



SONIA JONES
T R A V E L



The 2024 hottest destinations

2024 is shaping up to be an exciting year for our travellers, with a wealth of captivating destinations waiting to be explored. Whether you're seeking adventure in the great outdoors, cultural immersion in historic cities, or relaxation in idyllic countryside retreats, there's a destination on this list to satisfy every wanderlust-filled soul.



1. Canada's countryside: A journey through Natural Beauty

Beyond the urban landscapes lies a treasure trove of natural beauty waiting to be discovered. In 2024, as travellers seek rejuvenation and connection with the great outdoors, Canada's countryside has emerged as a top destination.

This year, there is a growing attention to and support for Indigenous tourism initiatives is helping travellers connect with authentic experiences guided by the people who know their land best. It's a win-win: You gain a deep, respectful understanding and appreciation of Indigenous culture while directly supporting their communities' livelihoods and ways of life.

A new collection of immersive, Indigenous- and community-focused tours from **Entrée Canada**, a Virtuoso on-site connection, showcases these experiences, plus Arctic pursuits, city jaunts, and more. As virtuoso advisors, our team can craft an unforgettable trip.

2. London: A Timeless Classic

Steeped in history yet pulsating with modern energy, London continues to captivate the hearts of travellers from around the globe.

In 2024, SJT travellers are rediscovering the magic of this iconic city, and enjoying stays in leading hotels, like **The Goring** and **Brown's**.



Along with these outstanding stays, a batch of new debuts is nudging the capital's bar ever higher. The pinnacle of these is the richly dressed, 120-room **Raffles London at The OWO**, which feels straight out of a Bond movie (more than one 007 scene was filmed on-site). There's also the new 190-room **Peninsula London**, a ground-up construction beside Hyde Park in Belgravia, and the nearby **Emory**, a 61-room retreat that embodies quiet luxury.

Booking through us allow you to benefit from Virtuoso perks, such as breakfast daily and \$100 hotel credit.



3. Paris is always a good idea, but not during the Olympics

The French capital is hosting the XXXIII Olympic Summer Games from 26th July to 11 August 2024. It's going to be a fantastic event for event attendees, but the city will be at capacity.

For those wanting to be in the city for the atmosphere, we strongly suggest you choose a different time of year to visit Paris due to the demand on accommodation, transportation and the additional security procedures that will be in place across the city.

Beyond the Olympics, it's easy to see why travellers have Paris high on their must-visit list for 2024. The city oozes charm, from iconic neighbourhoods like Saint-Germain-des-Pres and Montmartre, to chic boutiques, quaint cafes, and world-renowned art museums and restaurants.

For your home-away-from-home in Paris, you can't go past our personal favourite **Esprit Saint Germain**, where the champagne flows freely! This boutique hotel designed to feel like a private residence is ideally situated on the Left Bank in the heart of the ultra chic Saint Germain des Pres. The hotel has been entirely renovated in 2021 with an authentic Parisian ambiance.

Our clients receive a host of complimentary benefits when booking through SJT from upgrade on arrival, daily full breakfast for two guests, to early check in / late check out, and more.

4. The Luberon, France: A Provencal Paradise

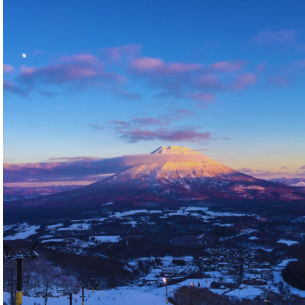
A country counterweight (and easy add-on) to Paris, the Luberon is filled with poppy fields and ancestral vineyards, picturesque landscapes, and a slower pace of life that beckon weary travellers to unwind and recharge. It is an idyllic corner of France to wander cobblestone streets lined with lavender fields, and savour the exquisite flavours of Provencal cuisine.



Avignon serves as the gateway to the Luberon, conveniently linked with CDG Terminal 2 by high-speed rail. Indulge yourself at the dreamy, 63-room

Coquillade Provence Resort & Spa, with three stunning pools, its own winery, and a world-class cycling center.

Get in touch with us to book and take advantage of a daily breakfast, \$100 resort credit and a 50 minutes massage for two as part of our Virtuoso perks.



5. Niseko, Japan: Powder Paradise

If you're seeking the ultimate winter getaway, Niseko has become a favourite destination for skiing and snowboarding enthusiasts. Located on the northern island of Hokkaido, Niseko boasts some of the best powder snow in the world, drawing thrill-seekers from far and wide to its world-class ski resorts and

breathtaking alpine scenery.

Alpine Adventures' custom Niseko tours can include everything from air and ground transfers to ski rentals and lessons, lift tickets, and lodging. Check into the 100-room ski-in/ski-out **Park Hyatt Niseko Hanazono**, which has its own onsen, a ski valet and rental shop, and 11 bars and restaurants, including an omakase sushi spot and Niseko's only cigar lounge.

Virtuoso travellers receive breakfast daily and a \$100 hotel credit!

2024 holds the promise of adventure, exploration, and unforgettable experiences. Whether you're an avid adventurer, a culture connoisseur, or a nature enthusiast, there's a destination calling your name.

Reach out to SJT to bring your 2024 travel plans to life!

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Book an online appointment!

Yours in Travel

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