



TRAVEL

New travel trend Haute Villégiature has taken the luxe industry by storm

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Private islands, jets and yachts; these itineraries are only for those whose liquid assets are around \$30 million

Aruna Rathod

Deauville in Normandy, France, is a hot travel destination among the rich and the famous. It's where designer Coco Chanel made the fashion brand what it is today, giving impetus to haute couture.

This year, at its 4th annual Essence of Luxury Travel show Traveller Made, a community of travel designers serving the HNIs (High Net Worth Individuals), unveiled the concept of Haute Villégiature. The term is derived from the luxurious holidays of the wealthy Venetians during the European Renaissance (1300 to 1600).

Haute-Villégiature is about designing unique travel experiences with the highest quality standards, by the experts in the industry. Imagine this, an exclusive holiday includes flying over four continents – partying at Rio De Janerio, trekking at Machu Picchu, marvelling the Easter Island’s Moai and swimming at French Polynesian islands, before taking a helicopter ride to the Great Barrier Reef.



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“We’ve discovered that high-profile people want to experience strong emotions,” said Quentin Desurmont, CEO of Traveller Made, at the launch event. “They work hard running companies and like doing activities that one can’t do every day. So, when they go on a trip, they want to include their families and they want it to be incredibly exciting. Some of them are looking for brand-new experiences; the kind of people who want to be pioneers and have the most outstanding experiences in places so remote that very few people ever go there.”

Privatisation is also one of the most important, emerging travel trends. More and more clients want to have villas or chalets all to themselves. “Clients want privacy and will even reserve private islands,” said Desurmont. “Luxury travel involves being able to meet people from other cultures and see how they live, people you cannot easily reach, such as Aboriginal Australians, because this experience gives you knowledge and another view of the world. Luxury travel, focuses on “private places” with a high level of service.”



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Traveler Made has 318 member agencies in 60 countries, 40 per cent is headquartered in Europe and 60% in North America, Russia and also India. At the event, Indian travel designer Sanjay Arya, CEO, KFT Corporation won the award for the Outstanding Supplier Knowledge category. Jamshyd Sethna, owner of Banyan Tours, walked away with the Friendliest Owner/GM award.



Indian entrepreneurs Jamshyd Sethna and Sanjay Arya bagged two prestigious awards at the event