

The A-List of Travel®
LUXURY TRAVEL
MAGAZINE



From hotels and resorts switching out food carts for a sweet dessert bikes, to interactive charitable initiatives for the jet-setting animal lover, here are the latest hospitality trends to experience this summer.

What's out: Average Amenities

What's in: Revved-up Rentals

Cars aren't the only thing you can rent while on vacation as hotels and resorts are introducing flashy rentals - from cows to guitars-that will leave guests amazed while away. Cheese enthusiasts at **Gstaad Palace** in Switzerland have the opportunity to **rent their own cow** through a partnership with the Perreten family, owners of an organic farm in neighboring Feutersonoy. For a donation fee of CHF 200 guests will "rent" their own cow, receive 10 kilograms of custom fine alpine cheese made from their cow's milk and have the opportunity to tour the farm, meet their bovine friend and learn about the art of Swiss cheesemaking. Dare to be dapper? **The Darcy**, a new boutique hotel in Washington, D.C., has a **Men's Haberdashery** offered via partnership with local menswear designer **READ WALL**, with accessories such as cufflinks and neckties available on loan for nights on the town. Get in the rhythm of the California coast with the unique **Coastal Chords Program** at **Montage Laguna Beach**, which offers **Taylor Koa G5 Mini Guitars** for guests to rent and play during their stay.

What's out: Food Carts

What's in: Sweet Treat Bikes

Food carts were all the rage and now hotels and resorts are putting a sweet spin on the dining on-the-go experience with custom sweet treat bikes. This summer, **Montage Palmetto Bluff** in coastal South Carolina is giving guests a sugar rush with its new **S'mores Cart** - a modern day *bakfiets* ("box bike" in Dutch) that features six bins of **flavored and classic marshmallows** as well as roasting sticks, a tray for graham crackers, and a mini-refrigerator to keep **house-made milk chocolate and dark chocolate** perfect for lip-smacking summer evening fun. Guests at **Westin Grand Cayman Seven Mile Beach Resort & Spa** are invited to cool down with an all-day **Ice Cream Bicycle Cart**. Cherished by all ages, the bicycle is stationed at the newly renovated pool deck with **Häagen-Dazs ice cream** and fixin's for **do-it-yourself snow cones**. In Burlington, **Hotel Vermont** is taking sweet sips to the streets with the hotel's **Icycle Tricycle** serving refreshingly sweet cocktails blended with Hotel Vermont branded Gin and Vodka as well as homemade tonics.

What's out: Chefs' Tables

What's in: Insta-Worthy Cooking Classes

Get lost daydreaming about the incredible food you see on Instagram? Hotels and resorts are getting in on the action by introducing Insta-worthy food classes that satisfy cravings in a picture-perfect fashion worth posting about. Guests can satisfy their sweet tooth while making their followers jealous at **Gstaad Palace** with **macaron-making classes** created through partnership with **Maison Cailler**, the oldest chocolate factory in Switzerland. In Peru, guests at **Country Club Lima Hotel** can learn to master the art of one of Peru's most exquisite dishes: ceviche! Led by the hotel's award-winning Perroquet Restaurant team and solely using fish caught the morning of, guests can learn to create several variations on the classic, refreshing seafood appetizer. For the perfect relaxation tea pic, **Sunrise Springs Spa Resort** in Santa Fe, New Mexico's herbal tea class allows guests to make custom blends of tea utilizing ingredients harvested from the resort's expansive greenhouse which can be enjoyed on their private patio at sunset. Guests of **Hotel Caesar Augustus** on the isle of Capri can join **Executive Chef Eduardo Vuolo** on a tour of the two-acre kitchen garden to pick produce - eggplant, tomatoes, lemon, basil, et cetera - and then help prepare dishes for a multi-course tasting menu. For a foodie adventure, the **No Taste Like Home** program at **The Omni Grove Park Inn** takes guests foraging for wild ingredients including flowers, mushrooms and fruits from the **Blue Ridge Mountains** around Asheville, North Carolina, with guidance on how to safely gather, serve and preserve edibles, which the hotel's culinary team will then whip into something delicious.

