

Robb Report

BEST OF THE BEST

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The Best in Travel, From Six Senses' New Swiss Resort to a Luxe Moroccan Hideaway

These world-class properties will accommodate you in style from France to Canada.

By MARK ELLWOOD, DAVID KAUFMAN, ANN ABEL, FEDERICA MUSCO,
LAUREN HO, JENNIFER MURPHY, FEDERICA MUSCO



Illustration by Shout

The Big Idea: Vacation 24/7

Call it Traveling for Life. In the wake of the pandemic, many of us have come to see travel very differently than we did before: It's no longer an escape from the routine but rather a respite within it, an element of our everyday.

One indication of this trend: Just ask any high-end agent about how much more frequent their communications with clients have become. Tanya Dalton, managing director of Greaves Travel Limited, says that around 30 percent of her clientele now contact her outside of regular office hours, a rarity pre-pandemic. The new ease of working from anywhere has helped put affluent travelers on the road more than ever. Indeed, elite specialist Cookson Adventures now often bundles in services such as Starlink for itineraries to hard-to-reach sites. The retinue clients bring have grown, too, including the many employees who facilitate their day-to-day lives. On one recent Cookson booking: a chief of staff, a personal assistant, a social-media manager, a chef, two security specialists, and a pair of nannies. This type of traveler doesn't just charter planes to and from a destination but keeps aircraft on call—the plan for a six-week journey Cookson is designing around the Tropic of Cancer. This hunger for travel has given rise to the semi-nomad, an emerging customer niche for Christopher Wilmot-Sitwell, co-owner and director of Cazenove & Loyd. Multiyear plans are not uncommon, he says, often allowing clients to live in a far-flung locale for one to six months. “They have negotiated specific terms with their employers to facilitate a trip where they can work from another country for a set number of months,” he says, with South Africa and Morocco popular among American executives with European clients, as the time zones synchronize. Red Savannah chief operating officer Edward Granville has noticed the same, with many clients looking to sketch out their lives on the road for the next five years. “They don't necessarily book it all but put the plans in place,” he says. “They're making travel integral to their lives, planning the next trips whilst clients are still on the current one.”

Granville has seen a 225 percent increase in bookings of so-called supervillas—homes with 10 or more bedrooms and costing upwards of \$75,000 per week—versus four years ago. These properties have grown in popularity with the rise of travel as a tool to reunite or reconnect, convening friends or relatives from around the world. Michael Hewell, who runs the leading high-end Disney-focused concierge, Michael's VIPs, says that, pre-pandemic, he rarely if ever worked with more than one family traveling together; today, at least 20 percent of his bookings are for two or more families, or for friends taking a trip in a large group.

Travel has become such a priority that it's now even a gift to give, a rare gesture just a few years ago. New York City-based Fischer Travel's clients have started tasking its team with devising trips as gifting moments. One gave his longtime assistant a Capri getaway last summer, while another, as a holiday gift, opted for open-ended, all-expenses-paid vacations to the destinations of choice for close family members. His daughter and her husband are already planning a trip to Wimbledon, with the offer of a knockout against a top-flight player the day before. Game, set, and match.

Contemporary Design: Sommerro, Oslo, Norway



If ever there was a reason to spend a night in the elegant but quiet Frogner district in Oslo's West End, it's [Sommerro](#) from [Nordic Hotels & Resorts](#), admired for its sometimes quirky take on luxury. The 231-room hotel occupies a prominent 1930s building, once the headquarters of the city's first electrical company, which has been renovated and expanded: The new top-floor extension is home to Oslo's first rooftop pool and sauna, as well as [Tak](#), where chef Frida Ronge sends out her signature Nordic-Japanese dishes, such as reindeer sukiyaki and udon noodles. There's also a sprawling subterranean wellness floor in the building's former public baths, where you'll find the original pool along with a restored mosaic wall by Norwegian artist Per Krohg, a pupil and pal of Matisse.

The location may be out of the way, but the amenities make it a self-contained destination: The buzzing first floor is anchored by a cinema and theater, as well as seven restaurants and bars, including [Ekspedisjonshallen](#), an all-day brasserie with live music. If you'd rather retreat entirely, buy out the new 11-room annex next door, [Villa Inkognito](#) (above), a onetime private home that operates independently of Sommerro while benefiting from all of its services and amenities. *Doubles from about \$295; Villa from about \$11,360*

Photo : Francisco Nogueira
