

As our idea of what constitutes true luxury in the modern day continues to evolve, the draw of multi-generational travel rises alongside it

# Coming Together

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In our increasingly fast-paced world, changing consumer demands and societal values have led to a shift in what we view as a true luxury. Status and labels have taken a step back as different values become highly-coveted: products or services that are tailored just for you; having enough time and space to be fully present in immersing yourself in an experience; being able to switch off from the world to indulge in self-care; and spending quality time with loved ones, for instance. Emotional fulfilment has become key to spending, and consumers are increasingly opting for authenticity

over performative box-ticking, choosing family and community over parasocial relationships, and becoming much more intentional with how they spend their time.

One travel trend exhibiting this shifting notion of luxury is the rise in multi-generational travel. Also known as 3G holidays (i.e. those involving three or more generations) or intergenerational travel, this is the family holiday transformed. Although the idea has been popular in some parts of the world – such as Asia and the MENA region – since the 2010s, the trend really came into its own after the COVID-19 pandemic. With many people around the world

**ABOVE:** Lolebezi Safari Lodge in the Lower Zambezi National Park

**OPPOSITE PAGE:** One of the bedrooms at Chalet One, at the Ultima Crans-Montana in Switzerland

finding themselves unable to visit loved ones due to the differentiating travel and entry restrictions in 2020, they got creative by finding a mid-point – and realised that this could be a profoundly rewarding new way to connect. And almost five years after the pandemic, the trend is showing no signs of slowing down.

In a recent Booking.com study, 58 per cent of travellers admitted that their parents had paid for part or all of their holidays. Among the reasons why 80 per cent of Boomers surveyed were happy to fund these trips for their now fully-grown children and grandchildren? Because they now prioritise shared experiences over

material wealth, and wish to help the younger generation – particularly those affected by the increasing cost of living – experience more of life through the joy of travel. Even more so if the generation that's funding it gets to share it with them. In some parts of the world – such as China, India, Brazil, and the Middle East – where there has been a growing young middle to upper-middle class, many young parents are choosing to take their own parents along on the trips that they couldn't afford as easily when they were growing up.

Whoever's paying, it's typically the middle and younger generations taking the initiative – and deciding on the itinerary. A report from the US Chamber of Commerce Foundation found that Gen Z influences US\$600 billion of family spending. Another report, from the all-inclusive Beaches Resorts in the Caribbean, found that 49 per cent of parents polled were swapping solo getaways for multi-generational trips. Of those surveyed, 50 per cent said they would prefer a multi-gen vacation over one with just their kids, and 76 per cent felt this would be the ultimate way to make memories as a family. Nostalgia for their own childhoods was a factor – 60 per cent of parents surveyed said that some of their core memories of travel as children included their



#### DID YOU KNOW?

Turkish Airlines offers special deals for passengers booking in small groups, be it for friends, families or wedding parties. They also offer family loyalty memberships. To inquire further, it's best to contact them directly.

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grandparents, while 67 per cent wished they'd spent more time with them while they could.

Despite the fact that researchers have uncovered significantly different travel habits between Boomers, Gen Xs, Millennials, and older Gen Zs, multi-generational travel could be a way to bridge the gap between them all. Although a catch-all approach could be challenging for hotels and tourism operators to navigate – especially at a time when niche interests are also finding their feet – when done right, it could mean lucrative opportunities involving larger bookings for groups that stay for longer, and spend more. The model doesn't just work for families related by blood, either – private

group travel is on the rise for “found family” too, with an increasing number of options being curated for groups of friends, ranging from anything from six to fifty guests.

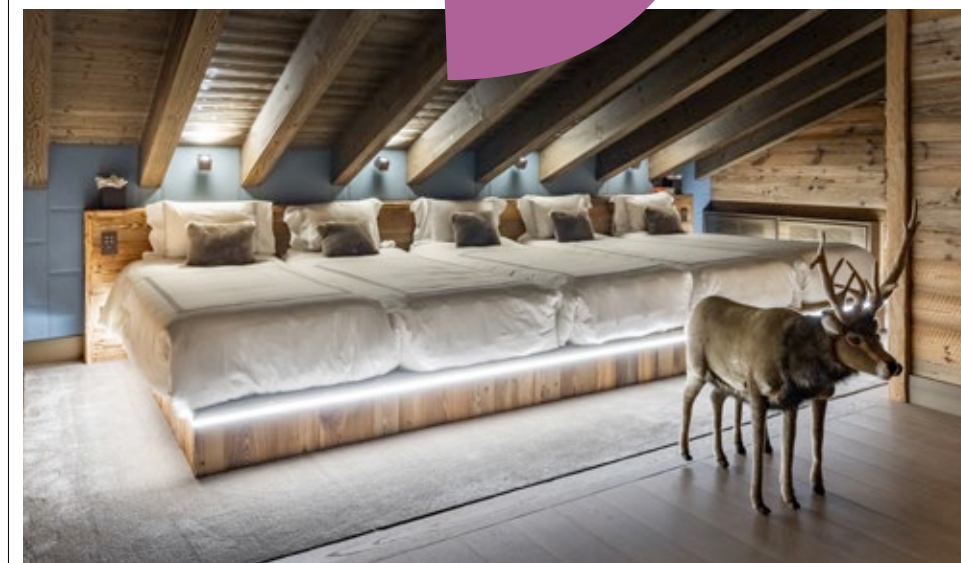
In 2022, the group travel market size was estimated at US\$311.97 billion, and studies have found that 33-40 per cent of the US\$270 billion spent on leisure travel is