What's out: Farm-To-Table

What's in: Farm-To-Massage-Table

For the freshest, most natural spa treatments, the best source may be right on property. Luxury spas are putting a local spin on their spa menu, introducing exclusive treatments and services featuring ingredients sourced onsite. The **Springs Eternal Spa** at **Omni Bedford Springs Resort** in Bedford, Pennsylvania uses only water from the resort's own **natural springs**, renowned for their restorative powers since the land was inhabited by Native Americans centuries ago. Enjoy "taking the waters" with the **Bedford Bath Ritual**, featuring aromatic steam, mineral deluge, whirlpool and cold plunge. More than **100 native olive trees** can be found on **Isola delle Rose**, the private island of **JW Marriott Venice Resort & Spa** which creates its own **exclusive olive oil** for the **Mediterranean Bliss Treatment** at **GOCO Spa**. Tap the healing powers of **Pluff Mud** from **May River** at **Spa Montage Palmetto Bluff** in Bluffton, South Carolina, which heals, detoxifies and rejuvenates the skin in the **Signature Carolina Kur Experience**. **Ikal Spa** at **InterContinental Presidente Cancun Resort** pampers with the **Signature Mayan Honey Exfoliation** mixed with local indigenous honey and fresh yogurt, while **Na Spa**, opening in 2018 at **Sailrock Resort** on South Caicos in Turks and Caicos, will offer a salt scrub that gets its main ingredient from the island's historic salt flats.

What's out: Interacting with the Local Artisans

What's in: Interacting with the Local Animals

Animal loving jet-setters can now enrich the lives of animals on the road with interactive animal volunteer experiences. Guests exploring the **Pacaya Samiria National Reserve** in northern Peru with **Delfin Amazon Cruises** get to visit the **Rescue & Rehabilitation Center of River Mammals (ACOBIA)** near Iquitos with opportunity to meet **baby manatees, river otters, various monkey species** while learning about - and hopefully donating too - efforts being made for their survival. **Sunrise Springs Spa Resort** in Santa Fe has partnered with **Assistance Dogs of the West** to launch the **Puppy Enrichment Program** at the resort's Puppy Studio where guests get to help support the training of service dogs-to-be in the first few months of their journey. In South Caicos, **Sailrock Resort** not only makes donations to the TCSPCA to support spaying and neutering of the island's local dogs known as "**Potcakes**" but also

invites guests to visit Potcakes Palace to volunteer their time and play with pups up for adoption. In Boston, **XV Beacon** contributes **100% of its suggested \$25 pet fee** to **MSPCA's** nearby **Angell Animal Medical Center** and invites guests the opportunity to go to the center to volunteer.

What's out: Corporate Hotel Art
What's in: Pop-up Art Galleries

For an exclusive art viewing experience, hotels are incorporating pop-up art exhibits where guests have a front row seat to the limited time installations. The Ferragamo family-owned **Lungarno Collection** kicked off summer at **Gallery Hotel Art** in Florence with its fifth collaboration with **Simone D'Auria**, exhibiting the new **Freedom** installation at Vicolo dell'Oro outside and **Andy Warhol's Forever** inside on display through the end of the year. Dorchester Collection's contemporary Mayfair hotel, **45 Park Lane** holds a constantly changing program of art exhibitions, the latest by royal artist Christian Furr and Godfather of rock photography Gered Mankowitz, lasting through August 5. The limited time exhibitions are on display in The Lounge and in BAR 45, the property's private club bar.

What's out: Parents Night Out
What's in: Family Night In

For a low-key evening, destinations around the world are offering in-room programming and experiences that invite families to have a memorable night in. In Switzerland, **The Dolder Grand** in Zurich recently began offering the **Live Escape Game**, an all-ages mystery that gives families 60 minutes to solve a riddle as they try to escape from one of the hotel's guest rooms. After soaking up the sun, families staying in **Eden Roc at Cap Cana's** new Beachfront Suites can arrange for a private family movie night catered by the hotel's elite culinary team where a private chef will prepare dinner and movie snacks and goodies for dessert. **Family movie night** has taken on a whole new meaning at **Tryall Club** in Montego Bay, Jamaica, with a **private home movie theater** for guests to enjoy at select luxury villas. In Texas, **Hotel Granduca Houston** is encouraging families to spend sun-drenched summer days on property with poolside cabanas and the **Reconnect With Your Family** package including a special family night in their private suite with popcorn and candy available upon request.

