

L U X U R Y L O N D O N The travel trends to watch out for in 2024

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Image: Courmayeur Mont Blanc



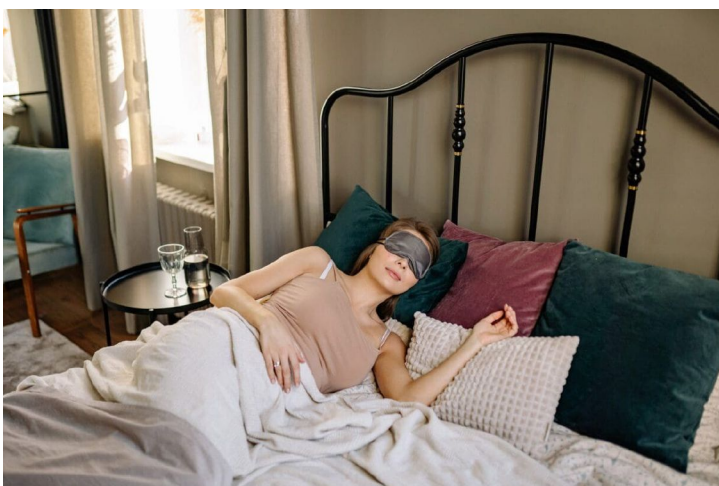
There's nothing quite like a miserable, cold January day to make the idea of booking a holiday incredibly tempting. And for those who like to be trend-setting while they're jet-setting, allow us to introduce the hottest new crazes set to hit the travel scene in 2024. While not all entirely new (trends are, by nature, cyclical), for those looking to try something off-piste this year, look no further than pickleball-centric holidays, sleep retreats and even a destination dupe or two. Here's how to plan your next trips

around the most prevalent 2024 travel trends – and which leading hotels to book now.

Sleep retreats

Sleep retreats have been on the rise for some time – rather unsurprising given only 20 per cent of Brits manage to get eight hours of shut-eye per night. Healthy and consistent sleep habits have been proven to boost your immune system and help you live longer. However, a good sleep routine doesn't always come easy and, since the pandemic, the travel sector has seen a rise in sleep tourism.

So, what do sleep retreats involve? Hotels aim to improve shut-eye quality as guests snooze away everyday distractions, and often use diagnostics and wearable technology to test the quality of REM and measure the impact of factors such as stress and anxiety. To tackle poor sleep quality, many hotels include yoga sessions, spa treatments and reflexology to help guests relax and unwind before they drift off.



Where to stay: Hotel De Len, Italy



Hotel De Len, one of the newest properties in the Italian Dolomites town of Cortina d'Ampezzo, is offering a contemporary and regenerative sleep experience in 2024. Book one of the property's 22 rooms, each of which is decorated with pine furnishings, known to improve the quality of sleep, and an old fir patina that has natural properties which contribute to the balance of body and mind.

In addition, the hotel is part of the certified Swiss Optimal Living Society, meaning each bedroom is designed to create an optimal and biocompatible sleep experience. In-room technologies include Magma13, a sleep radiance panel which reorganises energies within a space, the Orpheus radiation filter, and Astreo, a tool used to reduce high-frequency disturbances and thereby ensure a high quality of sleep. In addition, take part in the hotel's roster of outdoor fitness activities in the fresh air of the Dolomites or indulge in the targeted spa treatments, and we're sure you'll be snoozing in no time.

From £431 per night, visit hoteldelen.it

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For more on SOLS Regenerative Sleep Solutions visit www.magma13store.com