



TRAVEL TRENDS  
*FROM THE FRONTLINE*  
Hot Destinations &  
Hotel Openings 2024

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## Top 24 Hot Destinations for 2024

It's hard to believe that 2023 was the first year that the world was fully opened since Covid. As recently opened destinations gain traction and 'revenge' travel settles down, supply and demand are nearing a normal equilibrium. This is great for the consumer who has suffered tremendously from surge pricing and over-tourism in destinations whose infrastructure just simply could not support the demand. We see 2024 as a year of equilibrium; the forecast looks promising, just not as insane as 2022 or 2023. In our mind (and our budgets) it is as great a year as 2019 was. That bodes well for far-flung destinations but maybe not as good for local, domestic destinations in any respective country. That, notwithstanding the war in the Middle East, has clouded the forecast and shifted destination preferences, that are beginning to look like more conservative, pandemic-time decisions.

Aside from any unforeseen circumstances, we believe that any further escalation of the Middle East conflict will strongly skew where our clients go in 2024. The biggest inhibitor of growth in many markets? Capacity. With staffing shortages continuing to plague our industry, limited capacity and inflated prices have become an issue. Limited airlift (and corresponding magnified air rates) also contributed greatly to destination decisions.

1. **Japan** – The country is still hottest comeback kid in Asia. Pre-covid it was on one of the steepest growth trajectories; now people are clamoring to return. In fact, one of the hottest ski destinations for 2024 is Niseko!
2. **Italy, beyond the obvious** – Look at Forte Dei Marmi for some of the hottest beach clubs in Italy, Umbria and Piemonte as the new “Tuscan” hotspots, plus the Veneto and Emilia Romagna. Sicily is continuing to surge after the *White Lotus* effect and “predictables” like Lake Como and the Amalfi Coast remain top of mind for anyone and everyone. We see a greater focus on shoulder season here after intense summer heat and crowds scare people away from July and August. Milan continues to grow in double-digits as the most reinvented city in Italy!
3. **Montenegro** – One of the best values in the Med, Montenegro continues to grow. It's the ideal locale for nature lovers, adventure enthusiasts and beach lovers. The new SIRO not only debuts One&Only's sexy new Gen-Z sister brand, but also infuses the country with an active and wellness narrative. Though Aman Sveti Stefan has just a glimpse of reopening, its acclaimed Villa Miločer continues to attract Amanjunkies to its shores. The villas of One&Only Portonovi are a family and yacht haven of the Med. Couple this with the spectacular fjords of Kotor and a short boat ride to Croatia, it's the ultimate summer getaway.
4. **Los Cabos** - The beach destination with the strongest growth, Los Cabos is undergoing another reinvention. The development of nearby Todos Santos as a boho-explorer's destination combined with the endless active desert adventures in Los Cabos, new culinary magnets and even more luxury hotels opening is attracting people to return to Los Cabos to re-explore this desert beach resort. The new 1,800-acre Cabo del Sol community will have two miles of beach and two 18-hole golf courses, all centered around the new hacienda-style Four Seasons Resort Cabo San Lucas at Cabo Del Sol and Soho House Beach Club. Later this year, Park Hyatt joins in the mix, while the new St. Regis Los Cabos at Quivira opens on the southern shore of the peninsula with access to its own Jack Nicklaus golf course.

5. **Paris** – It should come as no surprise that Paris is on our hot list for 2024. The city has exploded since the pandemic and continues to attract clients with its bustling fashion, art, nightlife, and restaurant scene. In addition to the Summer Olympics this summer, Paris will host over 300 distinctive events, shows, exhibitions and pop-ups including a Taylor Swift cameo.
6. **Scandinavia** – The demand for Scandinavia is already up over 20% for 2024. The cool capitals of Stockholm and Copenhagen continue to draw design and gastronomic aficionados. While new nature-focused resorts and luxury yachts open up the Lapland, the Fjordlands, and more remote locales.
7. **Greece** – Greece exploded in popularity in 2021 but softened in 2022. We predict a comeback in Greece, especially in the ‘outer islands’. We think Paros is going to be the new Mykonos with so many luxury hotels now firmly planted outside the label-free but vibrant town of Nauossa. The secluded, pristine Kéa gets a new One&Only resort this summer, or even Corfu that was often overlooked as a middle-market destination attracts travelers with new resorts such as the Ikos Odisia and Banyan Tree’s new lifestyle Angsana. Even the remote island of Folegandros, with a population of 600, gets its first luxury hotel this year, the Gundari Resort, which affords luxury travelers an opportunity to truly disconnect like a local.
8. **Portugal** – Portugal remains one of the best values in the Mediterranean, if not all of Europe. Lisbon continues to thrive as a cool capital city, with hot new restaurants and art installs, while popularity of Portuguese wines of the Alentejo and Douro Valley bring oenophiles to a growing roster of luxury hotels. Beach resorts in the Algarve and Comporta are finally attracting jetsetters who want a little more calm, while design aficionados are fixated on new properties like the Palácio Príncipe Real in Lisbon and Christian Louboutin’s Vermelho outside of Comporta.
9. **The Red Sea** - Despite the Middle East conflict we are hot on the Red Sea. The amount of money being invested, the exposure, promotion, unique experiences and varied environments will make the Red Sea one of the fastest growing destinations in the world. This year sees the launch the first four resorts with almost 30 unique resorts opening in the next 3 years.
10. **Ras al Khaimah** – We are already seeing the growth of “RAK” as a preferred beach destination and we predict its growth in 2024. These join recent builds in the Emirate including the pristine Ritz-Carlton (both on the sea and desert) and Waldorf. What makes it special is its ease of access (just 45 minutes from Dubai) without the commercial feeling of its neighboring brothers of Abu Dhabi and Dubai. You now even get overwater bungalows, without taking a sea plane, especially with the opening of the new Anantara and its overwater bungalows on a glistening lagoon.
11. **Morocco** – Despite not being in the Middle East, this Muslim country had a double-setback last year with a devastating earthquake and the war in Israel. This year seems to be more forgiving with forward bookings and inquiries on a tremendous upswing. Exciting new openings like the “WOW-worthy” Royal Mansour in Casablanca and Tamouda Bay, the fabulous new YSL Villa Mabrouka, one of several new developments in Tangier, and the celebrations surrounding the 100<sup>th</sup> anniversary of La Mamounia, have brought renewed attention to this fabulous destination. The colors, design, fashion, flavors, buzzy nightlife, and easy access has made Morocco truly enticing – especially since it has shown itself to be a peaceful country.

