
ttg LUXURY



CHANGING FACE OF ASIA

A region brimming with fascinating culture, incredible cuisine and a raft of new luxury accommodation is also the go-to destination for some of the sector's best-value holidays

Plus: Top 20 Luxury Travel Agencies 2025 – all the winners; hot destinations for 2026; how to sell ski and snow holidays; and a farewell to *TTG Luxury* magazine in print after 18 years

Snow business

As the world's winter playgrounds awaken for the season, we look at the latest trends, developments and trips that will have your clients making a beeline for the mountains

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Photography: Jupp Mauer/Canon/2015/Travel

Carving across pristine pistes, bounding through fresh powder on a heli-ski adventure, soaking up mountain views from a Nordic bath, or even bringing down the house at apres time – whatever draws your clients to the mountains, the excitement is peaking for another season.

This winter, prices are finally stabilising after the upheaval and recovery of the sector due to the pandemic, and Rupert Longsdon, founder and chairman of Oxford Ski Company, says demand is as strong as ever. Topping his watchlist this winter is Italy, courtesy of the upcoming Milano Cortina 2026 Winter Olympics in February.

"Italy is having a renaissance," says Longsdon. "It was beginning to fall behind, so the timing of the Olympics is good."

The Dolomites, in particular, are welcoming an exciting array of new and refurbished hotels, and Italy, in general, represents good value for money compared with some of its Alpine neighbours. Longsdon says he is "consciously" looking to add chalets here to the company's portfolio.

Norway is another destination that's on the up, due in part to an increasing appetite for

adventure and exploration. Ski Solutions managing director Ian McIlrath says they are seeing travellers approach ski holidays with a more experience-led mindset, and Norway fits into this.

"France and Italy remain the top choices for our clients, but destinations like Norway are gaining traction among families and groups looking for something different – a mix of adventure, authenticity and understated luxury on quieter slopes," he asserts.

Both Longsdon and McIlrath highlight an increase in larger group bookings, often for celebrations and events such as 40th or 50th birthdays. Oxford Ski Company has launched Oxford Ski Events solely to cater to this market.

"We are seeing whole hotel buyouts with generous individuals taking a group out to the mountains to celebrate their milestone," says Longsdon.

McIlrath also notes demand for shorter, high-end ski weekends, often paired with wellness, gastronomy, or private guiding for a more curated experience closer to home.

The overarching theme, however, as with

most luxury travel, is making it personal. As McIlrath notes: "Whether it's a private chalet for a milestone celebration or a family escape to quieter Nordic resorts, the appetite for unique experiences and fantastic service is stronger than ever."

1 Going for gold

As winter sports lovers are captivated by the thrill of watching the elite perform, they can live out their dreams by riding with the pros themselves. Guests at the exclusive **Arula Chalets** (thearulachalets.com) in Lech, Austria, can hit the slopes with ski champions including former Olympic gold medalist Franz Klammer and double freeriding world champion Nadine Wallner. Across the pond in **Steamboat, Colorado** (coloradoski.com), visitors can spend a full day on the slopes alongside a Steamboat Olympian or, for a less competitive approach, opt for Dinner with an Olympian at the newly reimagined **Crooked Antler** restaurant. ▶



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Viva Italia

All eyes will be on Italy this February when the Milano Cortina 2026

Winter Olympic Games take place. High-end winter playground Cortina D'Ampezzo has recently welcomed **Eight Cortina** (cortina.eighthotels.com), while **Mandarin Oriental** (mandarinoriental.com) has taken over the former Hotel Cristallo. New on the scene elsewhere is **Aman Rosa Alpina** (aman.com) in San Cassiano, and **Casa Cook Madonna** (above, casacook.com) in Madonna di Campiglio, an adults-only haven with 50 rooms. Adventurous types drawn to Italy's iconic mountain range can try **Mabey Ski's** (mabeyski.com) five-day Learn to Ski Tour in the Dolomites. Intermediate to advanced skiers will embark on an adventure of backcountry skiing and avalanche safety skills while exploring Unesco World Heritage terrain and staying in a combination of five-star hotels and authentic mountain rifugios.

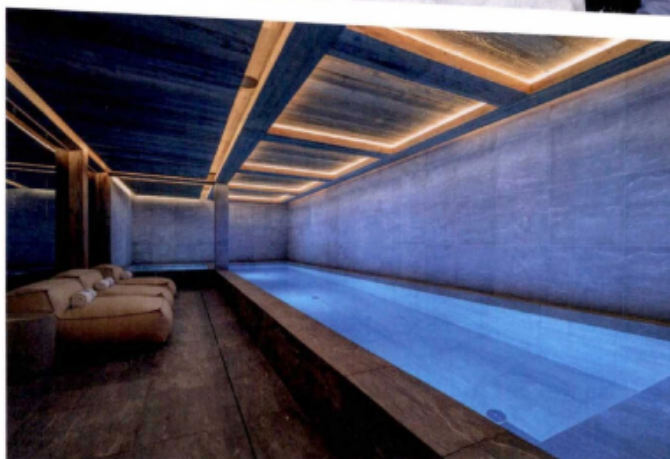
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Peak thrills

New in the Alps this winter for skiers and snowboarders seeking thrills is the Beyond Skiing Collection from **Bramble Ski by Le Collectionist** (lecollectionist.com); a selection of chalets where concierges can arrange experiences such as riding electric snow bikes and ice climbing. In Canada's British Columbia, **Eleven Revelstoke Lodge** (elevenexperience.com) reopened in January 2025 following a revamp with three new mezzanine-style rooms and additional wellness facilities – it's an ideal base for guests keen to embark on heli adventures. Over in Revelstoke in March, **Selkirk Tangiers Heli Skiing** (below, selkirk-tangiers.com) will operate its first female-only heli-skiing trip.



Photography: Selkirk Tangiers Heli Skiing/Tangiers Ski



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Chalet cbie

"The superyachts of chalets are as good as hotels now," asserts Oxford Ski Company's Longsdon, who recommends them as the ideal option for a private sharing experience, and there are some exciting new properties to have on your radar. **Chalet Cervinia** (above) a fully-staffed Val D'Isere new-build featured by **Purple Ski** (purpleski.com), sleeps 13. It boasts a hot tub, sauna, massage room, swimming pool, cinema room and concierge service. **Bramble Ski by Le Collectionist** (brambleski.com) has a

number of new chalets in Verbier, Meribel and Val D'Isere for the 2025/26 season. Capturing our attention, thanks to its panoramic views and rustic-chic interiors, is **Chalet Petheo** in Verbier. Sleeping 12, it features an outdoor hot tub, hammam and a south-facing terrace perfect for a relaxed apres-ski session for all of the group. And **Olivers Travels** (oliverstravels.com) has some eye-catching new options in Chamonix, Meribel and Les Gets – five-bedroom **Chalet Clairval**, with its natural wood interiors, yoga room, massage space and sweeping terraces, gets our vote.



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Double the fun

For skiers and snowboarders keen to head across the pond, **Deer Valley** in Utah is one to watch. The exclusive resort, which limits the number of ski passes available each day, has a vast expansion project under way. Due to open this season, with nearly 100 new runs and seven new lifts, its ski terrain will have more than doubled in size. **The Grand Hyatt** (hyatt.com) opened here last season, and a **Four Seasons** property is slated to open in 2028, both in the new East Village area.

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Chalet chic

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