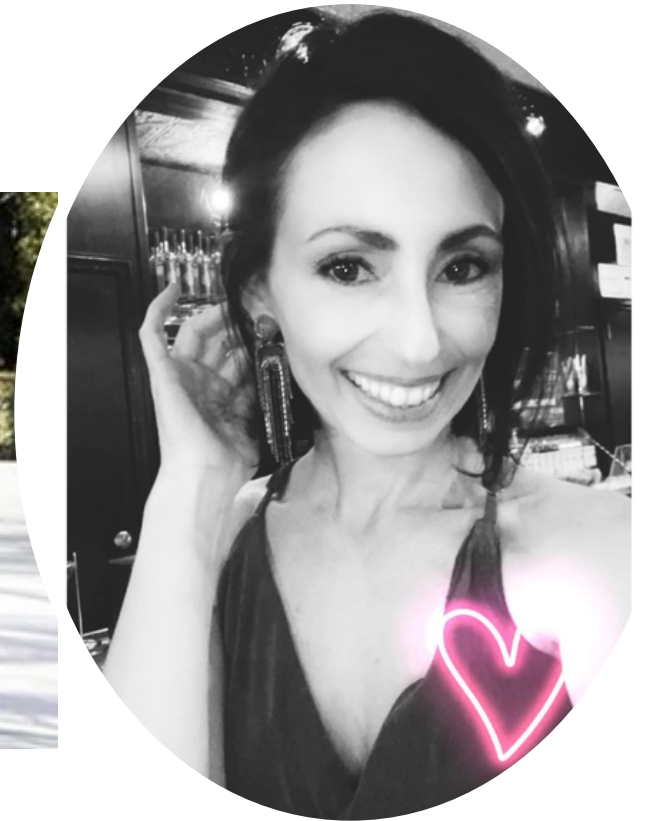


## ■ Fridays with KGD Lifestyle Interiors



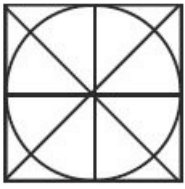
As the world continues to adapt to the changes brought about by the pandemic, the travel industry is still undergoing a transformation. The remainder of 2023 promises to be an exciting time for travelers. Here, we'll explore the top travel trends that are set to shape the way we explore the world of hospitality in 2024.

When it comes to travel this year, thinking further ahead and curating out-of-the-box, immersive encounters are the hallmarks of success. Today's well-seasoned traveler is also propelling the travel industry to new heights with an ever-growing list of priorities. From blending your own perfume with a master perfumer in Oman to discovering how wine is produced at a remote vineyard in Patagonia, purposeful travel is at the forefront of people's minds. It's the driving force behind the travel industry's efforts to connect us to people and places we might have never considered. Ultimately, slowing down and spending quality time in fewer places prevails over seeing it all.

Tina Delia, NCIDQ  
Director of Lifestyle Interiors  
"Fridays with KGD Lifestyle Interiors" Editor

♡ Tina Delia





## Meaningful Travel

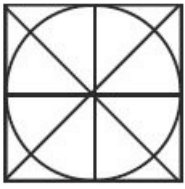


While travel is often about opening our senses to new people and places, travelers in 2023 are even more intentional about how they choose to spend their time away from home. This has resulted in concepts like slow travel, sustainable travel, spiritual retreats and wellbeing taking on newfound levels of importance.

Travelers are increasingly looking for destinations and experiences that promote relaxation, rejuvenation, and mindfulness. Wellness retreats, yoga and meditation vacations, and destinations with natural healing properties are gaining popularity. In 2024, expect to see travelers prioritizing self-care and mental wellbeing as part of their travel experiences.

In fact, wellness tourism is now the fastest-growing segment in the travel industry, driven by travelers' aspirations for a wellness lifestyle. This is something we know and consider in the perspective lens of our designs at KGD Lifestyle Interiors.





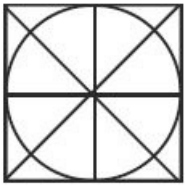
## Exotic Destinations



Travelers around the world have a renewed appetite for travel but to more exotic locales and for off-the-beaten-path experiences. They are seeking opportunities to connect with local people, places and communities, more than ever before. As people continue to reframe luxury in terms of collecting experiences instead of goods, this fits perfectly with the post-pandemic mindset of prioritizing what matters most – forging connections, acting responsibly, and ticking off our bucket-list destinations.

