

## WORD OF MOUTH

### THE HOSPITALITY PIONEER HARSHA L'ACQUA

L'Acqua is behind Saira Hospitality, a non-profit that creates pop-up industry-focused schools to help connect hotel brands with the surrounding communities. In 2022, it will open its first permanent outpost, Saira London. Hotels will sponsor 90 students from 'demographics that have been overlooked', whether refugees or former prisoners.

'This year, I'm excited to see hospitality groups putting a greater emphasis on their locality. We're looking at trialling social credit cards with hotels, where guests will get perks such as an upgrade or a spa treatment if they commit a bit of time or money to people from the area. It doesn't have to be much; it could be a two-hour masterclass on something in the lobby, but that can be so valuable.' 'I can't wait to return to Praia da Aberta Nova, near Melides in Portugal. It's a sandy beach, with a little shack in the dunes. It's got that surfer feeling: salty, wild and free.' [sairahospitality.com](https://sairahospitality.com)



### THE CURATOR JAMES BARTLETT

The heritage expert and artist will be the lead curator at Charleston's new International African American Museum, which will open in 2022 on the Gadsden's Wharf site, where many African slaves first landed in the USA. The museum will have both a local and global focus, from South Carolina's rich Gullah-Geechee heritage to the global African diaspora.

'This year, I'm excited by museums being less focused on the physical spaces. We're looking at community concerts, film screenings, school visits and digital exhibitions. We're also hoping to raise funds to make it less expensive for school groups to go to the museum.' 'I can't wait to return to Lagos. My wife's family is from Nigeria, and Lagos is this buzzing place that feels like it's at the heart of the African renaissance, from fashion to Afrobeats. I love going to the Shrine, the concert hall founded by Fela Kuti. But the whole place is energy on energy on energy – like Times Square without the lights.' [iaamuseum.org](https://iaamuseum.org)



## THE TRENDS WE'RE TUNING IN TO

### LUXE ENDURANCE

Ultra-running goes smart with the four-day, 120-mile Highland Kings ultra-marathon in April, with food by a Michelin-standard chef and routes that visit Argyll's Minard Castle and the Dougarie Estate on Arran. It's a similar idea with LeBlanq's 'joyride' weekend tours, which pair cycling legends and top chefs: touring the Isle of Wight with Bradley Wiggins and being fed by Fat Duck alum Ashley Palmer-Watts. [highland-kings.com](https://highland-kings.com), [leblanq.com](https://leblanq.com)

### FAR-FLUNG DINING

This will be a year when foodies look further afield for inspiration. Take Moscow, where Twins Garden and Artest have two fresh Michelin stars each. There will be a 50 Best Restaurants list for the Middle East and North Africa for the first time, and the Michelin guides will head to Serbia, where Belgrade's grandly domed Salon 1905 will be sensing stars.

### CITY-SKI BREAKS

With more and more people heading to the Alps by train, it will make sense to combine skiing with a city break this season. In France, the TGV goes straight from Paris to Chambéry, where the sultry Petit Hôtel Confidentiel is the top pick. With a string of smart openings, Annecy and Bourget will be giving the Swiss and Italian lakes a run for their money.

### BACK-OF-HOUSE TOURS

Guests increasingly want reassurance that staff are treated well and hotels aren't just talking green. The Cayuga Collection offers access-all-areas tours in its lodges in Costa Rica, Nicaragua and Panama, while the eco-tour at Kerala's Marari Beach sheds light on the site's sewage treatment system. [cayugacollection.com](https://cayugacollection.com), [cghearth.com](https://cghearth.com)

### HIGH-SEAS INNOVATION

Cruises will be more adventurous and sustainable than ever this year. Ponant is the latest company to unveil a hybrid ship, with sleek *Le Commandant Charcot* powered by liquefied natural gas in combination with electric batteries. Tradewind Voyages' *Golden Horizon* will be the world's largest square-rigged sailing vessel, all marbled opulence based on legendary clipper the *France II*. [ponant.com](https://ponant.com), [tradewindvoyages.com](https://tradewindvoyages.com)