

The A-List of Travel®
LUXURY TRAVEL
MAGAZINE

10 New Luxury Travel Trends

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From hotels and resorts switching out food carts for a sweet dessert bikes, to interactive charitable initiatives for the jet-setting animal lover, here are the latest hospitality trends to experience this summer.



What's out: Average Amenities
What's in: Revved-up Rentals

Cars aren't the only thing you can rent while on vacation as hotels and resorts are introducing flashy rentals - from cows to guitars-that will leave guests amazed while away. Cheese enthusiasts at **Gstaad Palace** in Switzerland have the opportunity to **rent their own cow** through a partnership with the Perreten family, owners of an organic farm in neighboring Feutersonoy. For a donation fee of CHF 200 guests will "rent" their own cow, receive 10 kilograms of custom fine alpine cheese made from their cow's milk and have the opportunity to tour the farm, meet their bovine friend and learn about the art of Swiss cheesemaking. Dare to be dapper? **The Darcy**, a new boutique hotel in Washington, D.C., has a **Men's Haberdashery** offered via partnership with local menswear designer **READ WALL**, with accessories such as cufflinks and neckties available on loan for nights on the town. Get in the rhythm of the California coast with the unique **Coastal Chords Program** at **Montage Laguna Beach**, which offers **Taylor Koa G5 Mini Guitars** for guests to rent and play during their stay.

What's out: Hotels That Feel Like a Destination
What's in: Properties That Feel Like Home

The line between home rentals and hotels continues to blur as hotels begin to incorporate amenities that feel like home. **The Loren at Pink Beach**, a new 45-key boutique hotel in Bermuda, was designed with the **owner's love of reading** in mind, with books in every room on bedside tables, as well as **The Library** meeting room which is outfitted with books. **The Darcy** in Washington, D.C. has partnered with local businesses to make guests feel at home, including a **BYOB (build-your-own-bouquet)** bi-monthly pop-up flower shops from flower delivery start-up **UrbanStems**, which allows guests to create their own in-room flower arrangement. In Switzerland, guests at **Gstaad Palace** can feel at home ski season after ski season with the hotel's exclusive **Winter Closet** which stores guests ski gear after the season is over for seamless winter travel. **Oasis** is a home-meets-hotel concept that provides travelers with comfortable, design-forward apartment rentals with hotel-quality services like concierge access, fresh linens and toiletries.