on multi-generational travel. Luxury travel advisory Virtuoso's *Luxury Travel Trend Watch: 2025*, created in partnership with travel trend forecasting agency Globetrender, showcased that 2025 will be the first year in history wherein up to seven different generations can travel together. This includes the babies of Generation Beta (2025 to 2039) and their Generation Alpha (2010 to 2025) siblings, born to Gen Z (1997-2012) and Millennial (1981-1996) parents, alongside older family members from the Gen X (1965-1980) and Baby Boomer (1946-1964) era, and even the The Silent Generation (1928-1945). Dubbed “XZ Beta Travel”, this presents an opportunity for businesses across the spectrum to become a part of treasured family traditions. Along with the sentimental and financial reward, it can also inspire brand loyalty.

Whether it's for a life event – such as a milestone birthday or anniversary, a celebration-oriented family reunion, or a holiday occasion, such as the upcoming festive season – if you and yours are looking to get on board, here are some ideas for your next unforgettable family holiday.

#### ADJOINING ROOMS

One of the simplest ways to enjoy a family trip is to book a hotel that allows for interconnecting rooms, offering families the chance to stay together while they travel together. In Dubai, Jumeirah Beach Hotel's new Ocean Family Club rooms offer access to The Family Club and special club benefits, with adaptable amenities including Murphy beds. Also in the UAE, the Grand Plaza Mövenpick Media City offers Family Connecting Rooms that sleep up to six people – as does Spain's Anantara Villa Padeirna Palace Benahavis Marbella Resort. Hilton offers these at many of its properties across the world, guaranteeing their availability at the time of booking through their Confirmed Connecting Rooms icon – thereby absolving the need to wait for check-in to confirm that your family will be just a door away.







### SKI CHALETS

Ski chalets are a natural choice for family or private group holidays. Offering a self-contained space surrounded by beautiful scenery, invigorating mountain air, and fun activities for people of every age – be it skiing, curling up with a book by the fire, or kicking back at the après-ski – it's a fulfilling way to get the most out of a singular destination. Two excellent picks include the Aman Le Melezin – a stunning property in the heart of Les Trois Vallées in the French Alps – and the Ultima Crans-Montana. The latter is a fairytale-worthy multi-award-winning retreat in Switzerland's tranquil Plateau de Plan-Mayens, with two outstanding ski-in ski-out chalets that can house up to 38 guests across 16 bedrooms. Inside, you'll find a private spa, cinema, games room, and cigar lounge, as well as a heated pool.

### GLAMPING

For those who love the great outdoors, a glamping getaway could hit the spot. A portmanteau of "glamour" and "camping", great glamping spots can be found across the world, including Shinta Mani Wild in Cambodia; the Clayoquot Wilderness Resort in Vancouver, British Columbia; and the Glamping Village Totonoi at Mount

Fuji, Japan. In the UAE, Ras Al Khaimah's Longbeach Campground makes it easy for families to pick-and-mix among accommodation types. Aside from the Deluxe and Family Tents, there are 10 Safari Suite tents that can fit up to four people each (with private showers), and the iconic Panoramic Dome Suite Tent, which comes with its own bathroom, terrace, and spa bath. The latter can fit four adults and two kids, or six adults, and its glass exterior gives guests the chance to stargaze together. However your group divvies up where you sleep, it's easy to come together at the infinity pool bar or the beach dining area, enjoy sports together, or watch a movie at the outdoor cinema.



