promo is available on the three Canadian routes and offers four free perks – including two hotel nights, one transfer, and one meal – for packages that are eight days or more. All Aboard 2022 is available until August 27, 2021.

For more information, contact [reservations@rockymountaineer.com](mailto:reservations@rockymountaineer.com) or [apac@rockymountaineer.com](mailto:apac@rockymountaineer.com).

## Galería Caneljas

Set for a spring 2022 debut, Galería Canalejas is primed to become the new international icon of luxury shopping and haute cuisine in the heart of Madrid.

Located at the confluence of the streets Alcalá, Sevilla, Plaza de Canalejas and Carrera de San Jerónimo, just a step from the emblematic Puerta del Sol, the three-storey luxury shopping mall spanning more than 15,000m<sup>2</sup> is part of a mixed-use project that involves the refurbishment of seven historic buildings.

In addition to Galería Canalejas, the project also houses the first Four Seasons hotel in Spain, 22 branded residences, and a new parking lot with more than 400 spaces. To preserve the enclave’s historical legacy, over 16,000 pieces have been restored and returned to the project to retain its former splendour.

Galería Canalejas will house over 40 luxury brands including Hermès, Cartier and Rolex. Covering over 4,000m<sup>2</sup>, the Food Hall will feature 14 restaurants serving a wide range of gourmet cuisine which are unique to the Spanish capital.

For more information, contact [tourism@galeriacanalejas.com](mailto:tourism@galeriacanalejas.com) or Carlota Gil at [cgil@galeriacanalejas.com](mailto:cgil@galeriacanalejas.com).



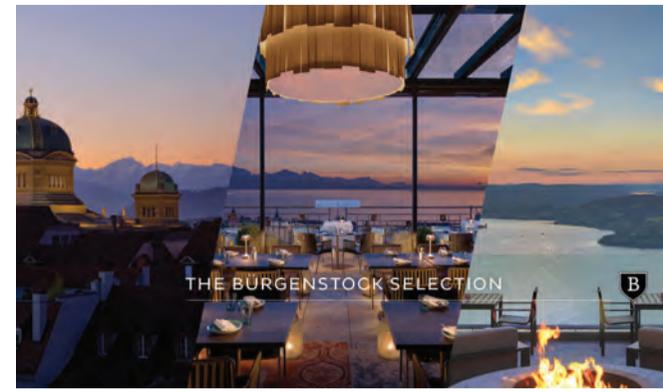
## The Bürgenstock Selection

The Bürgenstock Selection is Switzerland's finest luxury hotels group with more than 150 years of hospitality heritage. The Hotel Schweizerhof Bern opened its doors in 1859, the Bürgenstock Resort dates from 1873, and the Royal Savoy Hotel debuted in 1909.

The three properties have played host to royals, head of states, movie stars and business leaders over the decades. The late king of Thailand Bhumibol Adulyadej, for instance, spent his youth living in the Hotel Royal Savoy Lausanne. In 1954, Audrey Hepburn and Mel Ferrer wed at the Bürgenstock Resort, where the actress lived for 14 years. Italian actress Sophia Loren also had a residence at the resort and called it her home for five years.

One billion Swiss francs (US\$1.08 billion) has been invested to completely renovate the three historic hotels, which offers a combined total of 678 rooms and 67 residence suites, alongside leading spas and exceptional culinary concepts. All three hotels of The Bürgenstock Selection combine Swiss hospitality excellence with contemporary, elegant interior design.

For more information, contact Dennis Deitmerters at [dennis.deitmerters@burgenstockselection.com](mailto:dennis.deitmerters@burgenstockselection.com).



## Trisara Resort

Nestled within 14ha of a protected nature preserve, Trisara is a luxury resort in Phuket that is home to 39 pool villas and suites, 30 privately-owned residences, as well as its very own private beach.

Perched on the terraced hillsides, Trisara's luxury pool villas and suites are available in five categories, including junior suites and one- and two-bedroom Oceanview and Oceanfront villas. All accommodations boast private pools with views of the Andaman Sea.

Private residences, from two- to seven-bedrooms, have their own dedicated staff.

