

REBECCA RECOMMENDS

Inspirational destinations & properties of excellence



REBECCA RECOMMENDS, THE ESTEEMED REPRESENTATION COMPANY FOR LUXURY HOTELS AND DESTINATIONS, CELEBRATES ITS 20TH ANNIVERSARY

The team looks back on two decades of service for inspirational destinations and properties of excellence and shares a comprehensive travel trend outlook for 2025

SONOMA, Calif - [Rebecca Recommends](#) is proud to celebrate its 20th anniversary as the leading representation company for independently-owned, luxury, service-oriented hotels and travel services, marking two decades of the pursuit of excellence within the hospitality industry. The company's portfolio showcases a personally selected combination of service-led luxury hotels, residences and destination management services from North America; the UK; Ireland; Europe; Middle East; Asia; Australasia and Oceania. To celebrate, industry titan and Founder Rebecca Slater has compiled an inaugural Rebecca Recommends travel trend outlook for 2025.

“Having grown up with hospitality and hotels in my blood, I’m thrilled to have 20 years of crafting experiences that transcend the ordinary within the industry I love so dearly. There’s such an exquisite joy of traveling the world and we’re lucky to work with some of the most prestigious hotels and destination travel management companies. This milestone is only possible thanks to my team and trusted clients,” said Rebecca Slater, owner and founder of Rebecca Recommends. “It’s no surprise that the travel advisor community has grown

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exponentially within the last five years. We place a great deal of emphasis on facetime with advisors, educating those as to where and why they should be sending their clients. Consequently, we've put together our own travel trend outlook based on booking data and client feedback, looking ahead to 2025 and beyond."

2025's top travel destinations, both international and domestic:

- **Bhutan:** The only carbon-neutral country in the world continues to remain a hidden kingdom, according to [Ventours International Travel](#). Its distinctive culture is evident when you venture through the country. 72 percent of Bhutan is still covered by forests, and a wide variety of treks from a day pilgrimage to Tiger's Nest to a month-long snowman's trek in the upper Himalayas suits every type of adventure traveler.
- **Croatia:** The sleepy Opatija and the islands in the Kvarner archipelago are making a significant contribution to the Croatian hospitality scene. [Dinaric Adventures](#) highlights the opening of big hospitality brands across Croatia that will attract new travelers including The Isolana, Cres, Autograph Collection, Keight Hotel Opatija, Curio Collection by Hilton, and Opatija Marriott Hotel.
- **New Zealand:** According to [Southern Crossings](#), New Zealand's year-round adventure capital, Queenstown, is always firmly on the radar, but there's now a renewed enthusiasm as the destination looks forward to welcoming a number of new luxury developments in the works. First up: the ultra-luxe all-suite lakeside hotel, ROKI Collection, opening in Q2 2025.
- **Greece:** [Curated Greece](#) has been selling more trips to Crete this year than ever before. Because of its abundance of offerings - from tasty local cuisine to warm and hospitable people - travelers can spend time in both Chania in the west and Elounda in the east for an unforgettable trip.
- **The United Kingdom and Ireland:** [Dream Escape](#) has seen increased travel demand to the Highlands and islands of Scotland, The Cotswold and West Coast Ireland. These trends are set to continue and travel to the UK is expected to recover to pre-pandemic levels in 2025 according to both Travel Weekly UK and The Irish Tourism Industry Confederation. Increased flight routes from the U.S. to Ireland have also brought a significant increase in American travelers to Ireland since 2023.
- **New York City and Washington D.C.:** Thanks to the upcoming Semiquincentennial in 2026, there is even greater interest in these two cities thanks to their historical significance, U.S.-themed celebrations - especially around the 4th of July - and the fact that the cities have plenty of accommodations and private experience options for luxury clients. Expanding beyond 2025, [Beyond Times Square](#) notes that between the FIFA World Cup coming to NYC and the 250th anniversary in 2026, many travelers are looking to book early to get the best availability.

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Travel trends on the rise:

- **Coolcationing:** Previously often overlooked during the cooler months, visitors are now discovering the joys of exploring popular destinations in the off-season. Travelers can venture to New Zealand and Australia outside the peak festive season, allowing advisors to seamlessly curate journeys that combine pristine powder runs in New Zealand with serene, untouched beaches on the Great Barrier Reef. Additionally, the off-season is an ideal time to explore Fiji, offering fantastic opportunities to dive with minke whales and manta rays.
- **All things events - sports, festivals, concerts, etc:** In 2024, we saw the impact of Taylor Swift's world tour on travel bookings worldwide, and next year we expect to see travel plans centered around major events, not just concerts. Whether it's witnessing the Sydney New Year's Eve Fireworks, catching the Super Bowl action in New Orleans, or checking off a bucket list trip at the Monaco Grand Prix, there are numerous significant events around the world that are already attracting attention next year.
- **Yachting isn't just for celebrities anymore:** In the realm of ultra-luxury travel, we're seeing a trend toward exploring the seas. Private yacht charters are the epitome of stylish island travel, particularly in destinations like Greece, Croatia and Turkey. A yachting itinerary consists of swimming, dining, water sports and exploring various destinations at your own pace. For the uber-luxe traveler, there's nothing better.
- **Immersive and authentic experiences:** According to Dream Escape, travelers are seeking out opportunities to explore places and cultures through quality experiences that are authentic to the destination more than ever before. They want to have a deeper understanding of the artisans, chefs, designers, purveyors, etc. who shape that particular destination and experience it like a local as opposed to a tourist.

The Rebecca Recommends portfolio currently comprises 27 clients across hotel collections and residences, independent hotels, and destination marketing companies, with several new additions on the horizon. Several of the company's clients, including Great Fosters, Historic House Hotels, and The Torridon in the United Kingdom have been with the company since its inception in 2005 and have grown with Rebecca Recommends as it grew its global portfolio. The Rebecca Recommends team has also grown from one to 10 team members, with the longest serving team member celebrating 19 years with the company.

For more information on Rebecca Recommends, please visit www.rebecca-recommends.com.

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About Rebecca Recommends

Rebecca Recommends boasts an excellent reputation in positioning, creating awareness and generating sales for luxury hotels and destination management service companies who are looking to increase their business, visibility and relationships within the luxury travel market. Over the last 20 years, the company has cultivated and developed strong relationships with the most successful and valued travel industry professionals in the Virtuoso, Signature, Ensemble and Serandipians by Traveller Made consortia which enables clients to have access to, and develop relationships with, in excess of 15,000 top-producing travel advisors in the U.S. and Canada, providing immediate exposure and access.

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