**ABOVE:** A chalet at the Ultima Crans-Montana in Switzerland

**BELOW:** A dome tent at Longbeach Campground in Ras Al Khaimah, UAE

### SAFARI TRIPS

If you're dreaming of an African escape, the Chichele Presidential Lodge in Zambia's South Luangwa National Park is scheduled to open in March 2025, with breathtaking access to exquisite natural surrounds. The property was the former home of Zambia's first president, artfully reimaged for a modern clientele while retaining key elements of the original grand colonial décor. Of its ten suites, two are connected by a Safari Lounge with a private sitting room and dining room. They also come with a private veranda, plunge pool, outdoor shower, and butler's lobby, as well as a dedicated golf cart to take you to and from the dining areas, gym and fitness areas, 18.5m rim-flow pool, and communal deck (where you'll find yoga and meditation classes).

A trip there could be combined with one to the Lolebezi Safari Lodge in the Lower Zambezi National Park. The property boasts a private river setting within a five-hectare expanse of the UNESCO World Heritage Site, with four suites and two family units ideal for small groups. Here, luxury is centered around attention to detail and fine finishings in the midst of the most peaceful natural setting, with gourmet dining, an on-site spa, indoor and outdoor showers, and the chance to experience wildlife literally on your doorstep.

Although Africa is the leading place in the world to see the "Big Five", there are other destinations offering unique safari experiences, including Sri Lanka, Borneo, Nepal, Brazil, and Australia. One can even be found in the UAE, at the Sir Bani Yas Island. Accommodation options include the Desert Islands Resort and Spa by Anantara, as well as the Anantara Sir Bani Yas Island Al Yamm Villa Resort, an all-villa sanctuary right in the heart of the private island's Wildlife Park. Just 250km away from the UAE capital, there, you can see free-roaming Arabian oryx, ostrich, hyenas, cheetas, giraffes, gazelles, deer, sea turtles, dolphins, and more.



### PRIVATE VILLAS & SUITES

If activities are what get your family going, the UAE's JA Beach Hotel has it all, from golf and mini golf to watersports and diving, tennis, eight different pools, a splash park adjacent to two kids clubs, a spa, a shooting club, and even its own equestrian centre. Their Premium One Bedroom Suite can fit up to two adults, three kids, and one infant, with its own foyer, separate living room, dedicated suite pool, and premium lounge access. If you prefer a mountain setting, the JA Hatta Fort Hotel's Three Bedroom Deluxe Villa offers guests just as much to do under the backdrop of the Al Hajar Mountains instead, with a private spa bath, private garden and pantry, and room for up to six adults and two kids.

For something even more exclusive, Four Seasons Hotels and Resorts offers Private Retreats in various locations around the world, including Mauritius, Anguilla, Japan, Costa Rica, Vietnam, and the US. In the



**ABOVE:** Terra Cabins at the JA Hatta Fort Hotel in the UAE

**RIGHT:** Waterways at Jumeirah Dar Al Masyaf in Dubai

**BOTTOM:** The Desert Islands Resort and Spa by Anantara at Sir Bani Yas Island



UAE, the Anantara Santorini Abu Dhabi Retreat can be fully booked out for private use – leaving all 22 of its stunning rooms and suites, its gorgeous infinity pool, and the use of its private cinema just for your group.

A traditional style of building with a central courtyard surrounded by rooms and common areas, a Moroccan Riad could be considered the ultimate private villa. Among the most beautiful in Marrakech are Dar Darma, Le Farnatchi, La Sultana, Riad Palais Sebban, L'Hôtel Marrakech, and El Fenn – which is, quite literally, a former palace. Other jaw-droppingly beautiful places to stay in the pink city include the Royal Mansour Marrakech, La Mamounia, and the Four Seasons Resort Marrakech.

For equally royal courtyard-style accommodation but within the GCC, the recently-renovated Jumeirah Dar Al Masyaf's Arabian Houses are a treasured secret for those in the know. Located within a series of

enchanted garden-filled waterways, they have Palm Houses, Cove Houses, Beach Houses, and Malakiya Villas. While these can be booked on an individual room basis, you can also opt for a two-bedroom family room or suite, or a three-bedroom villa with a private plunge pool. For a truly dreamy retreat, the Royal Malakiya Villa boasts two floors of opulent living spaces that can sleep up to eight guests at a time, with its own plunge pool, en-suite spa bath, a PlayStation home theatre system, dedicated abra station, a private butler, private beach access, and complimentary entry to the waterpark. For bigger groups, the same amenities and more (including a private courtyard and Majlis) can be had by booking out the Beach House in its entirety, capable of accommodating up to 30 adults, or 20 adults and 20 children, at a time. With 1,300km of indoor and outdoor living space and stunning décor, it will be a trip to remember forever. **BT**