

### **Luxury Travel Set to Flourish in 2020 – Top 10 Destinations Revealed**

- **Tokyo, Dana Point, Baden-Baden, Lima, Oman, Italy, Portugal, Slovenia, Costa del Sol and Kenya all make the list with the rich and famous setting their sights on destinations which promise ultra-wealthy experiences**
- **Dining, cultural, wellness, sporting, performance arts and outdoor activities and experiences are worth \$1.54 trillion to the global economy**
- **63% of the outbound spend on these activities is spend by those with less than \$1m wealth**

As normal folk fret over exchange rates and the impact of Brexit on their ability holiday funds, the super-rich continue to live the life of Riley, but where will they be living it up and flashing the cash in 2020?

Destinations including Tokyo, Barcelona, Lima, London and Dana Point in California have made luxury travel expert Connection's list of Top Luxury Locations for 2020, due to their persistent focus on travel experiences and activities.

The super-rich love attending sporting events in style. They fly in and out, watching the blue-ribbon sporting events in luxury spending an eye-watering \$711m annually. This year's major sporting events will be no different which is why Tokyo's hosting of the biggest sporting event the Olympics see it enter the top 10 must-visit destinations for the ultra-wealthy.

The country is expecting approximately 40 million visitors this year. Not only will visitors flock to enjoy the games, but staying an average of five days in the city they will also explore the rich history and experience the charm of its architecture, culture and cuisine.

On the other hand, for those looking for a detox-destination, the wellness capital of the world Baden-Baden has also made the list. Situated at the foothills of the Black Forest, the 2,000 year old spa city is being hailed as the go-to destinations for the ultra-wealthy looking to unwind and focus on their wellbeing.

Luxury travellers looking to experience something new will be flocking to Oman, the only nation in the Middle East to make it on to the list. Home to a vast expanse of five-star resorts and high-end apartment complexes and properties, Oman will be further venturing into the industry of tourism like many other Middle Eastern nations as access increases and awareness of what the 3,000 km coastline-nation can offer, increases.

Meanwhile, many will follow the rich and famous to their top destinations – either Portugal or Italy.

Italy is home to many luxurious villas such as Madonna’s \$10 million home in Verona, William Defoe’s city-centre apartment in Rome, George Clooney’s 22-room villa on Lake Como, and Helen Mirren’s converted barnhouse in Salento.

Meanwhile, Portugal will welcome the return of Cristiano Ronaldo to his properties in the Algarve and Madeira, Spanish Royalty to Comporta, Michael Fassbender to his house in Lisbon, and Brazilian footballer Neymar to his property in the Algarve.

Research has found that the culmination of travel experiences and activities across dining, culture, wellness, sports, performance arts and outdoor pursuits is worth \$1.54 trillion globally, exclusive of all lodging and airfares. If this ecosystem was a country, it would rank in the world’s top fifteen economies.

Micaela Giacobbe, managing director of Connections comments: “We talked to our senior network of travel leaders to reveal where their high-net-worth clients are travelling to next. Those destinations that make the list are where the rich and famous are setting their sights and which promise ultra-wealthy, once-in-a-lifetime, authentic experiences activities.”

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**About Connections:**

Connections is the international private community for senior executives in high-end travel with a focus on luxury, meetings & incentives, wellbeing, adventure and weddings. The brand brings together the industry’s most respected travel agents and suppliers throughout the year, in destinations across the world.

Over the past five years, Connections has pioneered The Connections Way - a proven series of proprietary methodologies and approaches designed to create long-lasting business relationships between its members. Since its inception in 2014, Connections has hosted 30 global events, giving decision makers the opportunity to meet through memorable experiences and educational debates.

Connections is based in London and forms part of Jacobs Media Group, Europe’s largest travel and hospitality B2B media company. Other brands within the group’s market-leading portfolio of print, digital and event products include Travel Weekly, Aspire, The Caterer and Travolution.