

## FOR IMMEDIATE RELEASE

### BESPOKE TRAVEL EXPERTS RELEASE THEIR 2020 ANNUAL LUXURY TRAVEL TREND REPORT

November 27<sup>th</sup> 2019 - (London, U.K): London-based creative travel hot shop [Brown + Hudson](#), releases its annual trends report. Research conducted over the past year and other industry indicators suggest that in 2020 the world's most demanding travellers will increasingly focus on the *why* and *how* of their travel before they even consider the *where*. They'll continue to bring their problems, challenges and goals and ask their travel professional to provide solutions in every corner of the globe, at the bottom of the oceans and in near space. As we enter an age of disruption, transformation and polarization the trends the company outlines represent not just the future but a *range* of futures.

### OVERTOURISM – THE UNDERTOURISM OPPORTUNITY

"We want to get off the beaten path..." has been the single most common request from travellers in 2019. This trend can only increase in 2020. Finding innovative ways to counter overtourism has presented an 'undertourism opportunity'. To respond to this need for sustainable and off the beaten path travel inspiration, significant time investment is required. First to design innovative experiences in non-obvious places. Then to teach local partners and guides to change the conventions of the experience, to bring non-obvious, undertouristed places to life in ways that yield the kind of insights and experiences expected from their overtouristed counterparts. In 2020, rather than being one of 30 million tourists visiting Venice, travellers might prefer to visit Asolo population circa 9000 just 35 miles away. Long before Airbnb existed, the Italian [alberghi diffusi](#) concept brought life to abandoned buildings in lesser-known often isolated villages. Concepts like '[The Lives of Others](#)' allow the curious to experience any destination, particularly overtouristed urban environments in a compelling new way – through the eyes of the others, living the everyday lives of others.

**CONCEPT:** Lives of Others, Luxpedition, The Great Game

**DESTINATIONS :** Cuba, Spain, Italy, France, Cambodia, Guatemala, Vietnam, most capital cities

### META TRAVEL – TRAVEL BEYOND TRAVEL

First there was migration then travel. Fast-forward and in the early 2000s the word was 'experiential'. Then experiential morphed into similarly-spirited 'transformational' travel. As luxury travel and its transformational cousin are increasingly commoditized all the signs are that we're moving into an age of what Philippe Brown, founder of Brown + Hudson describes as 'META Travel'.

META suggests travel *beyond* travel. It's a return to original principles. In modern parlance it's also self-referential so it connotes travel that helps you better understand yourself as a traveller. Travel that helps you travel better. Brown's vision of META Travel also embodies the principles of knowledge, purpose and timelessness.

In early 2020 Brown + Hudson launches the [META Collection](#). Each of the eight META journeys has been devised to help clients to push *beyond* their own limitations and also go beyond *how* they've travelled before. Academic and science-based research have been applied in the design of each experience to ensure the maximum impact, self-insight, transformation and memorability. Some of the journeys have been conceived to help the travellers better understand themselves as travellers –to help them travel better and get more happiness from their precious time travelling. Common to every work in the collection is originality, access, storytelling and an undeniable WOW factor.

**CONCEPT:** META Collection, Luxpedition, The Great Game

**DESTINATIONS :** Greenland, Mongolia, Greece, Utah, Colombia, Scotland, Bhutan, Ethiopia & Madagascar

## STEALING FIRE – PERSONAL GROWTH & RITES OF PASSAGE

Wellbeing, challenge and personal growth will continue to be another significant trend for 2020. Research company Stylus noted that in the U.S Equinox has opened its first hotel helping guests achieve peak performance through top quality activity, food and sleep. Brown + Hudson's soon to be launched META Collection offers access to a non-bespoke selection of journeys that push the boundaries of personal growth. Mandy Saven, Stylus' Head of Travel & Hospitality Connects growth to the idea of 'life stage' travel, where individuals undertake meaningful journeys at key moments or milestones in their lives. Think mother or father to be, families, divorce, retirement or a startup entrepreneur selling her company. Equally we will see a reboot of established rites of passage such as the honeymoon or the Grand Tour recalibrated to modern concerns and mindset.

