

Ten Resort Trends



Twin Palms, Phuket, Thailand

Much has changed in the resort industry in recent years. Greater wealth enables larger numbers of travelers to enjoy resorts in a wider range of locations.

Tastes have become more sophisticated, and niche markets have emerged to meet evolving demands.

The range of ownership products has expanded, enabling more kinds of buyers to enter the second home market. And the kinds of activities that draw travelers are more diverse than ever.

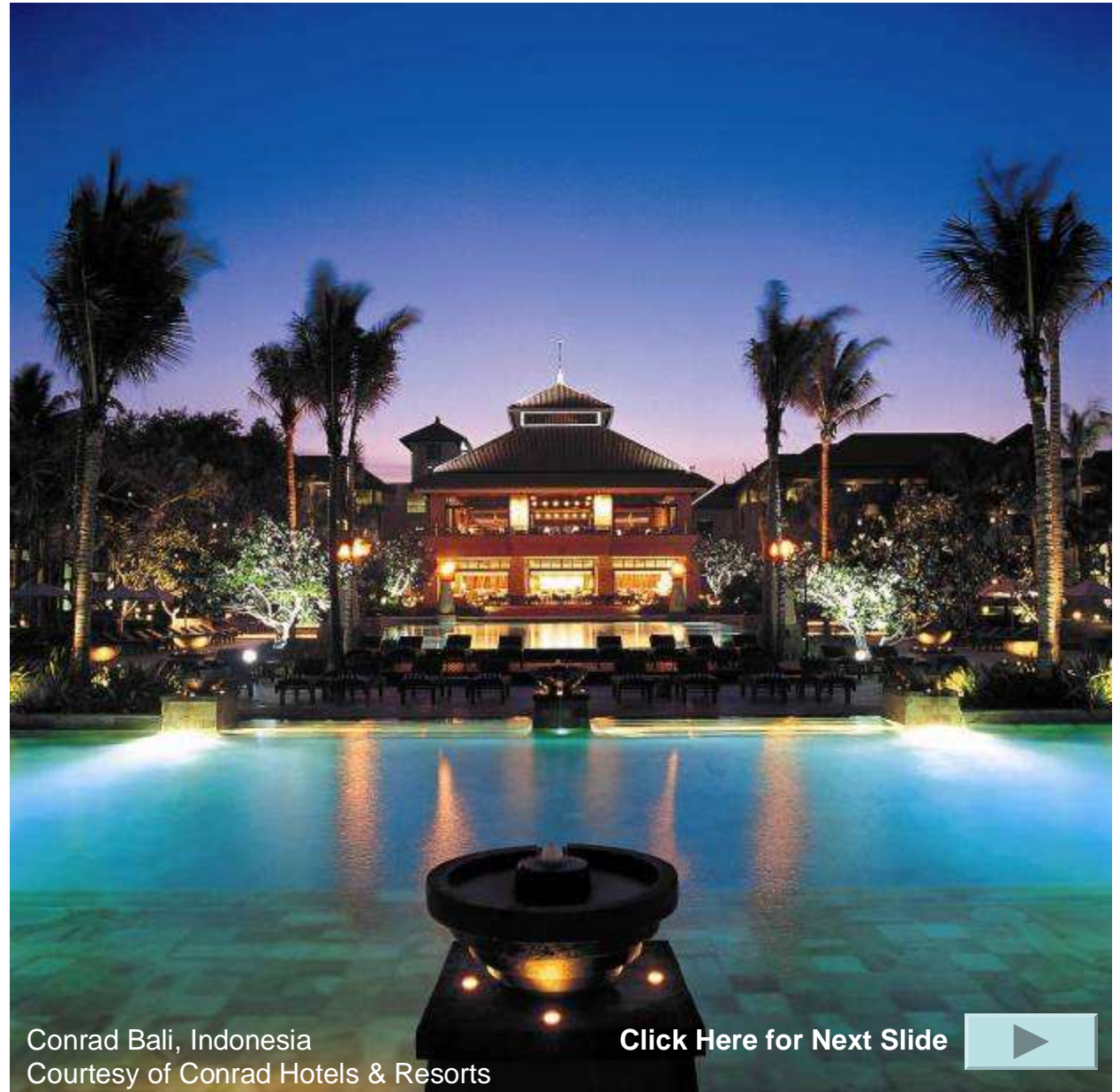
The following ten trends summarize what's new in the resort development industry.

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Greater Wealth

Increasing affluence among the highest income groups and increasing numbers of people joining the wealthy class are expanding the market for luxury level resorts worldwide.



Conrad Bali, Indonesia
Courtesy of Conrad Hotels & Resorts

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Owning a Piece of Paradise



Courtesy of Roaring Fork Club.

