

GLOBETRENDER

An aerial photograph of a stunning coastal landscape. The image shows a large, crescent-shaped bay with crystal-clear turquoise water. The water's color transitions from a deep blue in the center to a lighter, almost white turquoise near the sandy beach. The bay is bordered by rugged, rocky cliffs on the left and right sides, which are sparsely covered with green vegetation. The beach is wide and sandy, with a few small structures and vehicles visible on the right side. The overall scene is bright and vibrant, capturing the natural beauty of a tropical or subtropical coastline.

Travel Trends 2025:

A Blueprint for Better Tourism

In association with

COSTA
NAVARINO®

Introduction

Welcome to Globetrender's report "*Travel Trends 2025: A Blueprint for Better Tourism*", produced in association with Costa Navarino and published in March 2025.

Today, discerning travellers seek more than just five-star accommodation and impeccable service; they are looking for places to visit that align with their values, prioritising sustainability, cultural enrichment and holistic wellbeing.

In response, forward-thinking resort destinations are moving beyond traditional hospitality to embrace a more responsible approach – one that fosters support for local communities, protection of regional ecosystems and the betterment of guests.

For Costa Navarino this was the case since its inception, a few decades ago: to create a sustainably-driven destination in the pristine region of Messinia, in Greece's south-west Peloponnese, which celebrates its natural beauty and rich heritage, while empowering the local communities to thrive.

Recognised by the World Travel and Tourism Council as "Best Sustainable Destination" globally, it has long exemplified how high-end travel can also be conscientious. From safeguarding critical ecosystems to offering enriching experiences that celebrate local history and traditions, the destination has seamlessly integrated luxury with purpose.

This report explores the key trends shaping a "A Blueprint for Better Tourism". It delves into how modern travellers are redefining luxury through their choices, moving away from passive consumption to active engagement with the destinations they visit. One of the defining movements in this evolution is "Symbiotic Uplift", a paradigm shift in which resorts and their surrounding environments exist in a mutually beneficial relationship, thus becoming catalysts for positive change.

The trends explored in this report also extend to lifestyle and personal optimisation. "Living Odysseys" highlights the growing fascination with mythology and history, as travellers seek immersive experiences that transport them through time. "Olympic Challenges" reflects the rising demand for sports tourism, with guests eager to engage in elite-level training and active pursuits.

Meanwhile, "Equitable Hospitality" underscores the increasing importance of inclusivity, as luxury travel expands to welcome guests of all backgrounds, needs and identities. Other trends include the rise of "Longevity Cuisine", whereby gastronomy meets wellbeing to promote health and vitality, and "Second Homing", which captures the shift towards blended living and travel, as more high-net-worth individuals seek to establish secondary residences in premium destinations.

Finally, "Alpha Activities" explores the influence of Generation Alpha – children born into a world of digital connectivity and artificial intelligence – whose parents are seeking experiential distractions from screens while on holiday.

Costa Navarino has long led these trends by offering a compelling vision of travel that is as enriching for the planet as it is for the traveller. As global tourism continues to evolve, this integrated approach serves as a blueprint for the future of high-end hospitality.



Jenny Southan
Editor, Founder & CEO,
Globetrender

About Globetrender

Globetrender is the world's leading travel trend forecasting agency and online magazine dedicated to the future of travel.

Founded by Jenny Southan, Globetrender delivers cutting-edge insights into how people will travel in the 21st century, equipping professionals with the knowledge they need to future-proof their businesses through actionable strategic foresight.

Globetrender's trend reports are read by thousands of travel industry professionals, as well as executives from a wide range of multinational corporations seeking insights into the future of travel and consumer behaviour.

Globetrender also publishes two newsletters: free weekly innovation briefings; and a premium publication for professionals called VOLT, which delves deeply into emerging travel trends.

Forecasting and advisory services are central to Globetrender's offering. Jenny is also available for public speaking engagements, including webinars, talks, live broadcasts, workshops, panels, conferences and conventions.

New for 2025, Globetrender has launched the first in a series of corporate ideation retreats.