**CONCEPT:** META Collection, Luxpedition, The Great Game, [Grand Tour 2.0](#)

**DESTINATIONS :** Greenland, Mongolia, Greece, Sudan, Argentina & Chilean Patagonia, New Zealand

## ETHICAL TRAVEL – SUSTAINABILITY & INTELLIGENT LUXURY

Eco travel has become a lifestyle imperative for luxury travellers, but especially the rising ranks of Gen Z and millennial decision-makers seeking to lead ethical lives. Whilst many clients are boomers their kids and grandkids are increasingly influential and aim to leave light (and positive) footprints on the places they visit. This momentum is being fueled by enthusiastic travel bloggers and communities that are disseminating knowledge and who want authentic change. The Swedish term *lagom* – meaning *just enough* - increasingly in vogue, is often heard in the same breath as “we want it our way.” We anticipate a rise in child and family focused conservation-minded educational holidays in 2020.

**CONCEPT:** Journey With No Destination, Lives of Others. META Collection, Esoterica

**DESTINATIONS :** Japan, Argentina & Chilean Patagonia, New Zealand, Sweden, Norway, Finland, USA

## RETAINED RELATIONSHIPS – TRUSTED ADVISORS - MICRO JOURNEYS & GRAND TOURS

In what may represent a rejection of the commoditization of travel we have seen a significant increase in the number of clients joining our ARIA, VIVO and NERO retainer programs. It seems that by choosing a retained relationship

they want a more meaningful, personal and strategic relationship. They seek not only grand journeys, sabbaticals, round the world trips, yachts and jets but increasingly short notice 'micro-journeys' nearer to home. These are local

bite-sized experiences such as hiking, cycling, exploration, wild-living or learning new skills often outdoors. Micro experiences are “a refresh button” for busy lives and can often satisfy a need for low carbon travel.

**CONCEPT:** Journey With No Destination, Lives of Others, Luxpedition, One Thing, Esoterica

**DESTINATIONS :** France, Italy, Spain, UK – Europe and Scandinavia

## CREATIVITY & INNOVATION – TRAVEL AS CORPORATE THERAPY

More and more businesses involve Brown + Hudson to apply its sense of travel as therapy to help them achieve their corporate goals. [Pure Pursuits](#) is the perfect meta example. Created by This is Beyond, the people behind PURE Life Experiences, PURE Pursuits is a platform designed to drive the travel industry forward in an intimate, perception-altering setting. Whether it’s team building, creative stimulation or exploration of innovation it is increasingly understood that a geographical, mindset and context shift associated with travel can open up all manner of possibilities for corporate development.

**CONCEPT:** Journey With No Destination, The Great Game, Grand Tour 2.0

**DESTINATIONS :** Global and near space

## ACTIVE PURSUITS TO DISCONNECT

Hiking, kite surfing, interval training and aerial yoga – provide a less passive form of reinvigoration and forced opportunity to shift focus away from issues left at home. Millennial and Gen X clients, like their boomer parents are taking an interest in active explorations. Some want to discover Colombia by bike with a Tour de France winner or create their own cycling journey with friends. Others hike, walk or raft in stunning national parks, take up new sports whilst travelling or take off on the Camino de Santiago or the The Great American Rail Trail.

**CONCEPT:** Journey With No Destination, Lives of Others, Luxpedition, Esoterica

**DESTINATIONS :** Patagonia, USA, New Zealand, Mongolia, Namibia, USA, Botswana, South Africa, Scotland

## GAMIFICATION – TRAVEL HAS TO UP ITS GAME

Gamified travel will be one of our biggest growth areas in 2020. The \$150 billion gaming industry creates engaging, surprising, immersive, social and utterly addictive imaginary realms. Here players leave themselves behind, adopt avatars, take on challenges and explore worlds far more challenging, stimulating and fun than the real world. The travel industry needs to catch-up to make the real world as engaging, immersive, educational and frankly addictive as these perfectly engineered virtual worlds. Brown + Hudson’s [The Great Game](#) is an innovative concept that turns the real world into a compelling game. Imagine a 14-day in-country escape room that helps families to discover themselves and wherever they are almost peripherally – and addictively. Serendipity and shared experiences, allow families to discover places with a heightened multi-sensory awareness. This new dynamic encourages all players to refocus their attention on the here and now and unites the family through learning and play.