12. **Switzerland** – Nadal and Trevor Noah took the Glacier Express’ Grand Tour of Switzerland viral last summer and it looks like it will continue to stick around in 2023. Switzerland is finally becoming sexy and offering a host of next-generation resorts to younger active travelers. It’s becoming ground-zero for thrill seekers in Europe, from bungee jumping to ultra-hiking with magnificent Via Ferrata courses, rappelling and extreme mountain biking. Properties like Bürgenstock, the Alpina Gstaad and the Omnia provide chic basecamps while the renewed allure of train travel has made it even more appealing to easily connect several destinations along some of the world’s most dramatic topography.
13. **Austria** - With Paris in the spotlight, what better alternative than Vienna. As clients flee from over-crowded cities, we see Austria having its moment in 2024. New hotels in Vienna are bringing it a new limelight, while Rosewood’s reinvention of the iconic Schloss Fuschl will shed attention on Salzburg and its spectacular countryside. From UNESCO World Heritage Sites, stunning Lake Neusiedl, and a hot new wine scene in Burgenland.
14. **Peru** – Despite the previous political unrest, Peru is coming back on the map for foodies and outdoor adventure enthusiasts. With renewed products like the Belmond Andean Explorer connecting magnificent destinations to the magnetic Sacred Valley and Machu Picchu, the country has been especially attractive to multi-generational explorers and active affinity groups.
15. **Argentina** – Emerging as a winter hot-spot for northerners. Extreme inflation and the “Blue Market” money exchange literally puts the country on a half-off sale. There’s never been a better time to explore the glacier-cut mountains of Patagonia, the winelands of Mendoza, or the vibrant city of Buenos Aires. Everything from hotel rates, restaurants, and experiences are less than a third of what they may be in other countries of its caliber.
16. **Australia** - As if the reopening of Southern Ocean Lodge isn’t enough, Australia gets a host of new luxury hotels include the Ritz and Shangri-La in Melbourne and finally benefits from additional airlift which is bringing travel costs back to palpable price point. Adelaide (recently named Australia’s coolest city by The Wall Street Journal) has become a cool go-to destination for foodies and art lovers. Western Australia’s new exposure campaign has helped grow Australia’s winter business significantly while nature-focused destinations like Kangaroo Island, Tasmania and the reopened Emirates One&Only Wolgan Valley in the Blue Mountains make it one of the most attractive destinations in 2024.
17. **New Zealand** – Incredible new product such as Flockhill, an elevated Huka Lodge, and the coming of Rosewood to some of the most beloved (but underrated) resorts in New Zealand shine the spotlight on this pristine destination, ideal for nature and adventure enthusiasts. South Pacific has finally opened to the world, and though it was a slow start, the pace for 2024 looks extremely promising.
18. **South Africa** – South Africa would catapult into our top 5 destinations in 2024 if there were enough space available to put our clients. The floodgates have exploded since restrictions were lifted, with Cape Town getting its close-up and new luxury lodges like the family-oriented Cheetah Plains or the super-cool Waterside Lodge by Royal Malewane attracting newcomers and return visitors alike.

