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## LUXURY NEWS

### LUXURY NEWS FIVE STAR KIDS INDUSTRY EVENTS



### LA MAMOUNIA, WHERE CONTEMPORARY MEETS TRADITION

Bringing together the marvels of modernity and the best that tradition has to offer, La Mamounia, Winston Churchill's favoured hotel in Marrakech reveals all its magnificence with elegance and discretion. A "L'Art de Vivre" both warm yet refined, with striking architecture, fine materials, exquisitely flavoured cuisine, tranquil gardens and the enchantment of new sounds. By making discovery of the senses one of its core values La Mamounia offers unique and extraordinary experiences where imagination, emotions, glamour and elegance all have their role to play. At this extraordinary residence you

can enjoy an experience that will touch all of your senses.

[www.mamounia.com](http://www.mamounia.com)



### THE VERY FIRST BOUTIQUE HOTEL IN MARRAKECH, LA MAISON ARABE

Since reopening its doors in 1998 as the first boutique hotel in Marrakech, La Maison Arabe offers visitors the opportunity to live in a riad environment in the Medina paired with all of the amenities and service of a luxury hotel. Features of the hotel include a world-famous cooking school and a new spa including a traditional hammam, where natural

products from the region of Marrakech are used.

Located in the authentic and safe Bab Doukkala neighbourhood, La Maison Arabe is a short walk from the famous Jemaa el-Fnaa square as well as the Gueliz, the business and shopping centre of Marrakech.

[www.lamaisonarabe.com](http://www.lamaisonarabe.com)



### MOROCCO BY PRIOR ARRANGEMENT OFFERS CUSTOMISED LUXURY GETAWAYS

Specialising in luxury travel, holidays and vacations to Morocco, Morocco by Prior Arrangement customises itineraries for individuals and small groups who enjoy the finer things in life. Any pursuit from mountain trekking to city breaks in destinations such as Marrakech, Casablanca and Meknes, private cars and accommodation in

riads, dars, hotels or villas are among the many experiences that can be arranged. Carol Prior, the director of Morocco by Prior Arrangement, has been operating the business for 25 years with the ultimate goal to offer a personal service with an authentic charm across Morocco.

[www.moroccobypriorarrangement.com](http://www.moroccobypriorarrangement.com)



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# L A T T E

LUXURY AUSTRALIAN TRAVEL TRADE E-NEWS

## LUXURY NEWS

### SIBUET HOTELS - A LUXURIOUS LIFE IN FRANCE

Sibuet Hotels and Spa offers a number of luxury resorts in France including Cour des Loges in Lyon which features rooms inspired by the Italian Renaissance combined with contemporary designs. Guests of Cour des Loges can experience gourmet cuisine at Restaurant Les Loges, and rich flavours at the Café – Épicerie. At Pure Altitude Spa guests can take advantage of special treatments like the Icy Beauty

Flash or Himalaya Rose facials which use plants and natural extracts from the Alps. Cour des Loges boasts such luxuries as Turkish baths, a sauna and swimming pool, all to the delight and complete relaxation of guests. Cour des Loges features stonework throughout the luxury resort, showcasing the history of the building.

[www.courdesloges.com](http://www.courdesloges.com)



### THE YACHT HOUSE SUPERYACHTS

The Yacht House in the United Kingdom offers a luxury yachting experience with private yacht charters. Guests have the opportunity of visiting even the most remote locations; taking advantage of The Yacht House's offer of bespoke journeys. A private yacht charter allows guests the chance to indulge in their favourite activities including lazing around, wakeboarding,

water-skiing, relaxing in the jacuzzi or catching the latest Hollywood has to offer on deck. A private yacht means escaping big crowds, coming ashore in isolated regions, and barbecuing on the beach. The Yacht House's professional crew offers VIP service aboard, allowing guests more time to relax.

