

THE NEW „NEW LUXURY”

in the post-pandemic world

“ The future wanders of the conscious traveller..
Decoding customer behaviour shift for long-
term travel & wellbeing recovery.. ”

- Magdalena Osmola





VALE DO LOBO
ALGARVE

ACCORD



HOTEL & SPA
TECH LIVE

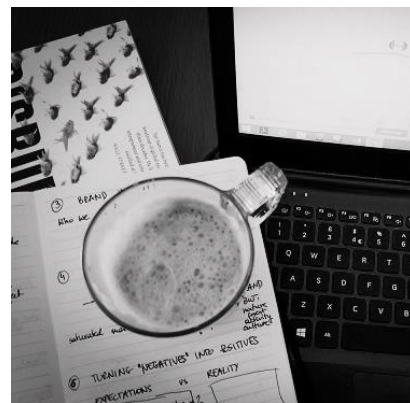


POWER
CIRCLE

#TFest2020



MEETING & INCENTIVE
FORUMS





AGENDA

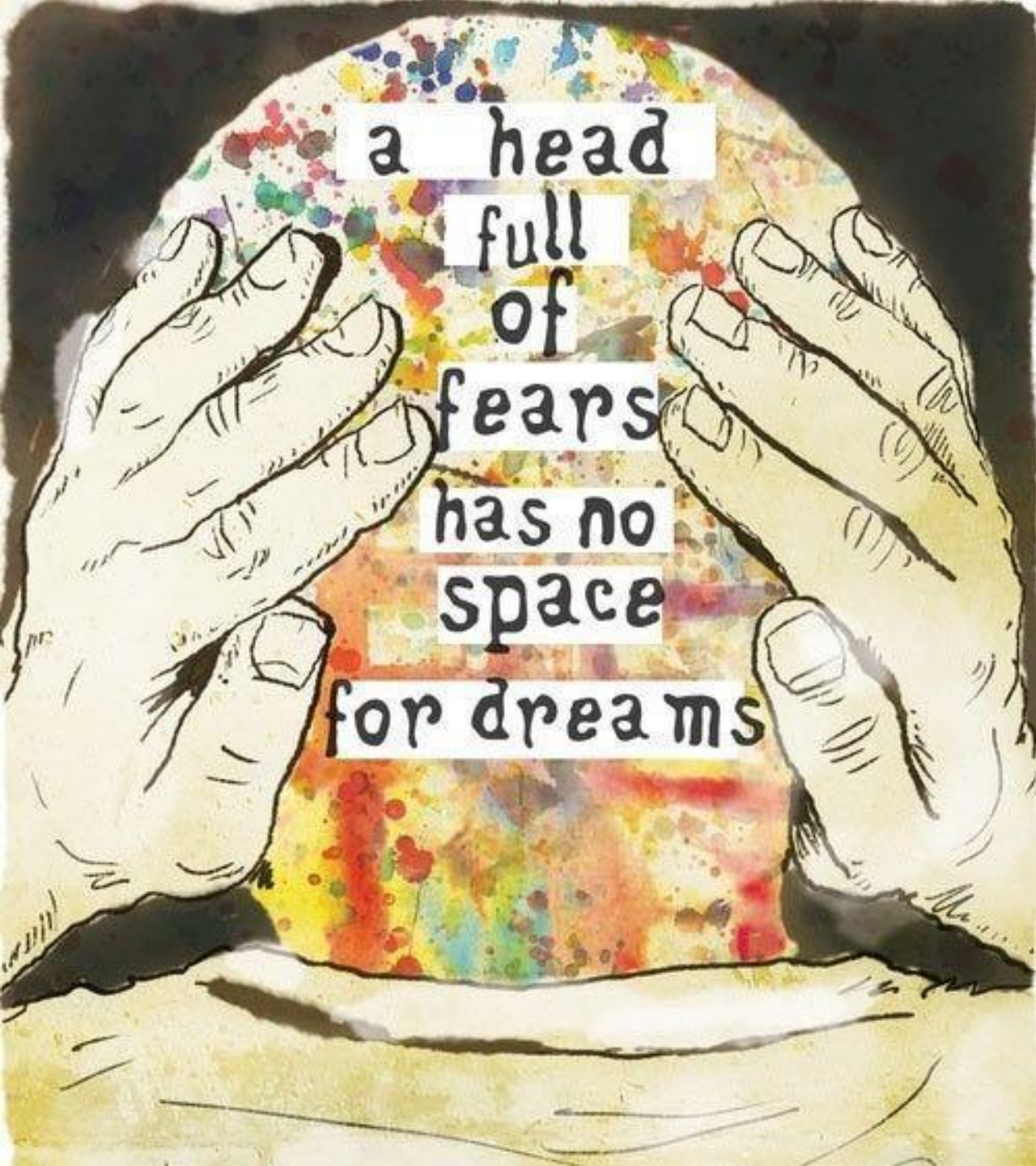


CURRENT
CIRCUMSTANCE

TRENDS SHIFT &
CONSCIOUS TRAVELLER

NEW „NEW LUXURY“

INDUSTRY
RESPONSE



**FEAR &
ANXIETY**

=

**EMOTIONAL
REACTION
TO REALITY**

BEFORE *vs.* NOW

All of humanity's problems stem from man's inability to sit quietly in a room alone.