For enquiries, contact: info@globetrender.com

We believe the future is knowable.

Podcast

Hosted by Globetrender founder Jenny Southan, *Blue Sky Thinking* presents the visionary entrepreneurs and innovators whose big ideas are shaping the future of travel.

Series 1 was sponsored by Kayak. Series 2 was produced in association with Red Sea Global.



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ABOUT

COSTA NAVARINO

Costa Navarino is a sustainably driven destination in the Mediterranean, located in Messinia in the southwest Peloponnese of Greece. Graced with a breath-taking seaside landscape, this is a region shaped by 4,500 years of history. The Costa Navarino philosophy is driven by a genuine desire to preserve the natural beauty and heritage of Messinia.

Founded in 1997 by the Constantakopoulos family, TEMES S.A. – the developers of Costa Navarino- has fulfilled the vision of its founder, Captain Vassilis Constantakopoulos, to establish his homeland Messinia as a world-class, high-end tourism destination. Today, this vision remains to solidify Messinia and Costa Navarino as a model sustainable destination, attracting visitors and residents from all over the world.

The destination comprises several distinct sites featuring five-star hotels, luxury private residences, a world-class golf experience, and many year-round activities. Navarino Dunes is home to The Romanos, a Luxury Collection Resort, The Westin Resort Costa Navarino and private properties for ownership, Costa Navarino Residences. Navarino Bay is the setting for Mandarin Oriental, Costa Navarino, W Costa Navarino and Navarino Agora, a curated marketplace.

The destination is home to four signature golf courses: The Dunes Course, The Bay Course, The Hills Course and the International Olympic Academy Golf Course. It offers dedicated children's facilities, along with a plethora of gastronomy venues, leisure and authentic experiences. It also features an extensive range of sports and outdoor activities for every season.

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Analysis & Trend Forecasting

Statistics and consumer surveys might give a snapshot of what's happening in the moment, but accurate predictions of the future require strategic analysis.

As the world's leading travel trend forecasting agency, this is what we provide.

For bespoke consulting on the future of travel, email info@globetrender.com

Methodology

Drawing upon a network of seasoned journalists and industry experts, we identify the businesses that are disrupting consumer behaviour and lean on quantitative data to situate them within broader trend narratives.

Once the early indicators of a trend have been identified, they're cross-checked against our internal proprietary trend framework; taking into consideration both the long-term forces disrupting business at large (such as climate change and artificial intelligence) and the short-term jolts impacting the travel industry specifically.

Just like news reporters, we ask the questions: "Who, what, where, why and when?" But, like investigative journalists, we then dive much deeper, conducting desk- and field-based research that allows us to experience trends as they unfold.

Operating at this intersection of qualitative, quantitative and on-the-ground research, we're able to chart the course of travel innovation – identifying the ideas that matter with a view to future-proofing the businesses of tomorrow.

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Travel Trends 2025: A Blueprint for Better Tourism

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TREND 1:

Symbiotic Uplift

**The future of responsible tourism relies on
resorts harmonising with their destinations**

Symbiotic Uplift

As the luxury travel sector evolves, resorts and destinations are increasingly evaluated on how sensitive and proactive they are when it comes to supporting the local community and environment. Instead of focusing solely on their visitors, they also provide employment, source produce and protect ecosystems, as part of a mutually beneficial relationship we call “Symbiotic Uplift”.



This holistic vision unites hospitality excellence, community development and biodiversity conservation through an integrated vision of tourism. The economic implications are significant, with the sustainable tourism sector projected to grow at a compound annual rate of 23.8% between 2024 and 2034 (Future Market Insights), reflecting both consumer demand and industry recognition of this interconnected future.

Leading the way is Destination Canada, which launched a Tourism Wealth and Wellbeing Index in early 2025, for evaluating how the sector contributes to local economies, cultural preservation and

environmental protection. This is an interesting indicator of how the country is moving beyond traditional metrics such as visitor spending and arrivals. Sustainable tourism is increasingly being embraced by destinations worldwide, integrating environmental conservation, community benefits and economic growth.

