



For Immediate Release

Contact: Carrie Culpepper
804-338-5669
pr@jmak.com

J.MAK HOSPITALITY PRESENTS 'MAK.FACTS' 2022 TRAVEL TRENDS

J.MAK HOSPITALITY travel partners share how their business shifted last year and what travel trends they expect in 2022.

New York, N.Y. (Dec. 13, 2021) — J.MAK HOSPITALITY polled its top luxury travel partners around the world for their insights on how travel will change in 2022. Representing some of the world's finest luxury boutique hotels, villa collections, destination management companies, and private aviation companies, J.MAK HOSPITALITY has unique insight into traveler trends.

"Tough times spawned innovation for our luxury travel partners, many of whom saw their best sales years ever in 2020, which is pretty remarkable when you consider the limitations on travel," says Jeff Sirota of J.MAK HOSPITALITY.

"We found that for many of our iconic hotels and resorts, nothing could keep their loyal followings from returning, but travel businesses had to think on their feet, offering new outdoor activities, renovated dining spaces, and new ways of doing business amid supply-chain and staffing issues," says Jon Makhmaltchi. "We are in a new normal now, and our partners who rethought the way they did business have really thrived, exceeding the expectations of their guests."

The following J.MAK.facts are travel projections from J.MAK Hospitality partners on what's to come in luxury travel in 2022.



Cliff House Maine Oceanfront King room.

EARLIER BOOKING WINDOWS

"We're expecting an earlier booking window this year," says **Lisbeth K. Yori, Senior Sales Manager at Cliff House Maine**. "Last year we were almost fully committed for the summer by April/May. In previous years an advisor could reach out in June and find some availability for summer. We anticipate that Travel Advisors who couldn't get their clients in last year will book earlier for 2022 to ensure availability - and we recommend it!"



Interior of a plane from the Flewber fleet.

FEWER, BETTER TRIPS

"People who used to travel first class four times a year are now traveling private twice a year," says **Robert Gilbert, Senior Account Manager for Flewber private aviation**. "We're seeing an increase of new-to-private clients up 20 percent. We find clients are willing to spend more because they value their safety, convenience and comfort," says **Flewber Senior Vice President, Thane Gaves**.



The Inn at Perry Cabin in St. Michaels, Maryland.

EVER-CHANGING PRODUCT

"With cost increases across the board on all fronts, people will be expecting the very best and the experience has to be commensurate with the pricing," **Michael B. Hoffmann, Managing Director, Perry Cabin Resorts & Golf.** "Yet, issues in the supply chain and the limited availability of even the basics, is requiring us to pivot, constantly. The benefit to the customer is that what they are getting is high quality, super fresh and ever changing. Our menus already have 'chef's choice' as a descriptor because it's whatever the best available product is in the market that day, that we can put our hands on."



A Back Bay Corner Suite Living Room at Mandarin Oriental, Boston.

BETTER ROOMS, LONGER STAYS

"We have new residential-style suites with kitchenettes at Mandarin Oriental, Boston, and we saw many guests staying in these, and our other higher-category rooms, for longer stays of weeks to months at a time," says **Philipp Kneupfer, General Manager of Mandarin Oriental, Boston**. "Also our guests in 2021 were mostly U.S. travelers, we haven't seen Europeans coming back yet."



Exterior of the Chatham Bars Inn.

DOMESTIC TRAVELERS RETURNING

"We had many new domestic visitors this year, people who normally would have traveled to farther flung locations, but came and loved their visit, and the ease of domestic travel. Many of them booked ahead for 2022, even before leaving the resort!" says **Katherine Hawk, Leisure Sales Manager at Chatham Bars Inn on Cape Cod.** "We had limited availability in 2021, so people are getting ahead of the game for 2022."



Exterior and seasonal ice skating rink at Beaverbrook in Leatherhead, England.