— Blaise Pascal

THEN

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

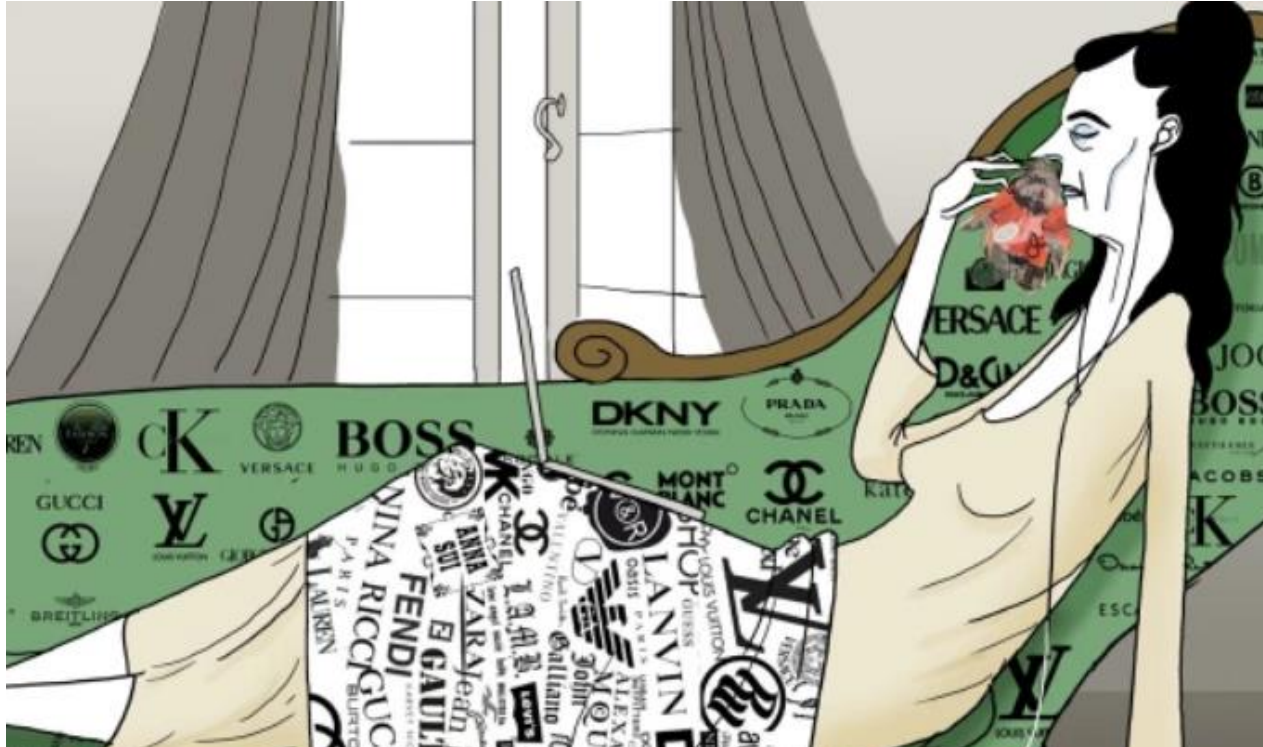
WEEKEND!!