In Saudi Arabia, the Red Sea Project, part of the country's Vision 2030 initiative, is a US\$10 billion development aimed at creating approximately 70,000 jobs. The project is committed to environmental sustainability, with plans to be powered entirely by



renewable energy, including solar and wind power. It also aims to achieve a 30% net positive conservation benefit by 2040, enhancing key habitats to support biodiversity.

Wilderness Safaris, which operates some 60 camps across eight African countries, plays a vital role in conservation efforts. The company safeguards 33 species listed on the IUCN Red List and helps protect over 2.3 million hectares of wilderness. Their eco-tourism initiatives support both local communities and biodiversity conservation across key African ecosystems.

Casa de Campo Resort and Villas in the Dominican Republic is deeply committed to community empowerment through education, sports, employment, and environmental conservation. Recognised as one of the best places to work in the Caribbean, the resort fosters a supportive workplace while also providing extensive sports facilities that engage both guests and the local community.

Beyond leisure, Casa de Campo actively collaborates with the Dominican Foundation for Marine Studies (FUNDEMAR) to support marine conservation, including reef restoration projects in La Romana. Through initiatives like "Plato Solidario," where a portion of proceeds from select dishes is donated to conservation efforts, the resort integrates sustainability into its hospitality experience. By combining economic opportunities, environmental stewardship, and community development, Casa de Campo stands as a model of responsible tourism in the region.



On a smaller scale, look to Mashpi Lodge in Ecuador. Located in a 2,500-hectare private reserve within the Chocó cloud forest, it serves a dual purpose: protecting one of Earth's most biodiverse ecosystems while providing a base for scientific research. Researchers working in the reserve have identified several new species, including the Mashpi Glass Frog.

Similarly, Cambodia's Shinta Mani Wild is redefining eco-luxury with a strong emphasis on conservation. Situated in the Cardamom mountains, the lodge works in partnership with Wildlife Alliance to combat poaching and illegal logging. It has established an on-site ranger station, enabling continuous monitoring and protection of the rainforest, and offers guests the opportunity to participate in ranger-led patrols.



Costa Navarino has committed approximately 8% of its budget towards sustainable practices and infrastructure. In 2009, before its own launch, the destination co-created the Navarino Environmental Observatory (NEO), a pioneering research and education hub for climate change in the Mediterranean region. Other key initiatives include replanting 7,000 olive trees, reducing single-use plastics in guest areas by 69% (since 2019), and aiming for net-zero by 2050. The destination also protects critical wetlands and endangered species, including the loggerhead sea turtle in partnership with NGO Archelon.

"Our co-operation with Costa Navarino started as early as 2010, during the planning phase and today, they are a great example of sustainable tourism practices in a precious coastal environment", says Costas Teneketzis, the Archelon researcher responsible for the project. "The location of the buildings and lights were set up to ensure they're not directly visible from the beach, while peripheral planting acts as a natural light barrier. This is important as light pollution can discourage female sea turtles from nesting and disorient newborn hatchlings." An annual monitoring programme that records the sea turtle population, maps and protects nests, and tracks their progress, has shown a 408% increase in nests between 2010 and 2023.

"Symbiotic Uplift" suggests a future in which luxury travel's success will be measured across multiple dimensions in tandem: guest satisfaction, community benefit and ecological impact.

Live the Trend:

Navarino Pet Community

The Navarino Pet Community at Costa Navarino has become a lifeline for stray animals in Messinia. Launched in 2016, this volunteer-led initiative funded by the destination has found homes for more than 250 dogs across 13 countries.

The best bit? Guests and home-owners at Costa Navarino can visit the shelter and potentially meet their new best friend.

Dedicated volunteers assist with all necessary paperwork and arrange international travel for adopted animals, making it simple for guests to bring home a new family member.