19. **St. Barts** – Seems to never lose steam. It remains the number one warm-weather destination for Q1 and Q2 of 2024. The French flair and Mediterranean-style beach clubs are a magnet for international jetsetters. Inflated rates only make it more attractive.
20. **Mexico City** - Continues to grow in market share. Mexico City is now one of the hottest urban destinations to visit, especially in winter. The art scene, the food scene and the cultural offerings seem relentless. The new hotel scene is booming with both stunning boutique hotels and banner brands.
21. **Spain** – Madrid is the hottest “new” city in Europe. Ever since it reemerged with five new luxury hotels last year the city is thriving with a fabulous nightlife, cool art scene, great shopping and new exhibitions. The Ritz Madrid and Rosewood anchor the hottest new spots in town, while in Andalucia, resorts like Finca Cortesin continue to attract people, especially to the shores of the Costa del Sol. Mallorca’s host of new hotels and airlift continues to assuage travelers to explore and Ibiza’s DJ set continues to draw major crowds every summer.
22. **French Winelands** – The French winelands are getting a boost with new luxury hotels to explore outside of the Provence. Cognac now boasts the fabulous new La Nauve as well as the private takeover dream, Le Logis, part of the former Gray Goose estate. Meanwhile in Champagne, LVMH’s new Belmond Coquelicot luxury barge promises insider access to the brand’s best champagne including Dom, Ruinart, Krug and Moet. Burgundy, the holy grail of pinot noir and chardonnay, has lacked good accommodations for years, now gets a new Como resort, Le Montrachet, along with a darling 14-room Maison 1896 in Beaune and the new Chateau Sainte Sabine, giving oenophiles a plusher option to explore their favorite vintners.
23. **Thailand** – Bangkok has become arguably the most fashionable and hottest city in Asia. With China taking a back seat, Thailand has exploded as the destination du jour for the far-flung set. Phuket, Chiang Mai and Ko Samui lead the way, with Amanjunkies anxious to experience the new Aman Bangkok or the new Four Seasons, Capella and host of other new entrants to the city.
24. **Monaco, Monte Carlo** - Is shaping up to be one of the top destinations for 2024, most notably in shoulder months with its amazing activations, festival and all-year-round experiences in a most mild climate. Nearby, the Maybourne Riviera offers a spectacular, “Amalfi Coast” stay overlooking the city while revamped Hotel de Paris joins a host of new restaurants, clubs, and lounges bringing new energy to this classic Jetset haven.

## The 24 Openings We are Most Excited About in 2024

- 1) [Saudi Red Sea Development](#) - The exciting Red Sea development of Saudi Arabia begins to open in 2024 with the first of 15 resorts over the course of three years, and up to 50 hotels by 2030. Surrounded by the world's fourth-largest barrier reef system, spanning over 11,000 square miles, the Red Sea has more than 90 untouched islands, pristine beaches, dormant volcanos, sweeping desert dunes, mountain canyons and historical cultural sites. The first to open will be [Nujuma](#), a *Ritz-Carlton Reserve* in 2024. The resort will be situated on a private island in the Red Sea's "Blue Hole" cluster with just 63 water and beach villas.
- 2) [Royal Mansour Casablanca](#) – the much-anticipated opening of the Royal Mansour finally swings open its doors in 2024 in an iconic, Art-Deco icon. A multi-level spa will rival its big sister in Marrakech while rooms and apartments are done up with an art-deco style offers distant ocean views and magnificent craftsmanship.
- 3) [Rosewood Schloss Fuschl](#), Austria – Q2, 2024 - Rosewood helps to refresh one of Austria's most glamorous mountain resorts. This 15<sup>th</sup> Century castle is a landmark resort and will reopen with just 98 rooms (including 46 suites), an Asaya spa and a host of mountain and lake activities. Just an hour from Salzburg it is an amazing place to live your own Sound of Music life.
- 4) [AREV Saint Tropez](#) – Spring 2024 - a colorful new 24-room hotel located just a 5-minute walk from the center of Saint Tropez village. Done up in bright, somewhat flamboyant nautical style, the AREV will a revival of The Strand restaurant. Meant to feel like a seaside villa, Arev offers revelers in St. Tropez what JK offers guests in Capri – a boutique experience with friendly service in a unique settling.
- 5) [The Surrey](#) - Corinthia hotels partner with acclaimed British hospitality moguls, the Ruben Brothers, to relaunch a New York institution on the Upper East Side, the Surrey. The newly redone hotel will have only 100 rooms and 14 residences and an outpost of Casa Tua with its own private membership club.
- 6) [One&Only Kéa Island](#) - Greece - One&Only opens on one of the most charming Cycladic islands. Each of the 73 villas and 40 private homes feature a private pool and garden dramatically hugging the cliff sloping down to the resort's private beach club. Resort facilities include an acclaimed Chenot Spa, kids-only program, and watersports marina.
- 7) [SIRO Boka Place](#) – Porto, Montenegro – Q2, 2024 - One&Only's new sister brand opens near the Regent in Porto Montenegro this year, with a focus on active and wellness experiences. The resort will feature an intensive Fitness Lab, boot camp workouts, and even intense biking or hiking experiences in nearby Durmitor National Park along with sailing courses along the bay.
- 8) [JK Milan, Italy](#) - Michaele Bonan designs the new 38-room JK Milan in the heart of Milan's fashion district. Set in the former Versace headquarters, the boutique hotel includes a fitness center, small spa and restaurant.