NOW


YESTERDAY

TODAY

TOMORROW



luxury

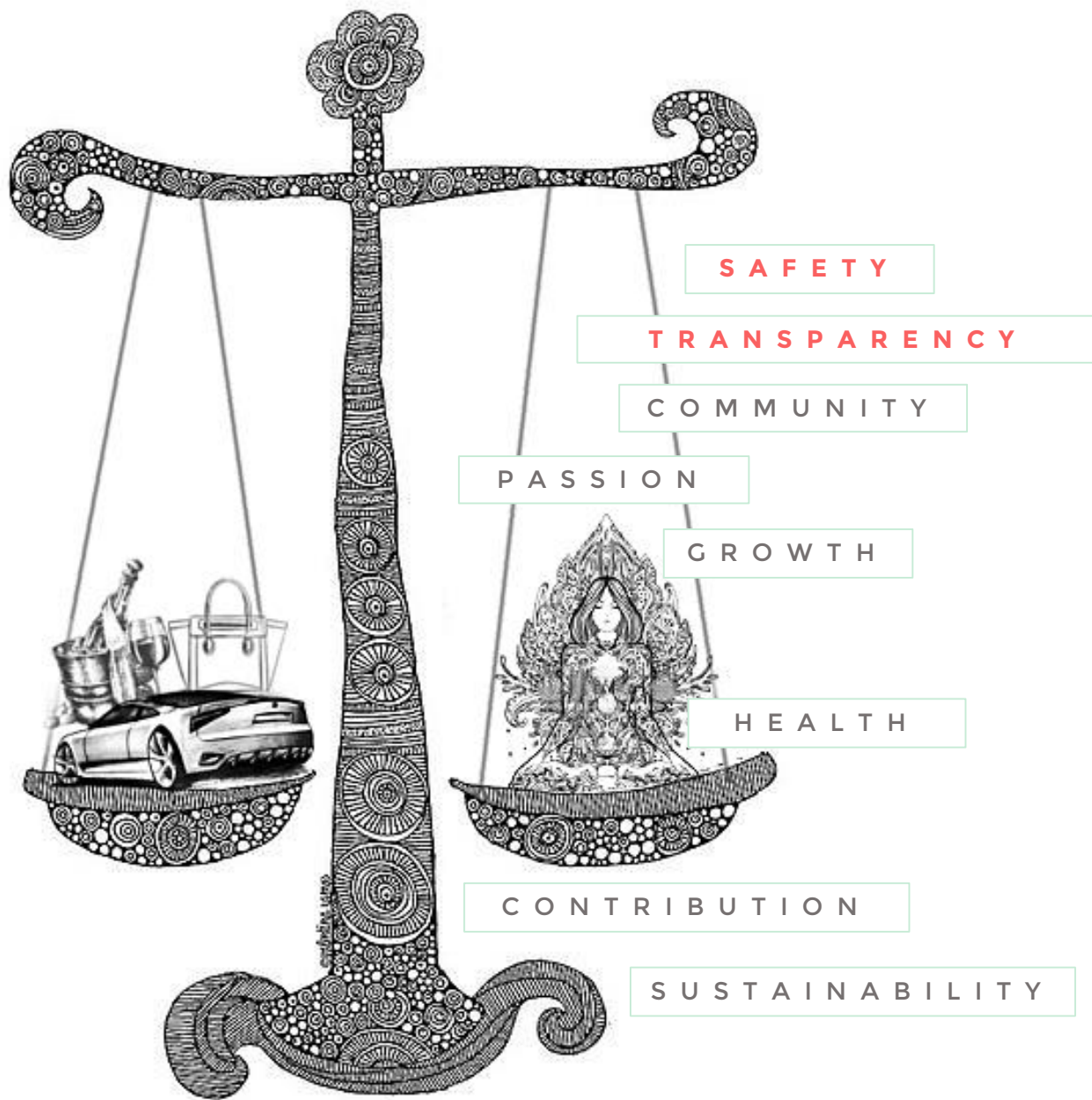
/ˈlʌkʃ(ə)ri/ 

noun

1. a state of great comfort or elegance, especially when involving great expense.
"he lived a life of luxury"

LUXURY?

WHAT LUXURY?