[www.theyachthouse.com](http://www.theyachthouse.com)



### L'ALBERETA RELAIS & CHÂTEAUX - THE IDEAL LOCATION

A charming five-star resort immersed in a large centuries-old park, a genuine botanical garden, and tucked away among the gentle slopes of hills dotted with vineyards, L'Albereta Relais & Châteaux is an enchanting place ideal for those seeking "some time-out" in a location off the beaten track. With its magnificent park, contemporary art

sculptures, and its five elegant rooms with their modular volumes, L'Albereta is also the perfect location for events and meetings that you will never forget. L'Albereta is the ultimate starting point for tailor-made itineraries to discover a different side of Italy, far away from traditional routes.

[www.albereta.it](http://www.albereta.it)



### LITTLE PIECE OF LUXURY IN ECHO VALLEY

At Echo Valley Ranch and Spa, a member of Small Luxury Hotels of the World in British Columbia, guests can indulge in the ultimate spa experience and the many adventurous activities available. The ranch is filled with spectacular landscapes that include mountains, marshlands, forests and desert canyons, allowing a greater range of activities to experience. Guests can unwind with one of the many recreational activities

available, including horseback riding, gold panning, 4WD sight-seeing, hiking and flights over snow-capped peaks. For ultimate serenity add the pampering spa treatments and relax-around-the-ranch activities which offer an inspiring choice to create your own ranch vacation experience exactly the way you want it to be.

[www.evranch.com](http://www.evranch.com)



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### GALAPAGOS SAFARI CAMP LUXURY EXPERIENCE

Galapagos Safari Camp, a luxury eco camp situated near the almost pristine Galapagos Islands, offers comfortable and spacious luxury tents and lodges in the highlands of Santa Cruz Island. At Galapagos Safari Camp, guests will have the chance to see some rare species, including tortoises which make frequent visits to the island. Guests can relax

and unwind in the luxury resort's infinity pool or have activities arranged for them such as mountain biking, diving, horse trekking and others. Galapagos Safari Camp offers safari packages for keen adventurers including land, diving and cruise safaris, as well as tours of the Galapagos.

[www.galapagossafaricamp.com](http://www.galapagossafaricamp.com)

### THE BEST IN LUXURY CRUISING- INDOCHINA SAILS

With more than 10 years' experience hosting international guests on the tranquil waters of Halong Bay, Indochina Sails has set a new standard for luxury cruising. The first company to offer overnight cruises on the bay, Indochina Sails is now widely known as the number one choice for discerning travellers. Indochina Sails offers guests

a soothing and stimulating experience while sailing through destinations such as the beautiful Bai Tu Long Bay. Exploring the Islands is part of the itinerary, including cave exploring in bamboo boats at Luon Cave and climbing the steps to the top of the mountain on Tiptop Island.

[www.indochinasails.com](http://www.indochinasails.com)



## INDUSTRY EVENTS

### REED TRAVEL SHOW EIBTM

*Fira Gran Via,  
Barcelona, Spain*  
27 to 29 November 2012  
[www.eibtm.com](http://www.eibtm.com)

### PASPALEY POLO IN THE CITY

*Sydney, Brisbane, Melbourne, Perth,  
Adelaide*  
17 November to 14 December 2012  
[www.polointhecity.com](http://www.polointhecity.com)

### ILTM CANNES

*The Palais des Festivals  
et des Congres, Cannes*  
3 to 6 December 2012  
[www.iltm.net/cannes](http://www.iltm.net/cannes)

### AIME 2013

*Melbourne Convention and Exhibition  
Centre (MCEC)*  
26-27 February 2013  
[www.aime.com.au](http://www.aime.com.au)

### ILTM JAPAN

*Kyoto, Japan*  
11 - 13 March 2013  
[www.iltm.net](http://www.iltm.net)

### ITB BERLIN

*Messe Berlin Exhibition Grounds,  
Germany*  
6 to 10 March 2013  
[www.itb-berlin.com](http://www.itb-berlin.com)