- 9) [Janu Tokyo](#) – Aman debuts their approachable-luxury brand *Janu* this year in Tokyo’s vibrant Roppongi, within a new nature-embraced lifestyle district, with restaurants, retail, and gardens. Views include the Tokyo Tower. Guestrooms start at 550 sft, one of the largest entry points in the city. Janu features a 40,000 sft spa and 3,500 sft gym, including a boxing studio and a golf simulator.
- 10) [Nay Palad Hideaway](#) - (formerly known as Dedon Island Resort), in Siargao, Philippines, relaunches in 2024 as a barefoot luxury surf resort (home to the famous Cloud 9 break) after being destroyed by a typhoon. Set on a pristine stretch of sand, the resort features just 10 eco-chic villas (2 with private pools) and will feature a new Tree Lounge, two restaurants and a host of water-based activities.
- 11) [Rosewood Miyakojima’s, Okinawa](#) - located on a small island off the coast of Okinawa, the new Rosewood will be the first luxury island resort in Japan with just 55 private villas all with private pools and unobstructed sea views. It will occupy a secluded peninsula surrounded by beaches, rock formations and offers activities that include snorkeling at Yabiji, the largest coral reef expanse in Japan, to diving through underwater caverns teeming with marine life and outstanding deep-sea fishing. Easily accessible by a 20-minute drive from Miyako Airport or 30-minute drive from Shimojishima Airport, which receives direct flights from Hong Kong and major cities in Japan.
- 12) [Pendry Natirar in NJ](#) – Less than an hour from New York City, the new Pendry is set in a 1912 Tudor-style mansion (built by the King of Morocco) overlooking an expanse of rolling hills, manicured lawns and woodlands. The 90-acre property will feature 66 contemporary-styled guest rooms and 24 residences. The resort will include a full-service destination Spa Pendry, fitness center, swimming pool, tennis courts and a plethora of outdoor activities including hiking, biking and horseback riding and children’s program.
- 13) [The Vineta Hotel, Palm Beach](#) - Oetker Collection’s first foray in the United States opens Q4 in the heart of Palm Beach, just two blocks off Worth Avenue in the former Chesterfield Hotel. The landmark is about 3 blocks from the beach and will feature just 41 rooms. It will revive the famous Leopard Lounge and an ‘American Bar’ plus a newly created Mediterranean-inspired indoor-outdoor poolside restaurant.
- 14) [The Ranch Hudson Valley](#) – The acclaimed results-oriented weight-loss and fitness boot camp, *The Ranch at Malibu*, debuts its first East Coast outpost in the Lower Hudson Valley nestled amidst 200 acres, in an historic lakefront estate, just 45 minutes from New York City. What’s unique is that its 3- and 4-day programs vary allowing guests to select the stay and intensity that suits their schedule and goals (hint - the 4 day is way more intense). You can even do a Ranch takeover for a private, personalized program. As in Malibu, the menu will consist of a nutrient-dense, plant-based diet, with much of the ingredients to be harvested from the onsite organic garden or supplied by local, organic farms.
- 15) [The Global Ambassador](#) - Sam Fox, the 12-time James Beard award nominee restaurateur, infuses his success in chic culinary spaces to one of the most anticipated hotel openings in Arizona. The 141 rooms will feature contemporary accoutrements set against weathered wood floors offers a cool urban-industrial style.

- 16) [Fontainebleau Las Vegas](#) - the 3,600 room resort heralds to the glamour days of Miami Beach with an art-deco, Mid-Century style throughout the hotel. At 67 stories, the now tallest hotel in Las Vegas is connected to the Las Vegas convention center north of the Wynn with a very “un-Vegas” feel to it. It also features 2-story spa, incredible 14,000 sft fitness center, Liv nightclub, and a 3,800 person theater. It will be a game-changer on the strip.
- 17) [Four Seasons Cartagena](#) - Set in the centuries-old Cloister of St. Francis and 1920’s Beaux Arts Club of Cartagena, the Four Seasons Cartagena has been over a decade in the making. Meticulously restored to preserve the original architecture, the Four Seasons is part of the very fabric of Cartagena’s storied history. Four Seasons joins a very limited number of luxury options in this vibrant city and creates a whole new opportunity for world-class events and experiences on Cartagena’s Bay overlooking the walled city.
- 18) [Norman's Cay, The Exumas, Bahamas](#) – a new development in the Exumas with just 45 accommodations that includes an assortment of villas, cabanas, and cottages. Guests will have access to the island’s cerulean shallows of the Bahama banks, and offered experiences that include bone fishing, deep-sea fishing, snorkeling, diving, paddleboarding, windsurfing, or kayaking. The Exuma Cays Land & Sea Park is also just a short boat ride away along with the sea turtles hovering around the “Washing Machine,” an oceanic swirl caused by tidal currents like nature’s own lazy river.
- 19) [Six Senses La Sagesse](#) – Q3, 2024, set on a secluded peninsula on the island of Grenada, La Sagesse marks Six Senses’ first foray in the Caribbean. The resort will feature two beaches over nearly 40 acres with just 56 bi-level pool suites and 15 villas all in the signature Six Senses organic style. Expect a host of active programs to rival locales like Costa Rica, including explorations through nearby Grand Etang National Park to see the Mona Monkeys and nine-banded armadillo, or hikes up Mount Qua Qua to the ‘bottomless’ Lake Grand Etang which fills the crater of an extinct volcano.
- 20) [SHA Mexico](#)- SHA Wellness brings its acclaimed health clinic to the Americas in the form of a sprawling new beachfront resort located just 30 minutes north of Cancun airport in Costa Mujeres with 100 oceanfront suites and the same transformative SHA Method, perfected after nearly 15 years of SHA Spain.
- 21) [Four Seasons Resort and Residences Cabo San Lucas at Cabo Del Sol](#) - The modern hacienda-style village will feature 96 guest rooms and suites, plus 61 residences, villas and estates—all offering dramatic views of the Sea of Cortez. There will be world-class golf at the Cabo Del Sol golf course, a full-service Spa, a swimmable beach and contemporary Latin cuisine from Richard Sandoval.
- 22) [Milele House at Singita Grumeti](#) - Set to open May 2024, with the most breathtaking pastoral views over the savannah, Milele’s 5 bedrooms come with its own staff, game drivers and resort-like facilities that includes its own boma, spa, infinity pool, and even a private screening room.