This coincides with the latest insights from American Express Travel's "2023 Global Travel Trends Report," where 89% of survey respondents agreed that they were keen to travel to entirely new destinations. Plus, 85% of respondents highlighted a desire to immerse themselves in the local culture with 88% wanting to purchase from local small businesses.

Whether it's a local culinary destination, cooking class, lecture or business with a distinct or high-quality product offering, tapping into people's inner adventurer is a must.



## ■ Leading with Digital

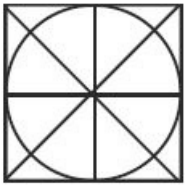


Hotels also can enrich the guest experience via technology, which leaves more room for staff to focus on the human aspects of delivering a memorable service.

From mobile apps and customer service chatbots to augmented reality that enables travelers to view hotel rooms prior to making a booking, technology can lead to a more seamless, less stressful experience. This has the potential to enhance, rather than hinder, the sense of connection people are craving.

During one of my last business trips, I was in need of an iron. I was contacted by the Concierge via text asking if I needed anything to make my stay more enjoyable which prompted me to respond with a request for an iron. Within an hour, I had one waiting for me! That is a hotel design win.





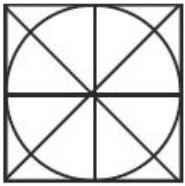
## Longer Stays



The rush to tick off as many destinations as possible in a short time is giving way to a more leisurely approach: slow travel. Travelers are opting for longer stays in one place, immersing themselves in the local culture, and savoring the journey. Slow travel allows for a deeper connection with a destination and a more relaxed, stress-free experience.

Ultimately, slow travelers prioritize the quality of their experiences over the quantity of destinations visited. Instead of trying to see as many places as possible in a short period, they focus on spending more time in fewer locations. To this end, slow travelers spend more time at destination hotels. They opt for hotels with beautiful interiors that have more than the basic necessities.

The weekend trip is no longer Friday to Sunday, it's Thursday to Monday, perhaps with a day of remote work included.



## Multigenerational Travel

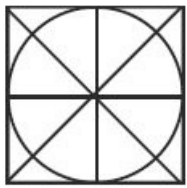


Multigenerational travel offers a unique opportunity for families to come together, create lasting memories, and strengthen their bonds while exploring new destinations. This style of travel involves multiple generations of a family, often grandparents, parents, and children, embarking on a journey together.

One of the primary benefits of multigenerational travel is the opportunity for family members to spend quality time together. In today's fast-paced world, families often find it challenging to connect due to busy schedules and geographic distances. Traveling together allows them to share experiences, stories, and create cherished memories that will last a lifetime.

Many hotels and vacation rentals are now catering specifically to multigenerational groups by offering larger accommodations, family suites, and shared spaces. This makes it more convenient for families to stay together comfortably.



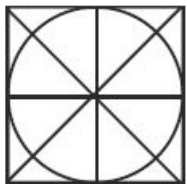


## ■ Enjoy the Experience & Contact Us



The travel landscape moving into 2024 is evolving to reflect our changing world. Sustainable and mindful travel, bleisure opportunities, and a focus on wellbeing are reshaping the way we explore the globe. Whether you're embarking on a journey to an off-the-beaten-path destination, embracing the concept of slow travel, or planning a multigenerational adventure, the travel trends of 2024 offer exciting opportunities for memorable experiences. So, pack your bags, and get ready to embark on a new era of travel in the coming year.

As a designer, we're concluding our exploration of the dynamic world of hospitality interior design this week with the heartfelt appreciation for your continued support of KGD. Our passion for creating spaces that reflect your unique style and aspirations drives us forward, and we are excited to be your trusted partner on your design journey, especially in helping you give shape and form to the spaces you and your own hotel guests will come to treasure now and far into the future. So, let's talk about your next project!



# KGD

**PERSPECTIVES.INSIGHTS.RESULTS.**