THE NEW NEW LUXURY

HAPPINESS

SELF ACTUALIZATION



TRANSCENDENCE

SELF-ESTEEM



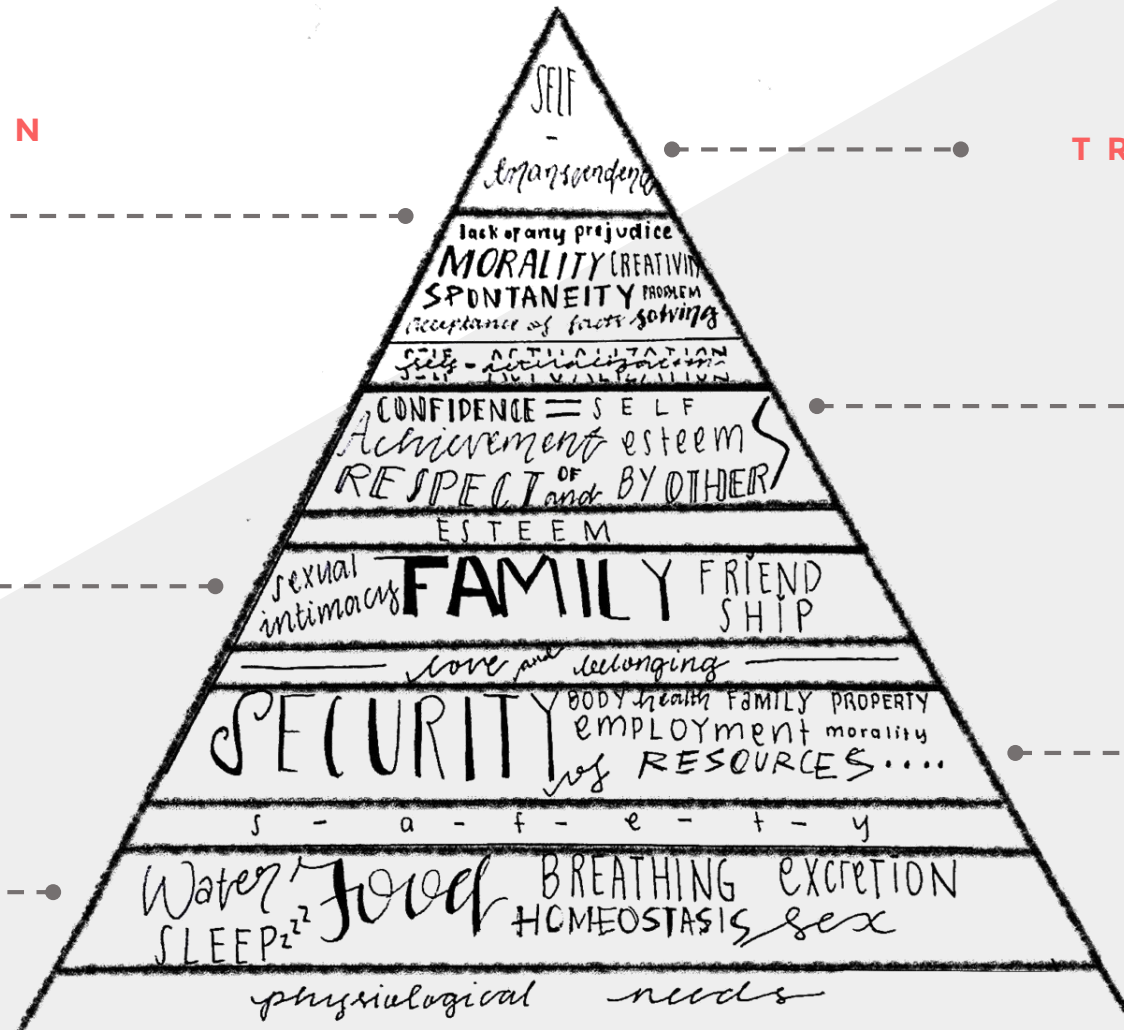
LOVE & BELONGING



SECURITY



PHYSIOLOGICAL



MASLOW'S hierarchy of needs

MARTIN SELIGMAN'S 3 TYPES OF HAPPINESS:

