

EXPLORING TRAVEL FAVORITES AND FRONTIERS

TRAVEL AGE WEST

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BY NORTHSTAR

Expert insights into next year's biggest spenders, the growth of airlift, the rise of solo travel and the most exciting emerging destinations

The Top
**TRAVEL
TRENDS**
of 2025

MAGIC LIVES
AT HILTON
WAIKIKI BEACH

JAPAN AND
SOUTH KOREA
WITH PRINCESS

THE BEST THINGS
TO SEE AND DO IN
PASSAU, GERMANY



Clockwise, from left: The suite's bedroom highlights the film's two main characters; guests can relax in the art-deco living area; the room also features a beverage bar.

NEXT LEVEL

Wicked Fun

Movie and musical lovers have a unique opportunity to immerse themselves in the world of "Wicked" this holiday season, as **HILTON** and **UNIVERSAL PICTURES** have teamed up to create a spellbinding suite at New York Hilton Midtown in celebration of the film's release on Nov. 22.

The fun begins with a custom-designed door surrounded by Emerald

City-inspired wallpaper. Once inside, guests will find an art-deco aesthetic with gilded green accents and yellow-brick-road flooring in a living area based on the Wizard's Throne Room and a cozy beverage bar. The suite's bedroom design is split into two distinct sides reflecting the film's main characters: fantastical pink decor around one bed to channel Glinda, and moody green

styling that embodies Elphaba for the other. The theme extends to offered experiences, as well, including an in-room happy hour with green and pink cocktails, a special breakfast delivered by floating balloon and more.

Now open for bookings, the suite is available for stays between Nov. 21 and Jan. 5, 2025. (www.hilton.com/staylikewicked) — Kelly Rosenfeld



HAVE YOU HEARD?

First, We Feast

Clients seeking new ways to combine culinary passion with destination exploration need look no further than **TRAVELING SPOON**, which offers food- and beverage-focused experiences in 233 cities and 70 countries around the world.

The company recently introduced new offerings to its lineup, including a deep dive into Cajun cooking in New Orleans, where travelers will taste local delicacies such as fried boudin balls, blackened alligator bites, jambalaya and gumbo. More new opportunities around the U.S. include visiting Pike Place Market in Seattle to shop for a cooking class; mastering the art of the Low Country boil in Savannah, Georgia; and learning to prepare Southern dishes with Indian flair in Atlanta.

On the international front, new excursions range from visiting a market with a local food writer in Montreal, Canada, to exploring pre-Hispanic cooking traditions with a Mexican grandmother in San Miguel de Allende. In France, hungry clients can take a bakery tour in Bordeaux, while in Cairo, they can taste traditional Egyptian recipes at the home of a local family. More new options have been introduced for Portugal, Spain, Puerto Rico and other destinations, as well. (www.travelingspoon.com) — K.R.

Travelers can dine at a local family's home in Cairo.