

Increased Demand for High-end Holidays, Bucking Recession Trend

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More execs take time to unwind and relax - in luxury

Statistics (Mintel, June 2010) show that while the holiday market as a whole has been damaged by the economic downturn, luxury holidays are bucking the trend and now account for a record 8% of the holiday market, compared to just 4% in 2005-7. While individuals are choosing to take fewer holidays per year, the demand for higher-end luxury has increased, particularly luxury accommodation and gourmet dining.

White-collar workers are increasingly choosing to invest in top end holidays to allow time for genuine stress-relief according to London-based luxury travel experts, Dynamic Lives , who operate exclusive chalets in the Alps and villas in Ibiza. While it has been proven that a week's holiday increases job performance by 82% (NASA report for New Zealand Airlines, 2007), there has more recently been an attitude shift towards boosting well-being: the quality of the timeout is today seen as more important than ever.

YPartnership's "National Travel Leisure Monitor " has discovered that travelers value their overall health 20% more while on vacation. 82% of affluent leisure travelers consider vacations to be very important to their wellbeing while 52% say they feel properly relaxed and rested when they return from vacation. Deep sleep has been found to increase three times more after a vacation.

As Drew Bradford, Global Head at Deutsche Bank testifies, "These days looking after yourself is necessary for survival in the increasingly high pressured finance industry. In order to consistently excel in business, people are investing that little bit more on play and personal time out – it pays to spend more on a really relaxing holiday where everything is taken care of and you can truly switch off and recharge. The price of luxury has a truly beneficial pay-off."

The need to take a break, physically and mentally, is viewed as essential by other high profile corporations such as Price Waterhouse Coopers who track their employee vacations and issue reminders to take holidays. Indeed, Ben Willmott, Senior Public Policy Adviser of the Chartered Institute of Personnel & Development , encourages executives to "restore their work-life balance by spending time with family and friends and re-charge their batteries." He explains:

"When people are under excessive pressure they don't function at their optimum. Taking a proper break gives people a chance to put work into perspective. Often employees return from a good holiday more resilient and with new ideas and a fresh outlook."

Dynamic Lives' founder, George Burdon, hailing from the world of finance, feels well placed to deliver the sort of luxury

travel experiences where clients can properly hand over the reins, sit back and relax:

“A truly relaxing vacation is not just about booking into a Sheraton or Hyatt Hotel. To reap the benefits of a holiday, you need to be able to unwind and live in the moment. Increasing numbers of clients come to our luxury Chamonix chalets for a complete escape, to get closer to nature and totally disconnect from their everyday lives. At Dynamic Lives, it's part of the service to ensure that every moment is exceptional for our guests. From adventurous experiences, such as skiing the famously exhilarating Vallee Blanche, before a champagne dinner in Chamonix, to relaxing experiences such as a day trip to an Italian thermal spa, followed by shopping in the local market. We arrange everything so our guests can properly rest their minds and relax, whether they are on a family holiday or corporate trip.”

From heli skiing and husky sledding to in-house massage and the best gourmet dining, “I know I've had a successful break when I've just been able to switch off and allow enjoyment to take over!” says Jonty Kelt, CEO of Commerce Group who organise corporate trips through Dynamic Lives.

In this economic climate, a luxurious week's holiday can help you to relax and unwind properly. The improvement in health and wellbeing has a knock-on effect – boosting performance at work and ultimately securing career and a brighter future.

Luxury holidays and corporate trips with Dynamic Lives can be booked online at www.dynamiclives.com or by calling +44 (0)203 411 3675. Their luxury chalets and villas cost between £5000 and £30,000 per week and all come with an exclusive concierge service.

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About Dynamic Lives

Dynamic Lives is a luxury travel specialist, offering tailor-made high-end holidays and VIP corporate trips in exclusive Chamonix chalets in winter and luxury Ibiza villas in summer. The Dynamic Lives unique travel experiences combine sublime high-end accommodation, exquisite gourmet dining and specialised adventure in supreme locations. Dynamic Lives' distinctive five-star Chamonix experiences include premium helicopter charters around Mont Blanc, high octane glacier skiing, fine dining at the best tables and luxury spa experiences.

A corporate or family trip with Dynamic Lives enables executives to invest in themselves, with a sophisticated seamless luxury holiday experience, ensuring relaxation, rejuvenation and the encouragement to leave that PDA at the door.

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