HIPHOTELS

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IN THE SPOTLIGHT

LUCA PALMERA SCATENA, OMHOM

"We are on the edge of a revolution, we will return to travel but with a greater awareness, more consciousness. The traveler will seek another meaning in the journey — the radical change will be given by seeking "joy" and not "pleasure". We hosts will first of all have to go back to "welcoming" our guests, giving back the right value to hospitality. Stealing Sir Sean Connery's words as Barley in the Russian House:

If there is to be a hope we must all betray our... lifestyle, we have to save each other because all victims are equal and none is more equal than others. It's everyone's duty to start the avalanche."



IN THE SPOTLIGHT

"As one cannot stop people from dreaming, one cannot stop people from travelling. As soon as borders reopen, travel, at least within Europe, will pick up again. And we are looking very much forward to this."





"I think that elegant road trips will be a thing again! At the same time, the average traveler will be taking on local, reachable-by-car destinations, choosing hotels with flexible cancellation policies, with a focus on last minute deals. Since COVID-19 put health and safety into focus, wellness travel will be on trend too, concentrating on healing and recovery, hopefully making small hotels with yoga and health retreats like Palazzo Radomiri popular again."





"I believe people will rediscover the beauty and magic of those things that were once taken for granted. Freedom and enjoyment will be celebrated and the surrounding nature will take on a whole new significance."

"Privacy and the outdoors will prevail more than ever. Travellers will look for small and intimate places, distinguished by high quality and spectacular and secret surroundings."



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