EXCLUSIVE, ON-SITE EXPERIENCES

“The popularity of exclusive, private properties has increased due to COVID,” says **Natalie Cobb, Sales & Marketing Manager for Beaverbrook**, a historic estate hotel in the Surrey Hills outside of London. “Guests are looking for more than just a room, they’re looking for activities, top-end spa experiences and dining experiences that offer something spectacular and ‘out-of-the-norm.’ In 2021 we hosted our Yakiniku Dining Experience in stationary, hot-air balloons, as well as our ice skating rink and Morgan Plus 4 driving experience. This year we’re planning for similarly creative experiences for guests.”



Edgewood Tahoe Champagne Chalet.

BOOKING ACTIVITIES IN ADVANCE

"We're seeing demand increasing so it's becoming important to book dining and resort activities in advance to guarantee the availability of preferred times," says **Tim Cartwright, Director of Leisure Sales at Edgewood Tahoe Resort**. "With fewer group travelers (who book activities as a block) and more leisure travelers, our prime-time slots are in high demand for things like breakfast, spa treatments, and snowshoeing to our Champagne Chalet. Travel into 2022 requires more detailed itinerary planning."



The newly renovated restaurant at Saint James Paris.

AMERICANS RETURN TO FRANCE EN MASSE

"Since France reopened to tourists in summer 2021 we have seen a massive return of American guests," says **Nicolas Egloff, Director of Sales & Marketing at Relais Christine and Saint James Paris**, "and unless there is another closure of borders due to COVID this will probably remain through 2022. We have received inquiries for fall already, and a lot of advance bookings. In 2022 we are also starting to get inquiries from Australia and South America. Asia markets will probably not be back before another year."



Outdoor dining at Mykonos Riviera Hotel & Spa.

EMPHASIS ON OUTDOOR CONTINUES

"We invested in adding more gardens and outdoor spaces for guests to enjoy last year," says **Theodoris Dactilidis of Mykonos Riviera Hotel and Spa**. "We expanded outdoor seating areas for our bar and restaurant, and moved to an a la carte breakfast. We think guests will continue to value fresh-air options in 2022, and beyond."



One of the Blue Villas collection in Greece.

LAST-MINUTE CHANGES, THE NEW NORM

"With the U.K. restricted from traveling, we saw none of our U.K. guests but they were replaced by the French, and Italians who had international plans that had to change," says **Manola Fresta, the Senior Director of Sales and Revenue at Lefay Resorts.** "Last year we saw more changes to bookings and we expect that to continue in 2022 as the rules and restrictions around traveling continue to shift."

"We were used to Americans and Australians booking six months out but that changed last year," said **Christos Ckekas, Founder of the Blue Villas collection.** "Greece didn't reopen to tourists until May, but it didn't heavily impact our season because we were very busy with last-minute bookings throughout the summer."

###

About J.MAK HOSPITALITY

J.MAK Hospitality (www.jmak.com) works alongside leading luxury hotels and residences, destination experts and travel services around the world to connect them with key travel agency partners and broader audiences who will impact their businesses and drive awareness. We focus on hospitality brands with personality, and help each client to articulate their individual flair, so they can relax, feel confident and authentically stand out. We harness our network to build relationships through in-person and virtual

connection, as well as hefty social media engagement. We are passionate, experienced luxury travel experts disrupting the industry norm.

J.MAK HOSPITALITY Clients

Cavallo Point . Sausalito . **Post Ranch Inn** . Big Sur . California .

PROPER Hotels . San Francisco . Downtown LA . Santa Monica . California . Austin . Texas . **Avalon Hotel and Bungalows** . Palm Springs . Beverly Hills . California . **Ingleside Inn** . Palm Springs . California .

Venice V . Venice Beach . California . **Hotel June** . Malibu . Los Angeles . California . **Malibu Beach House . 809 Hillcrest Rd** . Greater Los Angeles . California.

Inn at Newport Ranch . Mendocino . California .

Farmhouse Inn . Sonoma . California .

Axiom Space . The Trip of a Lifetime . International Space Station .

Edgewood Tahoe . Lake Tahoe . Nevada .

Mountain Shadows . Paradise Valley . Arizona . **Hotel Valley Ho** . Scottsdale . Arizona .