### MITT

*Moscow, Expocentre*  
20-23 March 2013  
[www.mitt.ru](http://www.mitt.ru)

### ILTM AFRICA

*Cape Town*  
8-9 April 2013  
[www.iltm.net](http://www.iltm.net)

### ATE 2013

*Sydney, Australia*  
26 April to 30 April 2013  
[www.tourism.australia.com](http://www.tourism.australia.com)

### ILTM ASIA

*Shanghai Exhibition  
Centre, China*  
3 to 6 June 2013  
[www.iltm.net/asia](http://www.iltm.net/asia)

### LIMITED EDITION

*Miami Beach*  
*Miami Beach Convention Centre*  
10 to 13 June 2013  
[www.limitededitionmiami.com](http://www.limitededitionmiami.com)

### LUXPERIENCE

*Overseas Passenger  
Terminal, Sydney*  
2 to 4 September 2013  
[www.luxperience.com.au](http://www.luxperience.com.au)

### ILTM AMERICAS

*Mexico*  
30 September  
- 3 October 2013  
[www.iltm.net/americas](http://www.iltm.net/americas)

### GLOBAL SPA & WELLNESS SUMMIT

*(further details to be announced)*  
*India*  
2013  
[www.globalspaandwellnesssummit.org](http://www.globalspaandwellnesssummit.org)

### ILTM SPA

*London*  
30 September to 2 October 2013  
[www.iltm.net/spa](http://www.iltm.net/spa)

### IS YOUR UPCOMING EVENT LISTED?

EMAIL DETAILS TO  
[NEWS@SIGNATUREMEDIA.COM.AU](mailto:NEWS@SIGNATUREMEDIA.COM.AU)



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## FIVE STAR KIDS



### PURE LIFE EXPERIENCES

PURE was a wealth of industry knowledge this year, for both luxury travel and luxury family travel. Some fresh new properties were there showing innovative children's products, as well as the tried and true experienced operators who never fail to provide excellent family services, such as the Sofitel chain which has properties in both Marrakech and Agadir, both of whom welcome children with open arms and ruby red roses.

[www.sofitel.com](http://www.sofitel.com)

Travel is becoming more and more socially conscious these days, even luxury travel, and, with children in mind, it was also fantastic to see that PURE had chosen a local charity Education for All which was sponsored at the event. Located in Marrakech, the company aims to provide education for Moroccan girls, believing that if you educate a woman, you educate a family for generations to come.

[www.efamorocco.org](http://www.efamorocco.org)

### SEASONS IN AFRICA

A collection of family-friendly hotels located throughout southern Africa, Seasons in Africa is one of the continent's premier tourism management companies. All properties provide the perfect base for family adventures, while the company's extensive knowledge and close industry partnerships ensure guests will experience an educational, fun and relaxing trip. Tailor-made excursions are offered throughout the Kruger, Mpumalanga and Limpopo areas and can be organised to suit each family's age-groups

and interests. Properties in the portfolio include the stunning Casterbridge Hollow, a charming colonial style house; Knysna Hollow, a secluded country estate near the area's famous lagoon on the Garden Route; and Desroches Island, a private island located 230kms off the coast of Mahé boasting 14kms of talcum-sand beaches. Families will be entranced by excursions with names like Livingstone's Adventure and Elephant Whispers.

[www.seasonsinafrica.com](http://www.seasonsinafrica.com)



### ICY FAMILY ADVENTURE

Looking for a trip that pushes the limits for families? Arctic Kingdom Polar Expeditions is the company for you. Hosting pre-organised or bespoke expeditions to one of the last remaining wildernesses on the planet, and comprised of experienced and knowledgeable guides, your family is able to tailor-make a package to suit

them. No matter what the itinerary, the trip is sure to be an amazing experience for all age groups, with children learning more in the week than in a whole year in a classroom, with the opportunity to join scientific research teams often coming up.

