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## **2010 LUXE TRAVEL TRENDS**

IN 2010, lovers of luxury travel are expected to visit Mexico or Korea, enjoy a roof top meal in Asia, experience the divine surroundings of an Australian eco-resort or slice powder snow on Europe's premier ski slopes.

Luxury travel experts Travel Associates has released its top five trends for 2010, which according to David Lovelock will see discerning travellers experiencing everything from ambient Asian dining to Mexican beach luxury, ancient Korean monasteries to secluded ski towns in the Swiss Alps.

"Roof top dining will be a big thing in 2010 with the likes of Vertigo Grill and Moon Bar in Bangkok a popular restaurant to visit. Located on the 61st floor of the five-star Banyan Tree Hotel, this venue is one of the highest open air restaurants in the world," says David. "It's not for the feint hearted or those afraid of heights. Another favourite is the Sky Bar and its restaurant Sirocco located on the 64<sup>th</sup> floor of the State Tower in Bangkok.

"Luxury ski holidays will make a comeback in 2010 with places like Zermatt in the upper Valais, Switzerland, one of 2010's must-see destinations. Located at the northern base of the Matterhorn, Zermatt is one of Europe's premier ski resorts known for its quality snow, excellent runs and unspoiled natural beauty."

David says mounting enquiry for luxury chalet stays in Aspen USA prove more travellers are seeking international ski holidays with a touch of old world glamour, opulent accommodation and direct access to the ski slopes.

Australian eco resorts such as Wolgan Valley Resort are also expected to perform well next year with more travellers keen to support the growing shift towards sustainable tourism.

So too are the cosmopolitan resorts on the shores of Mexico. Travel Associates predicts luxury resorts in Los Cabos, Puerto Vallarta, Acapulco and Cancun to attract scores of Australia's luxury travellers this year.

And when it comes to activities and culture travel, forward booking records show private or luxury tours in Korea will become increasingly popular throughout 2010. David says more travellers will venture beyond Seoul's high-tech throng to experience spellbinding coastal and mountain scenery, ancient monasteries and temples and traditional fiery Korean cuisine.

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