**PLEASANT
LIFE**

GOOD LIFE

**MEANINGFUL
LIFE**



DEMANDING

SMART

EVER-
EVOLVING

BOLD

THE POST-PANDEMIC

CONSCIOUS TRAVELLER

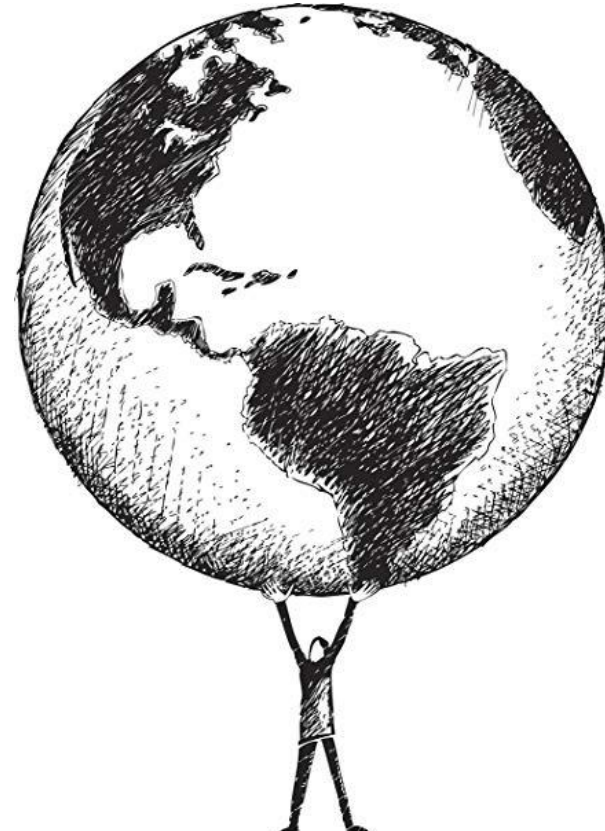
CONSCIOUS
AWARE

AWAKEN

WHO
ARE
THEY

HYPER
CONNECTED

SELF-
CONSCIOUS



BELONGING

SUSTAINABILITY

TRANSPARENCY

**SAFETY?
SECURITY?**

MINIMALISM

COMMUNITY FEEL

HUMANE TECH

CAUSE

CURING AFFLUENZA

EXPERIENCE ECONOMY

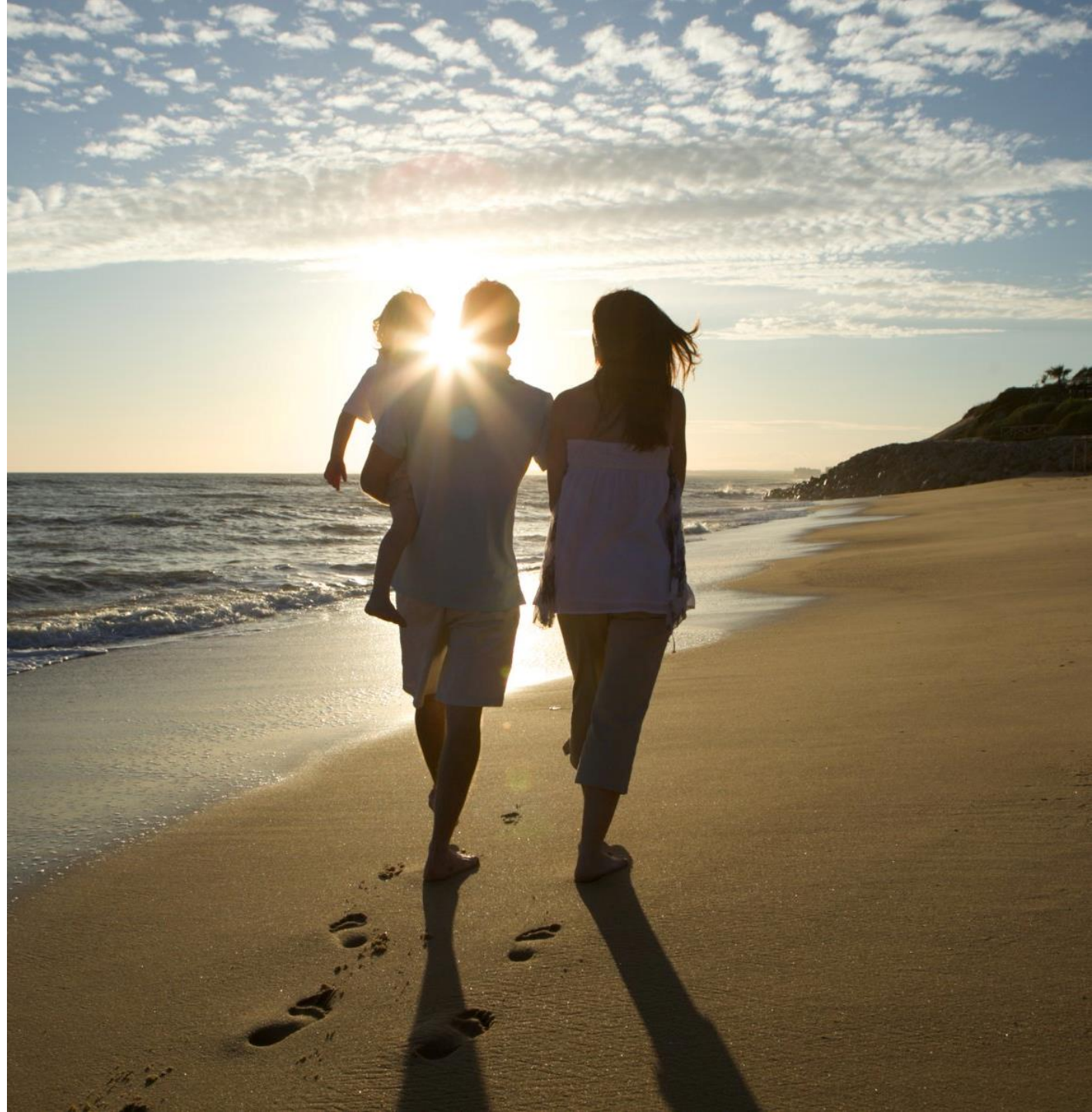
TRANSFORMATION

WELLBEING

PURPOSE



COMMUNITY







Yuval Noah Harari

5 hrs · 

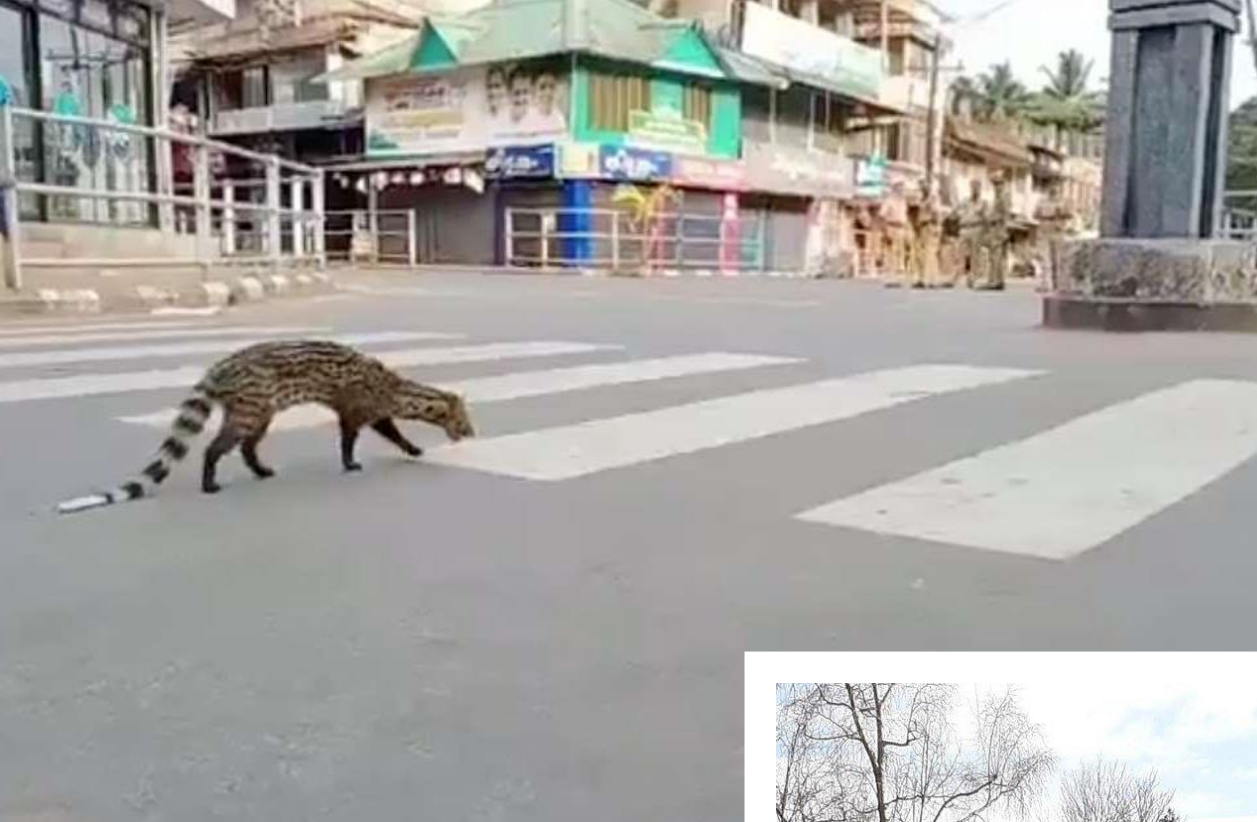


If somebody tries to convince you of a conspiracy theory about the origin and spread of coronavirus, ask them to first explain what a virus is, and how it causes disease. If they don't have a clue, don't trust their theory. A PhD isn't a must – but basic biology is.



SUSTAINABILITY

“PLANET OR PLASTIC”