In numbers:

250+ stray animals who have been rehomed in 13 countries

180+ animals that have been sterilised

3,500 hours of volunteer work invested

10 tons of pet food that has been served

2 permanent staff and **1** vet





TREND 2:

LIVING ODYSSEYS

The ancient world is inspiring a new-found
love for historical travel, albeit with an
experiential leaning

Living Odysseys

The ancient world is having a modern moment as travellers ditch standard sightseeing for adventures steeped in mythology and historical storytelling. More than a nostalgic yearning for the past, the “Living Odysseys” trend reflects a contemporary desire for meaningful engagement with history, philosophy and classical literature.



Even Hollywood is renewing its interest in the Age of Antiquity, buoyed by the phenomenon of “set-jetting” (travelling to locations featured in films and TV shows), which has set the stage for this evolution. Recent classics-inspired productions include *Gladiator II* and Netflix’s *Kaos* series (an irreverent retelling of Greek mythology).

This cinematic connection is transforming arid archaeological sites into cultural gold dust, as they are brought to life both on

screen and on the page. This renaissance of classical exploration comes at a pivotal moment; in Cairo, the highly anticipated reopening of the Grand Egyptian Museum has reignited interest in Egyptology. In the Valley of the Kings, the tomb of Pharaoh Thutmose II was discovered in early 2025.

Over in Pompeii, Italy, archaeologists also recently unearthed a sumptuous private bathhouse – potentially the largest ever found on the site – complete with hot, warm and cold rooms, exquisite artwork



and a huge plunge pool. The spa-like complex sits at the heart of a grand residence uncovered over the last two years during a major excavation.

Costa Navarino also offers more than scenic beauty, serving as a gateway to the myths and legends of ancient Greece. With Messinia home to an abundance of historical sites, travellers can explore the remarkably well-preserved Palace of Nestor, which was mentioned in Homeric epics, or wander the ruins of Ancient Messene, renowned for its impressive fortification walls.

The allure of the Classics is spreading across the global travel landscape. According to luxury travel curator Black Tomato, it has witnessed surging interest in travel to Greece, particularly for the shoulder season, with almost 25% of bookings to the country being for the autumn, and amongst families, making up almost 50% of overall travel bookings.

Riding on this demand, it recently launched a nine-day family-friendly adventure across Greece, inspired by the legendary tales of Hercules. Over the course of a journey from Athens to the Peloponnese coast and finally Crete, families will undertake a series of challenges inspired by Hercules' famed 12 labours, including: battling mythical creatures; solving a riddle with Pythia, the Oracle of Delphi, at Mount Parnassus; navigating secret labyrinths; and crossing raging seas. They will also learn to read and write Greek and carve their own artefact out of clay at a marble workshop.



TREND 3:

Olympic Challenges

Sports tourism is reaching new heights with travellers seeking a chance to optimise their skills

Olympic Challenges

The global appetite for sports tourism is accelerating, with the sector commanding 10% of global tourism spending (according to the United Nations World Tourism Organization) and showing no signs of slowing down. With Paris 2024 amplifying interest in Olympic sports, this phenomenon is projected to grow 17.5% between 2023 and 2030, positioning it to become one of travel's leading sectors, says the UNWTO.





While traditionally focused on spectator events, the market is also evolving toward experiential sports travel, where travellers seek hands-on opportunities to train like champions in their own “Olympic Challenges”. This shift reflects a deeper desire for active participation rather than passive observation.

Costa Navarino offers the perfect setting for such aspirations. Located near Ancient Olympia, the birthplace of the Olympic Games, the destination has deep

connections to sporting heritage and hosted the 144th International Olympic Committee Session in March 2025. It made history by launching the International Olympic Academy Golf Course in 2022 and, in April 2024, became the first in the Mediterranean to welcome the Olympic Flame on its Paris journey. Costa Navarino is also set to welcome international golf events such as the “Legends Tour” in June 2025. Notably, the value of golf tourism is expected to more than double from US\$23 billion in 2023 to US\$35 billion in 2029 (Research and Markets).



Other properties getting their game faces on include Scotland’s Gleneagles, which has launched a new Sporting Club, featuring upgraded equestrian facilities, indoor tennis courts, padel courts and a climbing and bouldering wall. The development adds to the estate’s existing portfolio of more than 50 country pursuits, which includes horse riding, fishing, golf and archery.