- 23) [The Tented Camp at Royal Malewane](#) - November 2024 – The first luxury tented camp in South Africa, Royal Malewane will feature ultra-luxurious tents custom-designed by Liz Biden, with her classic colourful and eclectic style. Set in the spectacular Thornybush Reserve, each tent comes with access to acclaimed guide team of the classic lodge offering a personalized family approach to each guest.
  
- 24) [Southern Ocean Lodge](#) – after almost 5 years of reconstruction after devastating fires in 2019, Southern Ocean Lodge reopens on a bluff overlooking the sea in the most coveted location on Kangaroo Island. New features include a pool on the Great Room Terrace and the Southern Spa with a full gym, 3 treatment rooms, a sauna and hot and cold plunge pools that look out across the sea. The addition of the ultra-premium Ocean Pavilion offers guests an even more exclusive experience of the clifftop site.

# Other Top Openings Around the World 2024

## Europe

1. [1 Place Vendome](#) – Officially debuting January 2024 after a 3-month soft opening, 1 Place Vendome is a discreet 15 room “Pied-à-terre” stylized by Pierre Yves Rouchon. Owned by the Chopard family (it is the baby of young scion Karl-Friedrich Scheufele), the hotel pays subtle homage to the family’s jewelry and watch business without being too obtuse. This is the ultimate private hideaway with the most central location in Paris, with a restaurant only for guests, a private library and beautiful salons. Spacious rooms are all completely different with fabulous style and story.
2. [Mandarin Oriental Mayfair, London](#) - Q1, 2024 - London, UK –Mandarin Oriental brings its second hotel in London to Mayfair in Hanover Square, with just 50 guest rooms adjacent to 78 private residences.
3. [The Emory, London – Q1 2024](#) -The Acclaimed Maybourne Group’s fourth hotel in London brings a new style to its portfolio. Located in Knightsbridge, the Emory’s modern style is a juxtaposition to the more classical properties in the collection. The Emory will have just 60 suites set on 9 floors with each floor designed by another acclaimed designer ranging from Alexandra Champalimaud, André Fu, to Pierre Yves Rochon. The rooftop promises to be one of the most panoramic in the city with Jean-Georges’ ABC Kitchen’s first outpost across the pond.
4. [At Sloane, London](#) - conceived by famed French hotelier Costes, One Sloan is set in a Victorian Mansion on the famous Cadogan Estate of Kensington & Chelsea. With just 30 individually designed rooms, the new hotel is meant to feel like a stylish friend’s Chelsea townhome.
5. [Gundari Resort](#) – set on the stark desert island of Folegandros, Gundari is a “raw” luxury resort embracing the dramatic desert tones of the island. Located one hour by boat or 10 minutes by helicopter from Santorini, the island has only 600 permanent residents, is wild and rugged, with soaring cliffs overlooking the Aegean. The 27 suites and villas are done up in a simple, sterile earth tone style in line with its surroundings and the ideal place to connect with nature and disconnect with the rest of the world.
6. [Santo Mine Oia, Santorini](#) - Done up in a Mid-Century modern style, this boutique resort of 37 rooms offers an usually colorful and eclectic option in a destination known for its whitewashed design. Each suite has its own private pool or jacuzzi and, while it offers sunset views, it does not overlook the famous Caldera. Guests of The Villas by Santo Collection have access to their own personal concierge service to organize private chefs, spa services and exclusive excursions such as private yacht and helicopter tours.
7. [Phaea Crete](#) – This boutique 47 bungalow, all private pool resort nestled on the sloped mountainside in Elounda overlooks the dramatic island of Kalydon. Formerly the southern wing of the Blue Palace, Phaea now offers an extremely personalized and private experience with beach access via funicular.

8. [\*\*MANNA\*\*](#) - a unique experience high in the Peloponnese mountains, this 32 room wellness and farm retreat has activities ranging from mushroom hunting in the forest, canoeing in the river, mountain biking or even horseback riding among the ancient fir trees.
9. [\*\*Rosewood Amsterdam\*\*](#) - Housed in the former Palace of Justice, the Rosewood will overlook the Prinsengracht (the Prince's Canal), one of the city's most beautiful waterways, part of the UNESCO listed Amsterdam Canal District. Many of its 134 guestrooms and suites will have views across the two adjoining canals and iconic townhouse rooftops. Amenities will include an Asaya spa and one of the city's only indoor swimming pools.
10. [\*\*Mandarin Oriental Punta Negra, Mallorca\*\*](#)- Q3, 2024 - a sprawling resort with 131 rooms on a small rocky peninsula overlooking the sea (though no private beach) about 10 minutes from Palma, next door to the current St. Regis.
11. [\*\*Four Seasons Mallorca at Formentor\*\*](#) – Q3, 2024 – another banner property enters Mallorca with a total makeover of a 110 room resort on the spectacular Formentor Peninsula in a posh enclave about 1 hour from Palma. The resort will have access to a beautiful beach, an estate vineyard and extensive culinary experiences.
12. [\*\*The Palace, a Luxury Collection Hotel, Madrid\*\*](#) – Summer 2024 - The iconic Palace will be relaunched as a Luxury Collection Hotel after a multi-million dollar full-scale renovation across all guestrooms, public spaces and food & beverage outlets led by renowned interior designer Lázaro Rosa-Violán. Located adjacent to the Prado, across from the Mandarin Ritz, it features one of the most enviable locations in the city.
13. [\*\*OKU ANDALUSIA\*\*](#) – A barefoot-luxury hideaway, Oku will be a new beachfront resort on a secluded stretch of white sandy shores about 1 hour from Marbella (25 minutes from Finca Cortesin), just outside of Gibraltar. The property will offer a mix of swim-up suites, penthouse rooms with expansive terraces, and two-bedroom suites for families. The resort will have a contemporary boho-chic, minimalistic style ideal for people who want a more tranquil, remote resort option with a large spa and oceanside adults-only beach club.
14. [\*\*Viceroy at Ombria Algarve\*\*](#) – a modern golf resort community with 76 spacious rooms and suites plus by 65 residences ideal for golfers, with an 18-hole on site golf course, sprawling spa, and about 10 minutes to the sea.
15. [\*\*ROMEO in Rome\*\*](#) – Located steps from the famed Piazza del Popolo in Rome, the Romeo will be the only centrally located hotel in Rome to have 2 outdoor pools. Set in a 16th-century palazzo, the hotel will have just 74 stunning rooms in a contemporary fusion of classic and contemporary art and design. It will also feature Il Ristorante Alain Ducasse with a 22,000-square-foot open-air courtyard called "Il Cortile."
16. [\*\*Auberge Cllegio alla Querce\*\*](#) - in Florence former cultural institution and boarding school, the luxury hotel will encompass three adjacent 16th-century buildings, including an original chapel and theatre. It will offer up 82 rooms, including 20 suites and a 2,250-square-foot signature suite. Amenities include an outdoor pool, wine tasting room, spa and fitness center.