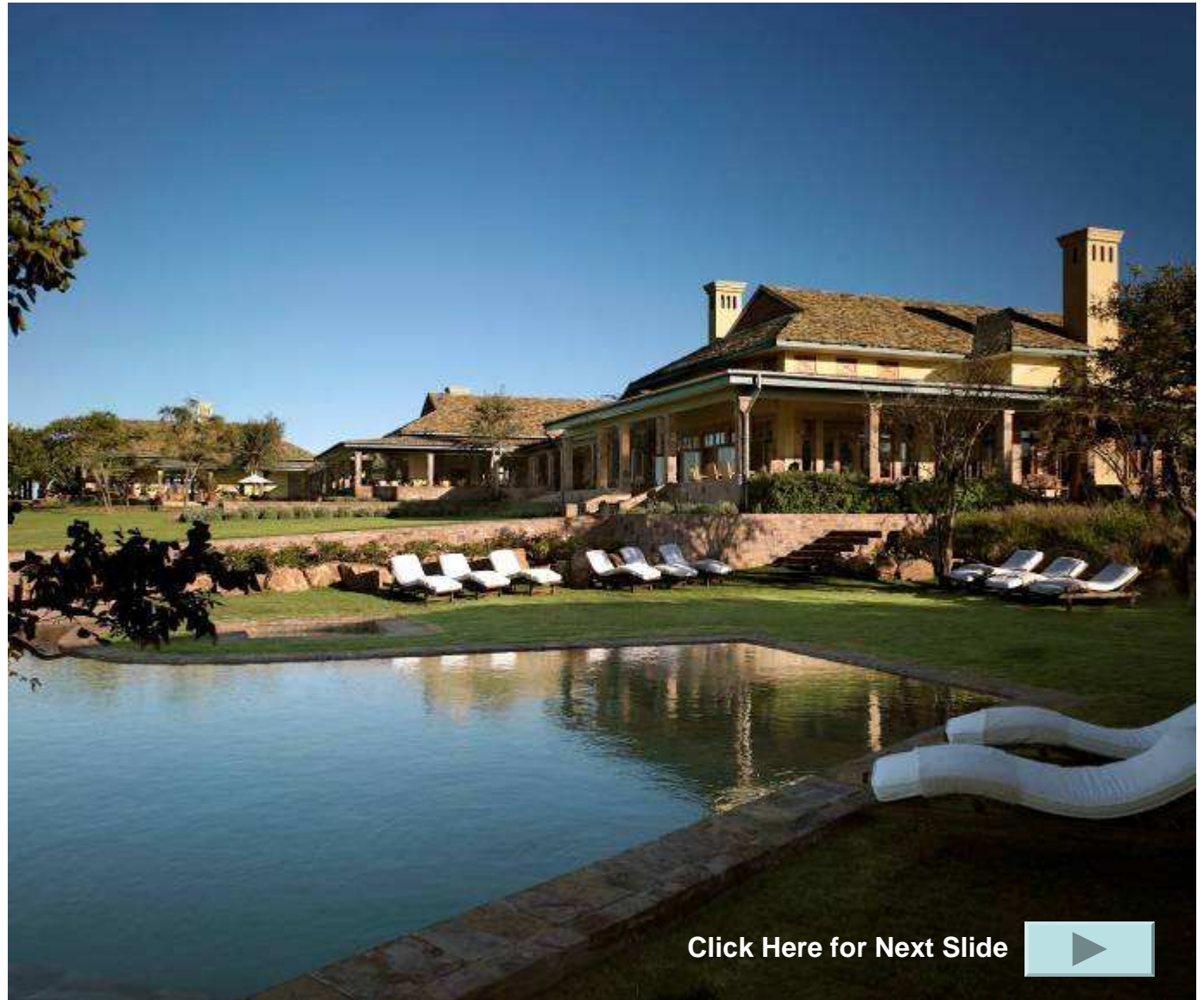
With more ways to buy than ever, more vacationers are investing in a bit of paradise. Developers increasingly relying on sales of fractionals as part of the mix. Major hospitality companies now offer sophisticated point-based products, allowing owners broad flexibility with their shares. Roaring Fork Club cabins can be purchased as quarter year or whole ownership.

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New Destinations

Global population shifts, greater wealth, and government policies are turning once-remote locations into hotspots for those seeking adventure or isolation. Growing middle classes in Asia have created substantial new markets for travel.



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Health and Wellness



Above: Six Senses Hideaway, Hua Hin, Thailand
Right: Tamarack Resort, Idaho.



An expanding interest in health and well-being has greatly increased demand for spas. Travelers are also seeking a broad range of sport such as mountain biking, kayaking, hiking, and classes in yoga, Pilates, meditation, and so on, while the interest in golf, tennis, and skiing has been declining.

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Ecotourism

Resort developers and vacationers alike are expressing concern for the environment. Many hotel and resort operators have initiatives to conserve resources. Ecotourism brings vacationers up-close with wildlife in their natural habitats while maintaining a small ecological footprint. Tour companies offer archeological tours, photo safaris, and other environmentally sensitive travel experiences.

Estate Concordia eco-tent, Virgin Islands.



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Let's Shop

Shopping is one of the most popular leisure activities—especially during vacations. Shopping venues at resorts may be high-end boutiques featuring locally-made art, outlet centers, or themed centers that enhance the character and appeal of the resort.