The “Olympic Challenges” trend is also coming to life at Verdura Resort in Sicily. This Rocco Forte property features a seasonal “Academies with the Stars” programme that offers weekly summer workshops led by renowned coaches and sports pros such as Italian gymnast Alessia Maurelli and golfer Donato di Ponziano. These sessions cover a diverse range of disciplines including football, basketball, rugby, tennis, swimming, padel, karate and even skateboarding.

In St Lucia, wellness resort BodyHoliday has unveiled a star-studded lineup of athletes for its 2025 fitness programmes, including homegrown sprinter and 2024 Olympic gold medalist Julien Alfred. In Thailand, the Maraleina Sports Resort combines luxurious tropical surroundings with Olympic-standard training facilities on the island of Koh Samui. Elevating its sporting credentials further in 2025, the resort has secured its position as Asia’s first official Hyrox Training Destination, introducing the globally renowned fitness competition format to the region and attracting serious athletes seeking both paradise and performance.

As this trend accelerates, more destinations are expected to join the race, creating a podium finish of luxury, performance and sporting heritage. It’s official: being fit isn’t just a hobby anymore – it’s the ultimate flex in modern luxury travel.



TREND 4:

Equitable Hospitality

Pioneering luxury hospitality providers are building
inclusivity into the guest experience

Equitable Hospitality

According to the World Health Organisation, 1.3 billion people worldwide experience significant disabilities. With this in mind, the accessible tourism sector was estimated to be worth US\$35.6 billion in 2024 (Future Data Sets) – indicating that accessibility has become a mainstream market force. Forward-thinking brands are responding accordingly.



This evolution, dubbed “Equitable Hospitality,” sees inclusivity built into guest experiences rather than treated as an afterthought, with hotels investing in staff training and sensitivity programmes to create genuinely welcoming environments. Virgin Atlantic demonstrated this commitment in 2024 by establishing an “Accessibility Advisory Board” in collaboration with disabled thought leaders, while KLM has now joined Delta and Virgin Atlantic in introducing gender-neutral booking options across key markets.

As luxury travel becomes more inclusive, many hospitality providers are working harder to cater to the needs of LGBTQ+ travellers – many of whom are now travelling as families with their own children. The hospitality industry is increasingly recognising that true luxury means creating spaces where all guests can feel authentically seen, respected and celebrated, regardless of their sexual orientation or gender identity. This shift reflects both evolving social values and the growing awareness that diversity

strengthens the travel experience for everyone. The global LGBTQ+ tourism market, valued at US\$320.4 billion (Reports and Insights), is expected to grow to US\$579.2 billion by 2033. With Thailand and Greece’s recent legalisation of same-sex marriage – bringing the global total to 36 countries – the travel industry is responding with meaningful change.

Innovation in accessibility continues to gain momentum across the sector. In 2024, Virginia State Parks became the first park

system in the US to install EnChroma-adapted viewfinders for colour blind guests. The patented lenses are engineered with special optical filters that help people with red-green colour blindness see an expanded range of visible colour, ensuring they can enjoy nature to its fullest.

This innovation extends internationally, with Costa Rica making significant strides in accessible tourism. Many of its national parks now feature accessible trails and tactile features for visually impaired guests. Poás Volcano National Park provides paved walkways and ramps for easy access to its impressive crater, and Cahuita National Park includes elevated trails and an amphibious chair for beach access.

Meanwhile, in South Africa's Klaserie Private Nature Reserve, Ximuwu Lodge is pioneering wheelchair-accessible safaris. The lodge features adapted game-viewing vehicles, mobile ramps for photographic hides, and thoughtful design elements from spacious corridors to portable pool hoists.

Similarly, Red Sea Global in Saudi Arabia has committed to accessible tourism by ensuring its luxury destinations and experiences are fully inclusive for guests with disabilities and special needs. This includes providing adaptive equipment and partnering guests with specially trained instructors for activities such as sailing, kayaking, and diving among shipwrecks and coral reefs (learn more by listening to season two of Globetrender's "Blue Sky Thinking" podcast).