17. [Casa Maitó Beach](#) – A new 6 suite hotel in Forte in front of Casa Maitó Beach Club ideal for people looking for an upscale hideaway in the buzzy local Italian beach town.
18. [Maison 1896](#) - Located in central Beaune, acclaimed Burgundian wine family Maison Joseph Drouhin partners with Mirabel Hotel & Restaurant Group bringing to life one of the very few luxury properties in Burgundy. Set in a historic, 1896 building, Maison 1896 will have just 16-rooms located in the ancient village’s historic center.

## Asia & The Middle East

1. [Giza Palace](#) - Perched at the doorstep of ancient Egypt, Giza Palace will offer a whopping 500 rooms and meeting space in the shadows of the Pyramids, set to one-up the Hilton Giza. Guests will have access to four distinct pool areas, multiple dining venues, and a 35,000-square-foot shopping mall.
2. [Al Moudira](#) - Oasis of palm trees at the edge of the Nubian Desert, Al Moudira sits next to the famous Valley of the Kings. With just 56 rooms and a 5-bedroom villa, it offers a boutique hotel experience along the Nile Delta, just outside of Luxor.
3. [Saudi Red Sea Development](#) - The exciting Red Sea development of Saudi Arabia begins to open in 2024 with the first of 15 resorts over the course of three years, with up to 50 hotels by 2030. Surrounded by the world’s fourth-largest barrier reef system spanning over 11,000 square miles, the Red Sea has more than 90 untouched islands, pristine beaches, dormant volcanos, sweeping desert dunes, mountain canyons and historical cultural sites.
  - a. The first to open will be [Nujuma](#), a *Ritz-Carlton Reserve* in 2024. The resort will be situated on a private island in the Red Sea’s “Blue Hole” cluster with just 63 water and beach villas.
  - b. The [St. Regis Red Sea Resort](#)— with its own strict program of sustainability measures, ranging from light-touch modular structures to intelligent landscaping, smart waste management, and local sourcing.
  - c. Later in the year [Six Senses Southern Dunes](#) and [Desert Rock Resort](#) are set to open—though not on the waterfront. Desert Rock Resort is expected to debut as part of the Red Sea Project. Just 60 rooms and villas coast the mountainside, literally built into the space-age mountain-face for a truly unique desert experience.
4. [Anantara Mina al Arab, Ras al Khaimah Resort](#), UAE - what will make this 174 rooms resort unique is that it offers over water villas in Maldivian resort style, on what it’s arguably the most pristine eco-sanctuary of the Emirates. It will offer romantic, private over-water experience just 45 minutes from Dubai.
5. [Jumeirah Marsa al Arab](#) – Modeled after an avant-garde superyacht, Marsa al Arab is Jumeirah’s latest resort set to open in Q2, 2024. While Jumeirah and Dubai have many incredible beach resorts, Marsa al Arab is set on the city’s largest private beach with 386 rooms and suites, with a specially integrated wellness spa.

6. [SIRO One Za'abeel](#), Dubai – Launching Q2 2024, SIRO is the first wellness brand from Kerzner, set for Dubai's posh One Za'abeel development, with a strong focus on holistic fitness and wellbeing programs. Guests can expect tailored programs and treatments designed by specialists in fitness, mental health, nutrition and sleep.
7. [Royal Mansour Tamouda Bay, Morocco](#) - Come Q3 of 2024, Royal Mansour opens its third property in Morocco – an elaborate 55-room beach resort in the Tamouda Bay development just outside Tangir.
8. [Four Seasons Rabat at Kasar Al Bahr](#) - Rabat gets its second luxury hotel this year with the 204 room Four Seasons set over 12 acres in 11 buildings in what was once the summer seaside residence of Morocco's Sultan Moulay Slimane. Expect a strong sense of place with Moorish architecture that includes domed rooftops, arches doorways, all just steps from the sea.
9. [Aman Nai Lert Bangkok](#) - Aman brings its Urban sanctuary to bustling Bangkok in the new Nai Lert Park development with 52 suites and 50 residences in a new Jean Michel Gathy building features wraparound views, open-air terraces and a central atrium.