What's out: Hotels That Feel Like a Destination
What's in: Properties That Feel Like Home

The line between home rentals and hotels continues to blur as hotels begin to incorporate amenities that feel like home. **The Loren at Pink Beach**, a new 45-key boutique hotel in Bermuda, was designed with the **owner's love of reading** in mind, with books in every room on bedside tables, as well as **The Library** meeting room which is outfitted with books. **The Darcy** in Washington, D.C. has partnered with local businesses to make guests feel at home, including a **BYOB** (build-your-own-bouquet) bi-monthly pop-up flower shops from flower delivery start-up **UrbanStems**, which allows guests to create their own in-room flower arrangement. In Switzerland, guests at **Gstaad Palace** can feel at home ski season after ski season with the hotel's exclusive Winter Closet which stores guests ski gear after the season is over for seamless winter travel. **Oasis** is a home-meets-hotel concept that provides travelers with comfortable, design-forward apartment rentals with hotel-quality services like concierge access, fresh linens and toiletries.

What's out: Boozy Ice Cream
What's in: Boozy Harvests

Hotels and resorts are saying cheers to their onsite harvests with boozy offerings utilizing ingredients sourced and grown onsite. **Fairmont Hotels & Resorts' Bee Sustainable program** has introduced 40 Bee Hotels to Fairmont properties around the world along with some buzz-worthy experiences

including **honey bee infused beer** and bee dining menus. **Chebeague Island Inn** off the coast of Maine has partnered with the local **Chebeague Island Oyster Company** to create the **Oysters & Rosé Package**, offering complimentary L.L. Bean Bicycles to one of many island beaches to enjoy hand-harvested **Belon Oysters**, a bottle of Rosé, and small bites from a picnic basket. For farm-to-bar, **Omni Bedford Springs Resort** in Pennsylvania recently launched a custom-blend Wigle Rye made from corn harvested on property which guests can sample through interactive tastings or purchase to sip at home. The rye will join existing custom-blend **Wigle Whiskey**, an homage to the resort's history as headquarters for **President George Washington** as he marched with troops in Bedford County during the **Whiskey Rebellion** in 1794.

What's out: Kids Clubs

What's in: Kids Charities

Going beyond the family-friendly program, hospitality brands are now empowering today's youth by incorporating charitable initiatives that give back to children in their community. **Nomadic Expeditions**, the pioneer of authentic cultural travel to Mongolia and beyond, supports a wide range of local organizations and communities including **Mongolian Young Leaders Program**, **Lotus Children's Orphanage Center** and more. The company also encourages guests to participate in **Pack for a Purpose**, which benefits children and the nomadic community in the town of Bulgan Sum through provision of supplies for education, healthcare and music. **Big Five Tours & Expeditions** partners with the nonprofit, **One More Generation** (OMG) which aims to educate children and adults about the plight of endangered species. All guests traveling with Big Five receive a complimentary one year membership to OMG which includes an amenity kit and the adoption of an endangered species in one of the areas of special concern, which could be cheetahs in South Africa or sharks worldwide. **Children in the Wilderness**, a non-profit supported by **Wilderness Safaris**, is an environmental and life skills educational program focused on the next generation of African rural decision makers, with innovative programs including eco-clubs, conservation camps and scholarship and community empowerment initiative currently operating in six countries. **Sailrock Resort** on South Caicos has made generous donations to several organizations focused on children while the resort team has donated and installed air-conditioning units at local school. **The Bushcamp Company**, a small collection of camps in Zambia's South Luangwa National Park, supports local schools, Chiwawatala Primary School in Mfuwe Village and Chilongozi Primary School by sponsoring students, paying teachers' salaries, building classrooms and staff houses and hosting game drives for students. Bushcamp has also raised funds for the **Mfuwe Day Secondary School** which has allowed the school to build six classrooms and offices, four dormitories, social areas and refurbished the existing girls' dormitory.