This transformation reflects broader social changes, as travellers increasingly expect hospitality brands to accommodate



diverse identities and needs. As accessible and LGBTQ+ tourism markets continue expanding, the industry is setting new benchmarks for truly equitable hospitality, proving that genuine luxury lies in making everyone feel valued and welcome.

At the heart of hospitality lies a profound commitment to understanding and welcoming every individual. For Costa Navarino, this means transcending traditional service by creating an environment of genuine inclusivity – a philosophy that goes beyond accommodation.

By conducting comprehensive research with academic institutions and NGOs, the destination has adopted a nuanced approach to guest experience, introducing thoughtful amenities such as weighted blankets for guests with autism and specialised beach wheelchairs for those with mobility challenges. The pioneering Seatrac system provides wheelchair users independent sea access across multiple beaches, including those at Costa Navarino, where automated seat lifts ensure accessible sea swimming for all guests.

Billy Kolber, CEO and founder of HospitableMe (a global thought leader in inclusive hospitality), says: "Costa Navarino's goal – to not only become a paradigm-changing destination, but to take every action possible to become an inspiration for the community at large – was not a simple one. It is truly inspiring that the destination wasn't hesitant about leaping ahead, and sending a message that inclusivity in hospitality is both a responsibility and a pleasure."



TREND 5:

Alpha Activities

Investing in the enrichment of Generation Alpha children is becoming a priority

Alpha Activities

Move over Millennials – there’s a new generation calling the shots, and they haven’t even finished school yet. Generation Alpha (that’s children born between 2010 and 2024) are shaking up how the travel industry thinks about family holidays. With two billion Gen Alpha kids worldwide (McCrindle), and kid-friendly hospitality representing a US\$17.5 billion opportunity (according to think tank Wanderland), they’re bringing some serious spending power with them.



Enter “Alpha Activities,” where hotels are realising that colouring books and unambitious kids’ clubs just aren’t going to cut it anymore. These digital natives are igniting a new approach to children’s entertainment, with hotels mixing education, adventure and tech in sophisticated new ways.

Examples of resorts redefining family fun include Six Senses, with its Earth Lab discovery spaces. These hubs showcase conservation projects - from marine protection to forestry initiatives - while helping young visitors understand renewable energy sources and responsible water use. Children can create their own compost, mix natural cleaning solutions and extract essential oils from herbs grown in the gardens. Through the “Grow With Six Senses” programme, children participate in foraging expeditions, farming activities and creative recycling projects.

At Chewton Glen in the UK, young adventurers have the chance to develop survival skills through the Bear Grylls Survival Academy. This programme provides team-building challenges inspired by Bear Grylls himself, including custom-built survival scenarios that foster communication, development and motivation among participants. Activities are designed to be achievable through teamwork and culminate in a “Gross Eat Challenge”, where participants can test their wilderness survival skills by trying unconventional food items.

In the Maldives, the Intercontinental recently launched TikTok-inspired “DanceTok” classes that teach teens



the latest viral dance routines, while Velaa Private Island offers nature walks, snorkelling excursions and flite board lessons. In Hong Kong, the Shangri-La hotel has created a floor of themed rooms for children, complete with bunk beds in treehouses, submarines and trams.

Meanwhile, the revamped Westin Resort Costa Navarino is at the forefront of this evolution with the Sandcastle, a kids' club that offers innovative recreational and educational programmes for children aged four to 12. Its "Young Archaeologists" experience invites kids to dig for buried artefacts, crack codes and create their own Linear B clay tablets like the ones found at the nearby Palace of Nestor. Alternatively, they become "Young Gardeners" and try their hand at planting seeds and picking fruit.

Recognising the pivotal role that Generation Alpha plays in influencing their parents' decisions, pioneering travel providers are bringing children themselves into the conversation. At the end of 2024, luxury travel company Pelorus debuted a new "Junior" division with dedicated designers and adventure hosts that collaborate with parents to create special "shadow itineraries" specifically for children. In early 2025, it then went on to launch "Imagine This", a service that brings kids into the trip planning phase.