Trisara is big on sustainable dining, with its three on-site F&B venues using ingredients sourced locally or regionally. Michelin-starred restaurant PRU boasts a farm-to-table concept, offering European cuisine reimagined with Thai influences. Thai seafood restaurant Seafood at Trisara offers authentic local food, inspired by heirloom recipes passed down through generations. Hideaway by Jampa, at Trisara's working farm, Pru Jampa, is a zero-waste restaurant specialising in wood-fired cooking.

With a holistic approach to wellness, Jara Spa offers treatments inspired by traditional Thai medicine, healthy cuisine, and a variety of outdoor sports activities.

For more information, contact Panjama Leamsuwan at [panjama.l@montarahospitality.com](mailto:panjama.l@montarahospitality.com).



The Pyrenees mountain range bordering France and Spain is included in the itinerary of the Catalan Tourism Board's Grand Tour of Catalonia

## Catalan Tourist Board

The Catalan Tourist Board (CTB) is the tourism body of the regional government of Catalonia, North-eastern Spain. It has offices in Singapore, Tokyo and Beijing and oversees the Asia-Pacific markets, which prior to the pandemic, accounted for almost 1.5 million tourists in Catalonia.

With this year's ILTM Asia-Pacific being fully virtual, CTB will organise a hybrid Catalonia Lounge in Singapore, with the support of the Spanish Tourism Board. ILTM hosted-buyers will be invited to work and have their virtual meetings from a comfortable and safe space at five-star hotel, Andaz.

Also participating in ILTM this year are four Catalan companies: The Real Thing, Barcelona Art of Travel, Dorna and the Barcelona Tourism Board.

This year, the CTB launched the Grand Tour of Catalonia, a new tourist route that spans 2,200km, divided into six itineraries that cover most of the 42 natural regions of Catalonia. It is an outdoor experience to explore the incredibly diverse sceneries of Catalonia. Many of these areas have made concerted efforts towards sustainable development and thus have been awarded the Biosphere Destination accolade by the Institute of Responsible Tourism, UNESCO and UNWTO.

For more information, contact Taahira Ayoob at [taahira.ayoob.ext@gencat.cat](mailto:taahira.ayoob.ext@gencat.cat).

## The Capitol Kempinski Hotel Singapore

The 155-room Capitol Kempinski Hotel Singapore stands at the heart of Singapore's cultural district, a central location once known as European Town by Singapore's early settlers. Those cultural influences are still very much evident today in the detailed colonial, Victorian and Venetian architecture of Capitol Singapore and its surrounding buildings.

Housed in the restored Capitol Building and Stamford House, the property features an outdoor saltwater relaxation pool, a fitness centre, spa, and an event space. A trio of F&B options include the signature Asian bistro and grill restaurant 15 Stamford by Alvin Leung, helmed by the Michelin-starred celebrity chef Alvin Leung; and The Bar at 15 Stamford, which showcases one of Singapore's biggest collection of rum.

The hotel is easily accessible by car, taxi and Singapore's tube network known as the MRT. City Hall MRT station is linked to the hotel by a convenient underpass, accessed from Arcade @ The Capitol Kempinski, which also takes you to Capitol Singapore's mall and Raffles City mall nearby.

For more information, contact Helen Lee at [helen.lee@kempinski.com](mailto:helen.lee@kempinski.com).



## Madrid Destino

Lights, colours, energetic atmosphere, and joy. These are the main attributes that make up Madrid, a city of unique experiences. The capital of Spain is abuzz with life and this is evident in its streets, parks, culture, architecture, and gastronomy.

Its ever-increasing impressive offerings has positioned Madrid as the new European luxury destination and one of the most appealing cities in the world. Prestigious international firms have installed their flagships in Madrid, as is the case with Four Seasons and Mandarin Oriental Ritz, which opened its doors in 2021 after a complete refurbishment. The premium hotel range in the city will increase next year with the arrival of other temples of sophistication, including The Madrid Edition and JW Marriot.

For more information, contact Javier Amichis at [jamichis@esmadrid.com](mailto:jamichis@esmadrid.com).