A woman with dark curly hair, wearing a light-colored shirt and blue jeans, is lying on her back on a large, moss-covered log in a lush tropical forest. She is looking up at the sky with a peaceful expression. The forest is filled with tall trees and dense foliage, with sunlight filtering through the leaves. The text "PRESCRIBING NATURE" is overlaid in large, bold, red capital letters on the right side of the image.

PRESCRIBING NATURE

Put down the Prozac and pick up your walking shoes.

MY
BRAIN
HAS TOO
MANY
TABS
OPEN

WELLBEING
HEALTHY BODY=
HEALTHY MIND

HEART MIND SOUL vs. BODY

**“ YOU CAN EAT THE KALE,
DRINK THE ALKALINE WATER,
TAKE THE SUPPLEMENTS
DO YOGA OR HIT THE GYM
BUT IF YOU DON'T DEAL
WITH THE ISSUES GOING ON
IN YOUR HEART, MIND & SOUL:
YOU ARE STILL
UNHEALTHY ”**



DROP-IN MENTAL + EMOTIONAL FITNESS

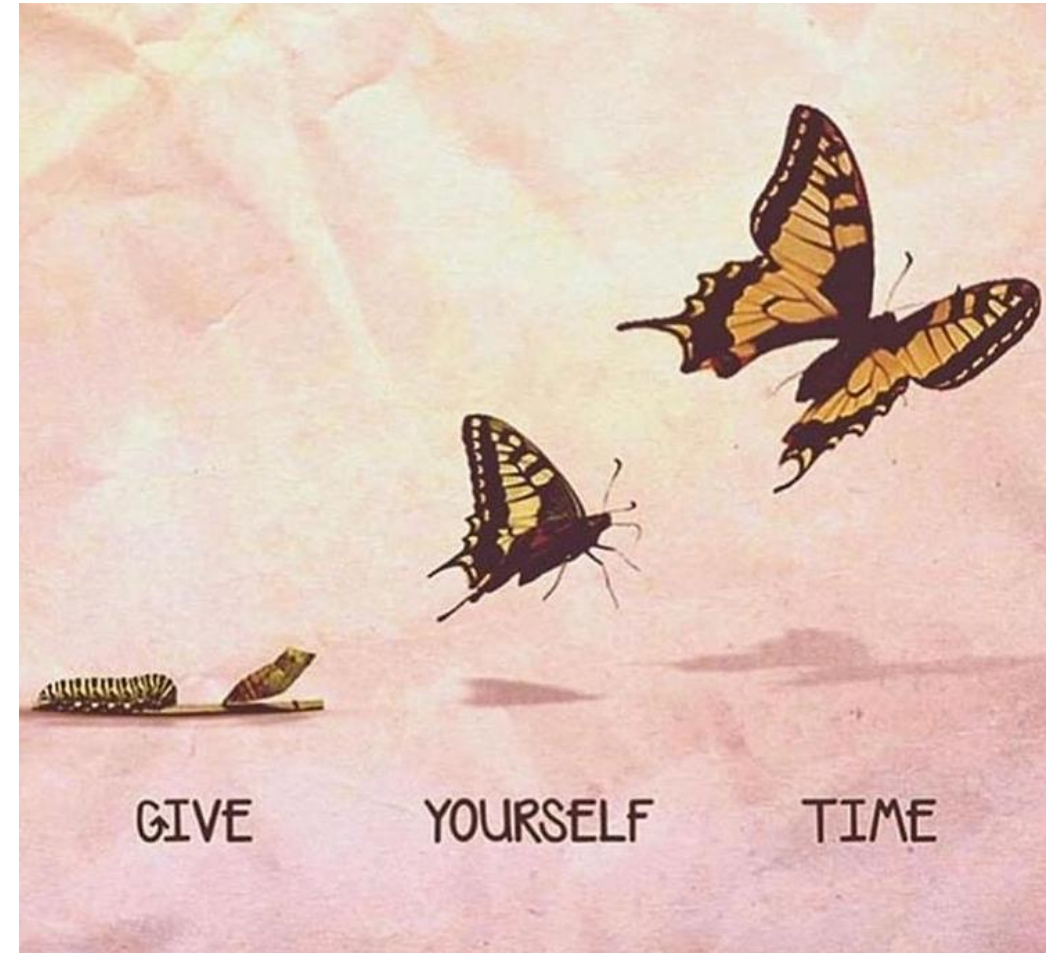
Find your chill and recharge. Train your focus, presence, and mental resilience.
Accessible drop-in mindful meditation, movement, and Wim Hof breathwork. No prior experience required.

