

## PRESS RELEASE

### Elegant Resorts Reveals Luxury Hotspots for 2012 with Classic Caribbean Leading the Way

Barbados, the traditional home of the luxury Caribbean holiday, continues its reign as the top luxury hotspot for 2012, according to Elegant Resorts, the pioneers and innovators in luxury travel. Following closely behind, the Maldives with its combination of island hideaway and innovative approach to luxury travel makes it the second most popular choice for an indulgent escape, whilst Mauritius, with its world class hotels and exemplary service is the third.

The overall top ten luxury destinations for 2012 are as follows:

- |                     |                               |
|---------------------|-------------------------------|
| <b>1. Barbados</b>  | <b>6. Antigua and Barbuda</b> |
| <b>2. Maldives</b>  | <b>7. Tenerife</b>            |
| <b>3. Mauritius</b> | <b>8. Greece</b>              |
| <b>4. UAE</b>       | <b>9. Cyprus</b>              |
| <b>5. Italy</b>     | <b>10. Thailand</b>           |

Commenting, Alison Scott, Commercial Director, Elegant Resorts, says 'We're delighted to see Barbados retaining its crown as the top luxury destination. It's an Island close to our hearts as it was the first we ever featured. With its superb hotels, very personal, friendly style of service, a social scene to rival London's and a thriving restaurant culture, it is a well deserved accolade. Looking forward into 2012, the 'classic Caribbean' is one to watch. As a region it is reaping the rewards from new and completely refurbished properties such as The Jalousie Plantation, Sugar Beach in St Lucia, with Barbados, Antigua and St Lucia all proving very popular.

Elsewhere, the Maldives, benefiting from the British Airways direct flight, continues to go from strength to strength. With the opening of the much-anticipated Niyama from the team that brought us Huvafen Fushi, along with a handful of other luxury resorts such as Jumeirah Dhevanafushi and Jumeirah Vittaveli, this is an area in which we expect to see yet more growth.

Luxury travel is continually evolving and is as individual as the clients who are booking. There are a number of 'passion points' for our customers, which therefore influence where's in for a well-deserved spot of indulgence. For some, there is simply nothing that can beat timeless appeal of a property such as Sandy Lane, which continues to be our top selling hotel in Barbados. Others are motivated by the desire to be one of the first to visit a fashionable new property – whether it's the latest opening on the Palm Jumeirah Island in Dubai – the lavish Jumeirah Zabeel Saray, or the new Asimina Suites in Paphos, Cyprus – an adults only hotel which we predict will be very popular. And finally - an increasing trend that we are seeing is a quest for enrichment, adventure or emotional fulfilment from a holiday. All these groups share a common desire for highly personalised itineraries and attention to detail, as well as exceptional customer service.'

Europe is faring very well and many areas are seeing growth into 2012. Italy has experienced a surge in popularity thanks partly to the superb new properties in Sicily such as Verdura Golf & Spa Resort combined with the ongoing appeal of traditional favourite such as the Hotel Cipriani and Hotel Caruso. Spain is also growing in appeal at this top end, in particular Tenerife, which is becoming increasingly popular for those seeking a spot of year-round warmth and fantastic golf.

Outside the Top Ten, there are a number of destinations to watch around the world of luxury travel. Amongst them is Abu Dhabi. With names such as St Regis, Park Hyatt, Ritz Carlton and Jumeirah

being amongst new properties opening or due to open soon, this is predicted to be a great growth area. At the other end of the definition of luxury travel and reflecting the desire for more adventurous luxury experiences, Tanzania and Mozambique are also thriving. Finally, Zanzibar, offering some of the best beaches in Africa, is attracting great interest, particularly since the opening of The Residence Zanzibar, from those looking for some more off the beaten track, yet still indulgent, relaxation.

- Ends -

**Elegant Resorts** offers luxury beach, cruise, family, safari, sailing, spa, villa, and ski holidays worldwide, and is proud to be a UK accredited agent for Virgin Galactic Space Travel.

For bookings, or further information on planning your dream Caribbean wedding, please contact Elegant Resorts Reservations on **01244 897538** or visit [www.elegantresorts.co.uk](http://www.elegantresorts.co.uk).

For further media information, please contact **Angela Jones, Elegant Resorts, Tel: 01244 897140** or email [angela.jones@elegantresorts.co.uk](mailto:angela.jones@elegantresorts.co.uk)