As Generation Alpha comes of age, they're redefining what luxury family travel means. For forward-thinking hotels, the future of family hospitality lies in creating meaningful, multi-layered experiences that engage, educate and inspire these travellers of tomorrow.



Live the Trend: Summer Sports Camps



At Costa Navarino, parents can sign kids up for FC Bayern Football Camps, personalised coaching at the Mouratoglou Tennis Centre, and the chance to train with elite coaches at the NBA Basketball School (for ages six to 16).

The programme is attracting high-profile endorsements, including NBA Hall of Famer Dominique Wilkins, who visited to work with young athletes. "I've never seen a resort facility like this, with hotels and swimming pools, and right in the middle of it, a basketball gym where guys and girls can come and play. This is a wonderful facility," says Wilkins, who famously led Panathinaikos to their first European Championship in 1996.



Additionally, Costa Navarino's exclusive five-day Summer Sports Camps offer young guests the opportunity to develop skills across ten different disciplines: golf, basketball, tennis, gymnastics, archery, football, rock climbing, beach volleyball, swimming and water polo.



TREND 6:

Longevity Cuisine

By rejecting ultra-processed food in favour of eating more simply, people can transform their health

Longevity Cuisine

A food revolution is sweeping through luxury hospitality as hotels move beyond lavish menus to create culinary experiences that celebrate local recipes while optimising health. Now trending as “Longevity Cuisine,” this movement represents a delicious rebellion against ultra-processed foods, with resorts and destinations turning to traditional, nutrient-dense ingredients to underpin the future of fine dining. According to a recent report in the British Medical Association, ultra-processed foods are associated with a 30% higher mortality risk, so it’s unsurprising that the shift towards heritage eating habits is gaining momentum.



At the forefront of this nutritional renaissance is the Mediterranean diet. Its emphasis on olive oil, legumes and fresh vegetables leads the charge in evidence-based longevity nutrition, with UNESCO recently recognising the Mediterranean diet as “intangible cultural heritage”. Research from Harvard confirms its benefits, showing the approach reduces cardiovascular disease risk by up to 25% over 12 years.

Want to see the statistics in action? Look to the Greek island of Ikaria, one of the world’s five renowned “Blue Zones” (the other four are Costa Rica’s Nicoya Peninsula, Okinawa in Japan, Sardinia in Italy and Loma Linda in California), where nearly one in three residents lives past 90, thanks to a traditional diet rich in wild greens, herbal teas and omega-packed seafood. In south-west Greece, Messinia is a bountiful region producing world-renowned olive oil, olives, fruits and herbs.

The town of Koroni is one of the four emblematic communities of the UNESCO Mediterranean Diet network, and nearby, Costa Navarino has an all-encompassing



philosophy around preserving and promoting this ancient culinary tradition. In collaboration with the Captain Vassilis and Carmen Constantakopoulos Foundation, it aims to position Messinia as a sustainable gastronomic destination and agrotourism model. Supporting local farmers through training and quality standards, Costa Navarino also partners with small and mid-scale producers to create its “Navarino Icons” products that transport Messinia’s rich culinary heritage globally.

As health-conscious travel booms, resorts are doubling down on farm-to-table initiatives and crafting menus packed with anti-inflammatory and gut-friendly ingredients. Amilla Maldives grows superfoods such as moringa and turmeric in its “zero-mile” gardens, while Costa Rican eco-lodge Nantipa has designed

a “Blue Wellness” experience, with a menu based on longevity principles that combine locally sourced plant-based dishes with fresh fish. In Japan, Rosewood is preparing to open a wellness-focused resort in Okinawa, incorporating local superfoods such as seaweed, tofu and fermented miso.

Savvy properties recognise that authentic food experiences deliver multiple benefits: preserving cultural heritage, supporting local communities, enhancing guest wellbeing and creating memorable experiences impossible to replicate elsewhere. Through professional training, cooking classes and hands-on harvesting, hotels are helping guests forge meaningful connections with food traditions while nourishing both body and soul.