PASSION
GROWTH
PURPOSE





EXPERIENCE *vs.* TRANSFORMATION

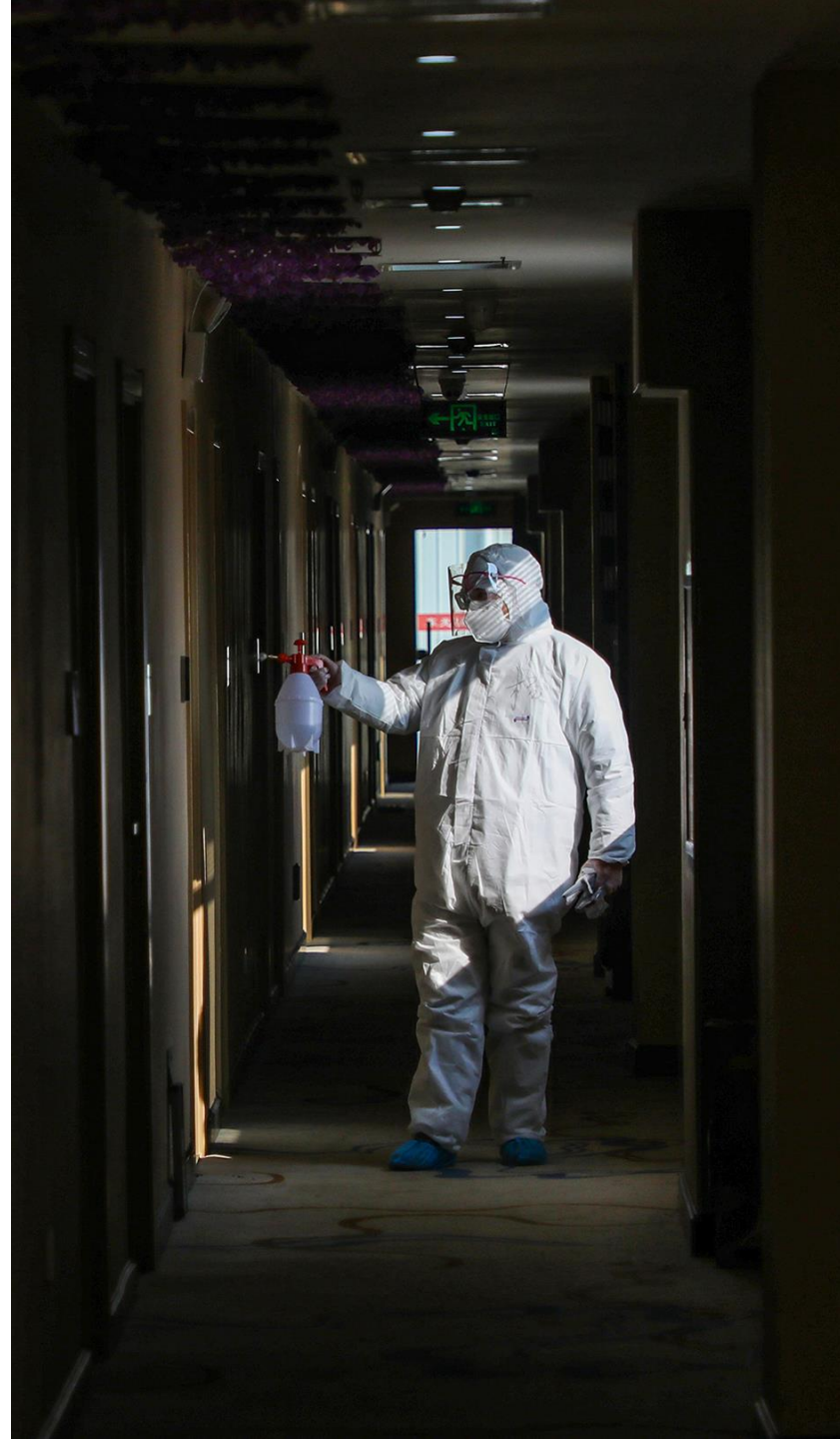


HUMANE TECHNOLOGY





**NEW DIMENSION
OF CLEAN**



An underwater photograph showing sunlight rays filtering through the water's surface, creating a shimmering effect. The water is a deep blue color, and the light rays are bright and clear, illuminating the scene from above.

TRANSPARENCY



GOOD MARKETING

“ Marketing is the generous act of helping someone solve a problem ”

Seth Godin, This is marketing



EMOTIONAL MARKETING

“Empathy is at the heart of
marketing”

Seth Godin, *This is marketing*





~~B2B~~

~~B2C~~

H2H

HUMAN TO HUMAN



BUT HOW?

