

WELCOME

I have a confession to make. When I was a child, my family had an incredible festive tradition that was truly one of the highlights of my year. On the morning of December 25th, I would wake to a note in my stocking that contained a clue from Santa. Upon solving this clue, I'd find the location of a hidden treat – and with it, the next clue. This mystery-fuelled treasure hunt would keep us kids busy all day, and aside from creating magical memories, it strategically kept us out of my mum's way while she made the holiday feast – a fact that as a middle-aged adult, I can now fully appreciate. The confession? One year, I overheard my eldest sister telling a friend how successfully she'd pulled off her clever scheme again. Rather than focus on the crushing devastation that Santa wasn't real,



I took a tactical approach: by keeping my mouth shut, she would keep arranging the hunt. Nowadays, my festive celebrations tend to centre more around getting some well-earned rest after a year of hard work, indulging in food and drink, and actually getting to see all of the people I'm usually too busy to see during the rest of the year (or Q4, at least).

In fact, ask pretty much anyone what their favourite part of the festive season is, and I'd wager that they will say it's the chance to reconnect with loved ones that matters the most. No matter our culture, background, or religion, it's the chance to make precious new memories that we often treasure above all. It's little surprise, then, that one of the most powerful new travel trends of the past few years is multi-generational travel (p.14). Nostalgia may be big businesses, with the global nostalgia economy – yes, that's an actual thing – currently valued at over US\$350 billion, and projected to hit US\$500 billion by 2030... but as someone who also enjoys my fair share of trips down memory lane, even I have to admit that there's only so long we can spend reminiscing about the past. And as global society increasingly embraces the value of experiential over only material things, travel remains one of the best ways to make stellar new memories. Whether you're chasing extravagant adventures on a postcard-worthy island (p.54), getting cozy at a holiday market (p.46), exploring some of the world's most most glam (p.50) or joyful (p.32) destinations, 'tis the season to grab your favourite people (whether that's family, friends, or even just yourself, if solitude is what you crave!) and book that dream trip (p.38).

In our increasingly fast-paced world, where many of us can find ourselves drained by the seemingly endless demands for our attention, a life of luxury is increasingly being defined as one with the ability to buy back as much time as we need, with the freedom to choose to spend it on the interests and people that we actually care about, in a way that feels authentic to our individual lifestyles. I wish you all a season full of these joys – so that we may charge into 2025 full of gratitude, fresh motivation, and renewed energy.

Yi-Hwa Hanna

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Editor

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