Even cruise ship companies like Royal Caribbean and Norwegian Cruise Line (NCL) are playing along one-upping each other with ever more thrilling water slides, go kart tracks, laser tag arenas and virtual reality and gaming hubs. Meanwhile Carnival Cruise Line's Mardi Gras vessel due to set sail in 2020 will feature a roller coaster – an industry first.

**CONCEPT:** The Great Game

**DESTINATIONS :** Global

## EXPEDITIONARY & REMOTE

In Hildebrand Jacob's 1735 essay "How the mind is raised by the sublime", he proposed a variety of places that can evoke a feeling of delight. What most of them have in common is their remoteness (mountains, savanna, jungles and deserts) and unbounded scope (oceans, sunlight, starlit skies and forces of nature). Expeditions and remote travel are not new, but whereas they used to be about challenge, escape and shift in focus, now, some travellers demand the comforts and luxuries they need to make the challenge achievable. With concepts like [Luxpedition](#), in 2020, travellers will continue to seek the intangible benefits that this type of travel elicits. Physical space and sublimity let the mind focus and re-balance. The act of switching off actually encourages subconscious thought, eliciting some of our best ideas. These intangible benefits only increase the value and appeal of remote, often harsh and remote locations.

**CONCEPT:** META Collection, Luxpedition

**DESTINATIONS :** Global

## 12 DESTINATIONS TO WATCH IN 2020

**Japan** – Tokyo. Beat, join or escape the 2020 Summer Olympic Crowds. Increasingly accessible to travellers with disabilities, too. New Aman hotel in Kyoto.

**Morocco** – Marrakech – First African Capital of Culture in 2020, great diversity of properties in and outside the medina.

**Australia** – The great outdoors will be increasingly attractive – and Australia has lots of it.

**Uzbekistan** – Recent easing of customs processes, in age of divergence this is fascinating melting pot, an ancient world place of convergence along the Silk Road

**Italy** – Ischia off the beaten path, Mezzatore Hotel re-opening– Parma Italian Capital of Culture 2020 – new hotel opening in the Dolomites, (and the Rosa Alpina always) – Italy a perennial top solo traveller destination.

**Paris** – Another eternally attractive destination. Lutetia hotel recently refurbished & da Vinci is at the Louvre.

**Mozambique** – Gorongosa National Park for the Big Five & The Royal Portfolio's Royal Gorongosa opening in 2020.

**Bhutan** – Opening of final new Six Senses properties – the epitome of 'escape and recharge' destinations.

**Chile** – Atacama Desert or the Lake District from which to view the 2020 Solar Eclipse.

**New Zealand** – Perennially attractive – recently received a huge promotional boost from Stephen Colbert (LSSC).

**USA** – The world's greatest National Park system. A steady stream of North American clients asks us, a London-based travel company, to create experiences in their own backyard.

**The Azores** – The perfect place for travellers seeking off the beaten ocean...A magical place where inhabitants from each island overwhelm you with praise for people from their neighboring island. A place where the weather is a constant reminder of life's impermanence. New direct flights from New York.

----- ENDS -----

For more information please contact:

Philippe Brown

+44 203 358 0110

[philippe@brownandhudson.com](mailto:philippe@brownandhudson.com)

## Brown + Hudson

Brown + Hudson is a London-based bespoke travel company, a team of travel experts creating exquisitely crafted, richer travel stories. Innovators who pioneered the concept of Meta Travel they are a cross between therapists and investigative journalists. They involve psychologists in the process of understanding their clients' interests, deepest needs and motivations for travel. Then, rather like investigative journalists, they turn their curious minds to the destination and research and reimagine it using their unique 'pillars-based' approach. In all their work they apply the latest scientific discoveries in the field of happiness and experience-design. Brown + Hudson is utterly creative, insightful and impossible to duplicate.