Friends and Family

Traveling with friends and family groups is increasing demand for larger, more home-like accommodations rather than hotel rooms. This trend is intensifying the demand for fractional and club ownerships.



Top: Ginn Hammock Beach, Florida.
Bottom: Wailea Beach Villas;
Courtesy Lokahi Ventures, LLC.

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Water activities



Atlantis Paradise Island, Bahamas. Courtesy of Julie Stern

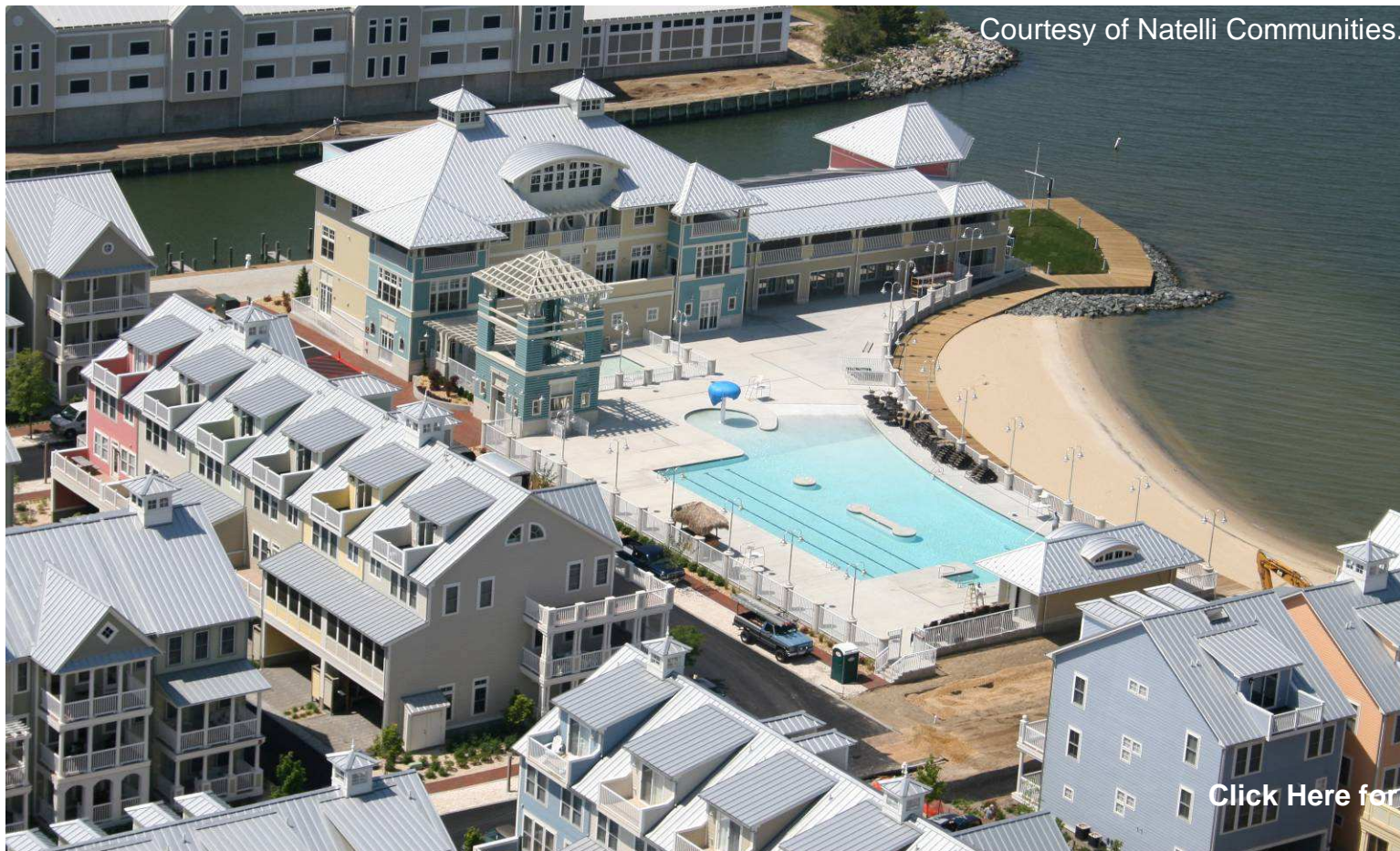
The resort pool is no longer just a focal point for lounging. Specialized pools for lap swimming, active play, and yes, lounging, are more common today. Lazy rivers—shallow, narrow channels that carry swimmers in tubes or rafts along a slow current --are the latest attraction.

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Shorter stays

Many travelers are taking shorter, closer trips creating demand for resorts that cater to a regional market. Sunset Island, in Ocean City, Maryland is an easy drive for weekenders from mid-Atlantic metro areas.



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Technology

Travelers want the conveniences of home to follow them. Wireless Internet access, satellite TV, video games, and services that enable them to work while away from work are increasingly vital.



Far Left: Placidi & Gerlich Communications.
Left: Sarojin, Thailand.