[www.arctickingdom.com](http://www.arctickingdom.com)



## FIVE STAR

kids

Published by Signature Media, the consumer magazine features stories aimed to inspire affluent family travellers in the choices they make regarding holidays, destinations and experiences.

**BULK SUBSCRIPTIONS AVAILABLE FOR TRADE**  
ENQUIRIES: [SALES@SIGNATUREMEDIA.COM.AU](mailto:SALES@SIGNATUREMEDIA.COM.AU)





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## FIVE STAR KIDS



### DIFFERENT BALI

There are still some parts of Bali that are undiscovered, and The Menjangan, a Lifestyle Retreat property, is one of those, and is especially exciting for families. Located in the heart of Bali Barat National Park, the property can offer activities that no other resort can. It is the only property on Bali that has horses and guests can ride freely through the

National Park – a savannah-like area which is easy to explore and bursting with nature. Several types of family-friendly accommodation are offered, all have been built following environmentally friendly guidelines with exteriors designed to blend in with the natural environment.

[www.themenjangan.com](http://www.themenjangan.com)



### OFFBEAT SAFARIS PERFECT FOR FAMILIES

Combining charismatic guides with exclusive access to Kenya's landscapes, wildlife and cultures, the Offbeat Safaris collection of five unique properties, including one beachside hideaway, as well as horseback safari operations, cover famed East African game areas including Meru, Laikipia, Nakuru and the Masai Mara - the true wilderness areas

of Africa - while maintaining the high standards of the classic safari experience. The best accommodation for families can be found at Sosian Lodge, an elegant 1940's farmhouse with lovely family rooms or Deloraine House which is one of the grandest examples of colonial architecture in the country.

[www.offbeatsafaris.com](http://www.offbeatsafaris.com)

### AQUA FOR FAMILIES

A cruise down the Amazon is on most peoples bucket-lists, but with river-cruising experts, Aqua Expeditions, it can not only be experienced by adults, but they welcome families along as well. Children over seven are hosted on various Amazonian routes, or if your clients prefer, the Mekong, crossing through Vietnam and Cambodia is also available. Aqua's small ships offer the

perfect intimate environment for families, providing them with the privacy to enjoy each other's company but with guides to ensure they have an educational and relaxed trip. Interconnected suites are available and guides pride themselves on offering the careful care needed when hosting children.

[www.aquaexpeditions.com](http://www.aquaexpeditions.com)



### LUXURY BEDOUIN FAMILIES

For a desert camp experience like no other, Relais and Châteaux property, The Serai Resort and Spa, is Bedouin luxury of the highest level, perfect for families after an authentic experience. Located in the Great Thar Desert on the border of India and Pakistan, the property has twenty-one luxurious canvas tents, each with their own verandah, drawing room, spacious air-conditioned

bedroom and, of course, en-suite bathroom. But for the full family experience, the 'Royal Suite' boasts its own private spa, pool, and lounge tents. A campfire is lit every night throughout the winter season, and families dine, al-fresco, around the fire. There is even a tented library. The Serai is operational from 1 September to 31 March.

[www.sujanluxury.com](http://www.sujanluxury.com)





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## INDUSTRY EVENTS

### PURE DANCING IN DELANO

To celebrate yet another fabulous year of PURE Life Experiences the Delano Marrakech hosted the final showdown. Once the appointments were concluded PUREists danced their socks off at the event with new and old PURE friend. Located in the heart of a vibrant and magical city, Delano Marrakech hotel exudes the mystery and exoticism of another world, and was the perfect place to hold the farewell party of this remarkable event. The hotel

was designed by the acclaimed Jacques Garcia, its luxurious interior blends precious marbles with opulent velvet and other rare textiles, created an intimate atmosphere for the PURE 2012 attendees. The dramatic rooftop setting features the Sky Lounge where the spectacular 360 degree views of the Red City, the Medina, the Agda Gardens, Imperial ramparts and the Atlas Mountains can be admired.

[www.delanomarrakech.com](http://www.delanomarrakech.com)