CRISIS COMMUNICATIONS

ENERGY + **NO**
= ANXIETY

ENERGY + **YES**
= EXCITEMENT



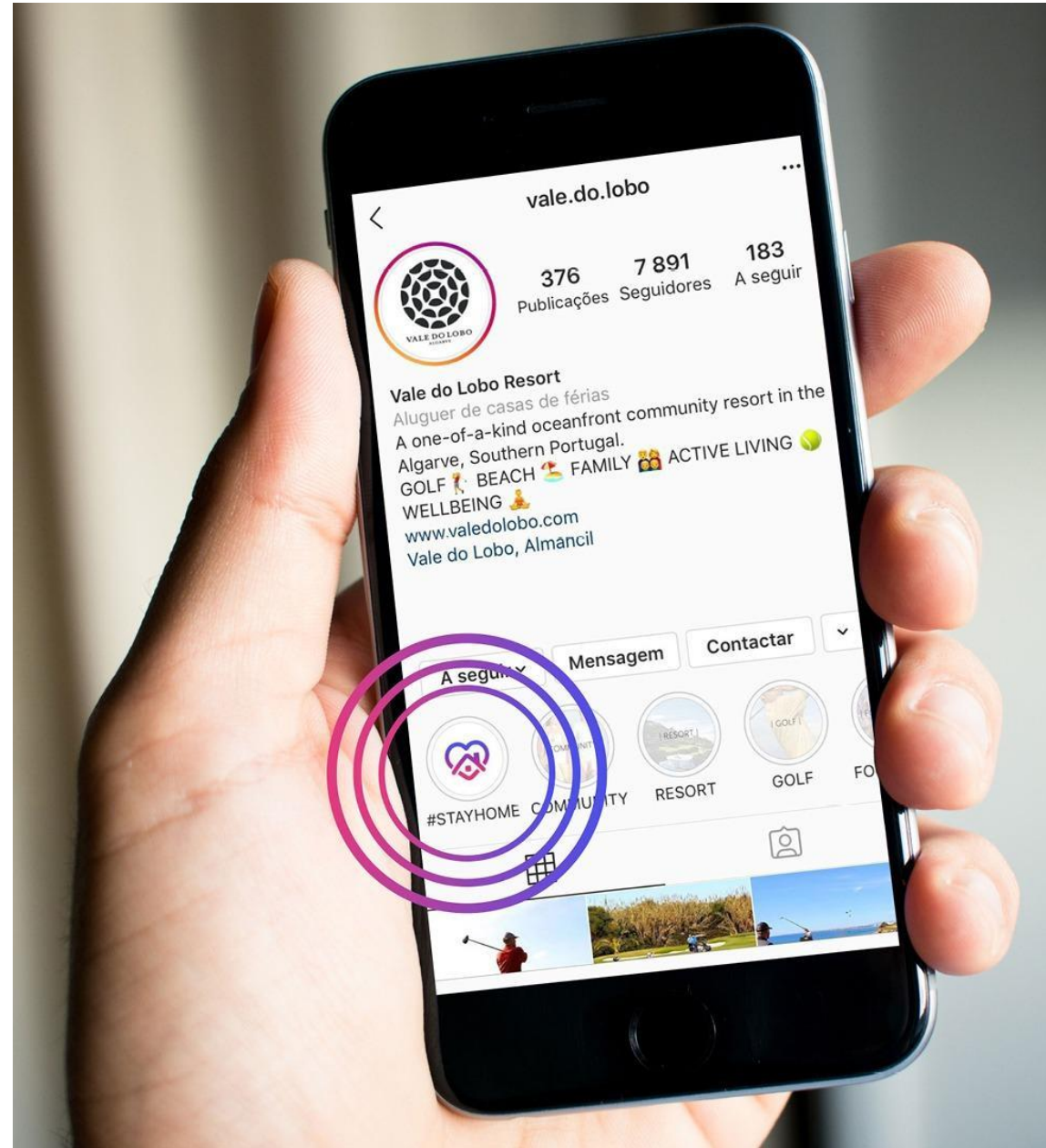
#MINDSETSHIFT
YOUR EYES
SEE WHAT
YOUR MIND
WANTS TO
SEE

Physical
~~Social~~ Distancing

WITH EMPATHY AT HEART..



SHARING IS CARING..



REINSTALLING CONFIDENCE.. (MACRO-LEVEL)

FINANCIAL TIMES

How Portugal turned back coronavirus tide
that swamped its neighbour

Swift action and extensive testing meant much lower death rate than
grow of second wave

Forbes

82,376 views | Apr 1, 2020, 04:35pm EDT

Living And Retiring Overseas Post The Coronavirus—Three Top Options

#1: Portugal's Algarve Coast



Volunteers deliver medicines to an elderly woman in Lisbon © Patricia de Melo/AFP/Getty

SPIEGEL International

The Portuguese Miracle

How Lisbon Has Managed the Corona Crisis

While Spain continues to battle a dire coronavirus outbreak, the situation is vastly better in
neighboring Portugal. But why?



RE-ASSURING..



FUELING PASSION & PURPOSE.. TRANSFORMATIONAL EXPERIENCES

#RESORTLIVING

ACTIVE LIVING



WELLBEING



NATURE
SUSTAINABLE LIVING



PURPOSE
MEANINGFUL LIVING



INSPIRING..





THANK YOU.

VALE DO LOBO  ALGARVE