The Inn of the Five Graces . Santa Fe . New Mexico .

NOBU Hotels . Los Cabos . Mexico . Miami Beach . Florida . Chicago . Illinois .

UNICO 20°87° Hotel . Riviera Maya . Mexico .

Maxwell Residences . Puerto Vallarta . Mexico .

Alpine Adventures . Global Ski & Adventure Specialist . **Adventures Africa** . Africa Discovery Specialist .

Sorrel River Ranch . Moab . Utah .

Sage Lodge . Yellowstone National Park . Montana .

Stonewater Cove . Mark Twain National Forest . Missouri .

Troutbeck . Amenia . New York .

The Lake House on Canandaigua . Finger Lakes . New York .

The Rockaway Hotel . Rockaway Beach . New York .

Inn at Perry Cabin . St. Michaels . Maryland .

Chatham Bars Inn Resort and Spa . Cape Cod . Massachusetts .

Harbor View Hotel . Martha's Vineyard . Massachusetts .

Mandarin Oriental . Boston . Massachusetts .

Cliff House . Cape Neddick . Maine .

Flewber . Private Jets . Worldwide .

Ladera Resort . Soufriere . Saint Lucia .

Luxury Cayman Villas . Grand Cayman . Cayman Islands .

Zemi Beach House . Shoal Bay Village . Anguilla .

AlmaLusa Baixa/Chiado . Lisbon . Portugal .

Beaverbrook . Leatherhead . **Beaverbrook Town House** . London . England .

St. James's Hotel & Club Mayfair . London . England .

Gather DMC . Curators of Luxury . Masters of Detail . Ireland .

Can Bordoy Grand House & Garden . Mallorca . Spain .

We are Morocco Travel . Tailor Made Journeys . **The White Camel Lodge & Tents** . Agafay Desert . **White Camel Acacia Camp** . Erg Chebbi .

Merzouga Luxury Desert Camp . Sahara Desert . Morocco .

Post Lech . Hotel Kristiania . Lech . Austria .

Maisons & Hotels Sibuet . France . Saint Barth's .

La Bastide de Marie . Ménerbes . **Villa Marie** . Saint-Tropez . **Villa Marie** . Colombier . St. Barthelemy .

Les Fermes de Marie . Le Lodge Park . Hôtel Mont-Blanc . Megève .

Saint James Paris . Relais Christine . Paris . France .

J.K. Place Paris . Paris . France .

Les Sources de Caudalie . Bordeaux . **Les Sources de Cheverny** . Loire Valley . France .

J.K. Place Capri . J.K. Place Roma . Capri . Rome . Italy .

Villa Crespi . Lake Orta . Italy .

Lefay Resort & SPA . Lake Garda . **Lefay Resort & SPA** . The Dolomites . Italy .

La Fiermontina . Palazzo Bozzi Corso . Lecce . Italy .

Imago Artis Travel . Destination Management Company . Italy .

Ca' di Dio . Venice . Italy .

Mandarin Oriental . Lake Como . Milan . Italy .

CPH Pevero Hotel . Sardinia . Italy .

Journey2Croatia . Travel Planning . DMC . Consultation . Concierge . Croatia .

Canaves Oia Hotel . Canaves Oia Suites . Canaves Oia Sunday Suites . Canaves Oia Epitome . Sunset OiaSailing Cruises . Santorini . Greece .

Mykonos Grand Hotel & Resort . Mykonos Riviera . Petasos Beach Resort & Spa . Mykonos . Greece .

Poseidonion Grand Hotel . Spetses . Greece .

Elounda Gulf Villas & Suites . Crete . Greece .

Blue Villas . The Luxury Concept . Mykonos . Santorini . Crete . Paros . Greece .

Aeolis Tinos Suites . Tinos . Greece .

Original Senses . Invitation to Epic Travels . Greece .

Israel My Way . Customized Tours . Israel .

Nihi Sumba Island . Sumba Island . Indonesia .

The Siam . Bangkok . Chiang Mai . Thailand .

Patina Maldives . Fari Islands . Maldives .