# USA

1. [The Ritz-Carlton, Paradise Valley, The Palmeraie](#) - Arizona - Set on 20 acres overlooking Camelback Mountain, The Ritz-Carlton, Paradise Valley part of the new Palmeraie residential community about 20 minutes from central Scottsdale, with uber-sleek accommodations set around a central infinity edge swimming pool.
2. [The Dunlin](#) - Auberge in South Carolina, Kiawah River – a new destination retreat on the banks of the Kiawah River is surrounded by miles of golden spartina grass, giant oak trees and shallow marsh flats. The eco-resort will feature 72 cottage style rooms, 19 residential villas, a 100-acre working farm and over 20 miles of nature trails and waterfront. For context, it is a smaller version of Palmetto Bluff, located just outside Kiawah Island, and just 20 miles from Charleston.
3. [Bowie House](#) - Auberge opens the first luxury hotel in Fort Worth Texas, creating an ambiance of a nouveau Western style home. The urban retreat is close to the town's museums and buzzing equestrian scene. The 106 rooms nod to Texas living with features like hat racks, boot benches, boot jacks, and leather wrapped furniture with panoramic views over the city.
4. [Gardiner House](#) – a new 21-room waterfront boutique set on Newport Harbour. The airy rooms pay light tribute to nautical style with playful design with a color palette of blues, greens, and vibrant pops. The hotel also features beautiful indoor and outdoor spaces overlooking the harbor.
5. [Appellation Healdsburg](#) - Celebrated chef Charlie Palmer and Four Seasons veteran Christopher Hunsberger will debut Appellation Healdsburg as part of their new hotel brand. With food and beverage built into the hotel's identity, guests will arrive to a prep kitchen space, rather than a traditional front desk, and will enjoy pantries on each guest floor featuring local artisan products and curated cookbook libraries. Experiential learning will also be a cornerstone of a guest's stay with one-on-one classes from coffee cupping with a local roaster to live-fire cooking and wine education with a Healdsburg winemaker.
6. [One&Only Moonlight Basin, Big Sky, Montana](#) – Big Sky gets its second luxury resort with the 92-room One&Only. Located in Moonlight Basin, about 30 minutes from Yellowstone Club and the Montage, the One&Only will feature its own separate ski lodge and spa and a dedicated gondola that connects guests with 5,800 acres of skiing. A Chenot Swiss Spa will combine traditional Chinese healing with Western medicine.
7. [Warren Street Hotel](#) - New York, Q1, 2024 - Tribeca gets another cool hotel this year as Firmdale's latest Kit-Kempt design darling opens with just 69 bedrooms. Set in a striking 11 story turquoise and glass building, design remains in line with the brand's whimsical design throughout the private garden terrace, restaurant, rooms, and meeting spaces.

## Caribbean & Mexico

1. [Chablé, Sea of Cortez](#) - Designed as what appears to be a series of luxury pods, Chablé's new Pacific outpost will be located in La Paz, spread out over nearly 700,000 square feet of desert for just 50 suites. Each one of the suites will boast its own garden, terrace space and plunge pool. Amenities at the resort property will include a large spa facility, a deluxe event space, a private beach with an ocean-front pool and three different restaurants for guests.
2. [Rosewood Mandarin](#) - Rosewood's 140 room resort opens adjacent to the One&Only in the Mandarin development one hour from Puerto Vallarta. Set on a swatch of beach and shallow hillside, the Rosewood will offer a much more communal option for Mandarin visitors. It will not be as spread out, as vertical or as private. Instead, it will be closer to the beach (with rooms right on the beach) and main resort amenities.

## Africa

1. [Park Hyatt Johannesburg](#) - Yabu Pushelberg helps create this intimate 30-room hotel with crisp whites and neutral colors. Located in Rosebank, it is within walking distance of the area's lively bars, popular restaurants, and notable galleries.
2. [The Ritz-Carlton, Rabat Dar Es Salam](#) - Set against 440 acres of oak forest and the course at the Royal Golf Dar es Salam, the Ritz-Carlton will be a much-needed luxury hotel and resort in this capital city of Tanzania, with a large spa, traditional hammam, pool, restaurants and lounges.

## South Pacific

1. [Huka Lodge](#) - Reopens after a complete over-hall. While still respecting its past and sense of place, the new Huka will introduce floor-to-ceiling windows and wide doors, making the most of the lodge's riverside setting. A new River Room will feature a double-sided fireplace while the north terrace will be substantially expanded with contemporary glass roofed pergolas. Each of the lodge's 20 rooms will be redone and a proper spa will be introduced in new "Huka Huts".
2. [Shangri-La Melbourne](#) – located in one of the most iconic new buildings in Melbourne, this 500 room new hotel overlooks the stately Carlton Gardens, offers three levels of amenities including a sky lobby, premium dining, spa, fitness center, and pool.
3. [Flockhill Villas](#) - Set in the heart of New Zealand's Southern Alps, Flockhill, which boasts 6 private ski fields, opens 14 one-bedroom villas and suites in 2024. Just 90 mins outside of Christchurch, guests here have access to two private trout fishing streams on property, deep caves to explore and endless mountains for trekking along extraordinary landscape - where the Battle in Narnia was filmed.