Live the Trend: **The Med Diet**



Costa Navarino integrates agricultural sustainability into its guest experience at every opportunity, celebrating the region's millennia-long culinary heritage while advancing sustainable practices.

The destination's olive groves produce extra virgin olive oil, alongside its vineyards, yielding indigenous grape varieties for its estate wines. Guests can experience this produce firsthand through village cooking classes, olive harvesting, olive oil and wine tastings.

The renowned Culinary Institute of America (CIA), has joined Costa Navarino to present workshops for food enthusiasts from all around the world, while in a significant development, the destination's partnership with the Captain Vassilis and Carmen Constantakopoulos Foundation (CVCCF) and CIA launches this year with an expansive programme promoting Messinian gastronomy and local products.

TREND 7:

Second Homing

The ability for many people to work from anywhere means dual-location lifestyles are on the up

Second Homing

Although Spain recently made headlines by announcing that its golden visa programme will be ending in April 2025, and that it could impose a 100% property tax on non-EU buyers, from a global perspective demand for second homes abroad is unlikely to diminish. Buyers' choice of destinations, however, may shift.

One of the driving forces will be the ability for greater numbers of professionals to work from anywhere. By 2030, the World Economic Forum predicts that the growth of global digital jobs is expected to increase 25% over a six-year period to 90 million roles, meaning that more people than ever will be able to work from anywhere.





The trend for “Second Homing” represents a fundamental shift in lifestyle philosophy. It’s no longer about acquiring a simple holiday retreat, but creating a flexible, global living strategy. In the future, there will likely be a greater choice of developments offering long-term stay options that bridge traditional homeownership and temporary accommodation, heralding a future where professionals seamlessly navigate a multi-location, seasonal approach to life and work.

The appeal of “Second Homing”, of course, is multifaceted; however, the UK Government’s

recent decision to scrap its popular non-dom tax programme has catalysed a new exodus, with nearly two-thirds (63%) of wealthy investors now planning to relocate to destinations that offer both financial attractiveness and lifestyle appeal.

While traditional havens such as Switzerland, Monaco and Dubai remain popular, countries such as Portugal and Greece are responding strategically. Greece is already a leader in the European overseas property market, with foreign investment reaching £7.6 billion in 2023 – a 20% increase on 2022 – and

has introduced a clutch of non-dom tax benefits that make its shores increasingly attractive.

Key benefits include a fixed annual tax payment of €100,000 regardless of foreign income amount, no obligation to declare foreign income sources in Greece and exemption from inheritance and donation tax for assets located outside Greece. Costa Navarino has become particularly enticing to these investors, offering not just tax advantages but also safety, security and a premium environment with world-class facilities where high-net-worth

individuals can build luxury family homes and enjoy their wealth with all necessary infrastructure for daily life.

Innovative models that blur the lines between tourism, residency and remote work include Noma Collective, which creates extended-stay options for digital nomad families in exotic locations such as Costa Rica. Martinhal offers a similar vision in Portugal, pioneering a holistic approach that combines luxury family resorts, serviced residences, workspace solutions and even international education through its United Lisbon International School.

Live the Trend: A Homeowner Experience



The residential community of Costa Navarino Residences continues to grow, welcoming owners to freehold custom and turn-key villas. These homes come with full property management, world-class concierge services and access to facilities, while offering the privacy of a second home, seamlessly integrated into the stunning natural landscape and the open horizon of the Ionian Sea.

For many owners, Costa Navarino is more than just a holiday retreat – it's a true second home. Increasingly, the destination is observing residents splitting their time between their city of residence and their villa in the

destination, embracing a way of life that balances work, leisure and immersion in nature. They become part of the local community, forming lasting connections and experiencing the region's traditions.

This unique proposition has seen great response, with only a few residences currently available. Thanks to its portfolio of private residences available to rent, prospective buyers can now enjoy a "try before you buy" taste of the lifestyle at Costa Navarino. Guests live it up like a local with access to all the facilities and services the destination offers – ideal for a "no-strings attached" trial.

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