## Other Exciting Hotel Openings

### USA

1. [Soho House Charleston](#)
2. [Thompson South Beach](#)
3. [Fairmont Breakers Long Beach](#)
4. [Regent Santa Monica Beach](#)
5. [Hotel Bardo, Savannah](#)
6. [Thompson Hotel Palm Springs](#)
7. [Soho House Portland](#)
8. The Morrow, Washington DC
9. Nobu New Orleans

### LATAM

1. Casa Velas, Los Cabos
2. St Regis Los Cabos at Quivira
3. Our Habitas Santa
4. Soho House Sao Paulo
5. Park Hyatt Mexico City
6. Soho House Mexico City
7. POLANCO 10, Mexico city
8. [Park Hyatt Los Cabos Hotel and Residences](#)
9. Our Habitas Todos Santos in Mexico
10. Habitas San Miguel de Allende
11. Banyan Tree Guadalupe
12. Hotel Casa Lucia, Buenos Aires
13. Viceroy Panama City
14. Habitas Santa Teresa, Costa Rica

### Asia

1. [Regent Bali Canggu](#)
2. [Anantara Ubud, Bali](#)
3. [Soneva Secret](#)
4. [Banyan Tree Dongguan Songshan Lake, China](#)
5. [Capella Taipei](#)
6. [Taj Sawai Ranthambore \(safari lodge\), Jaisalmer](#)
7. Raffles Jaipur
8. [Gorbandh Palace ,India](#)
9. Mondrian Singapore Duxton
10. Raffles Sentosa, Singapore
11. The Standard, Singapore

12. Habitas Bhutan
13. Six Senses Bangkok at Forestias
14. Six Senses Kyoto

### Middle East

1. One&Only One Za'abeel
2. [Rosewood Doha](#)
3. Kempinski Residences The Creek, Dubai
4. Mondrian Abu Dhabi

### Africa

1. JW Marriott Masai Mara Lodge
2. Royal Mansour Casablanca
3. Park Hyatt Marrakech
4. Waldorf Seychelles Platte Island

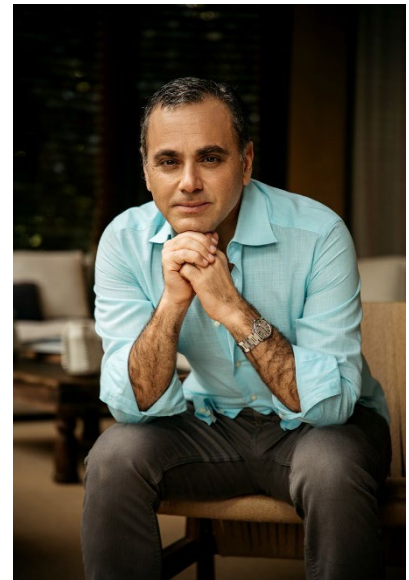
### Europe

1. [Roomers Park View, Frankfurt](#)
2. Park Hyatt London River Thames
3. Radisson Rome
4. Nobu Rome
5. Fairmont Prague
6. Andronis Minois, Paros
7. Intercontinental Crete, Agio Nikolas
8. [Casa Monti, Rome](#)
9. Ultima Geneva Quai Wilson
10. Boutique Hotel Stresa
11. Ultima Gstaad private chalet,
12. W Milan
13. Hoxton Edinburgh
14. W Edinburgh
15. Almanac Vienna Brach hotel, Madrid
16. Son Ermita & Benidufa, Mallorca
17. Kimpton Los Montros Golf Resort, Marbella
18. Nobu Madrid
19. Hoxton Vienna



**About EMBARK Beyond:** Embark is an international luxury travel and lifestyle partnership group, attracting the very best forward-thinking talent through shared ownership. This cutting-edge concept in the luxury lifestyle space has helped the company launch with over \$250 million in sales to a sharply focused, highly confidential black book of ultra-high net worth clients composed mostly of Gen-X and Millennial A-list celebrities, sports stars, Fortune 500 executives, dynamic financiers, entrepreneurs, and real estate moguls around the world. Not only does the company pride itself of creating tailored, meaningful global experiences for individuals, it also hosts the largest luxury social destination event businesses in the Americas. Embark’s platform encourages synergies amongst partners touching an UHNWI’s life with expert advisors specializing in an individual’s preferences, passions, life goals and legacy.

**About Jack Ezon:** Jack S. Ezon is Founder and Managing Partner at Embark, a luxury lifestyle partnership specializing in bespoke travel experiences. In his role Jack oversees the company’s direction, expansion plans, strategic partnerships, PR, and customer journey mapping while inspiring talent and business development. Ezon is one of the most well connected and influential travel advisors in the world, known as a true innovator and outspoken leader in the global luxury travel business. His deep and broad relationships coupled with his global black book of clients and local purveyors had him dubbed the “*Olivia Pope of travel*” by Bloomberg in 2018. Lauded for his ability to deliver luxury travel experiences tailored to the next generation of travelers, he has attracted a core group of UHNW Generation-X and Millennial clients and built one of the America’s largest luxury social destination event businesses, partnering with an elite group of celebrity event planners to orchestrate incredible destination weddings, birthdays, and other celebrations around the world.



As a member of Virtuoso, Jack sat on the Hotels & Resorts Committee for 8 years and served as the first chairman of Virtuoso’s Next-Gen Committee, a group focused on attracting the next generation of luxury travelers and advisors. Well respected by some of the world’s most renowned hotel companies, Jack is often sought as a source of advice, guidance and viewpoint on hospitality and luxury travel trends.