

TREND

Pulse Hotels & Resorts: GCC traveler trends in 2023, anticipates growth in 2024

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Pulse Hotels & Resorts, an innovative hospitality development company based in the Maldives, has identified a growing trend among GCC travelers in 2023, as they increasingly opt for extended stays at the company's Maldives resorts – Kandima Maldives, Nova Maldives, and The Nautilus Maldives. This shift aligns with the principles of 'slow travel,' enabling guests to immerse themselves in a more extended journey while fostering a deep connection with the destination. The anticipation is that this trend will continue to gain momentum in 2024.

Simultaneously, there has been a notable rise in solo travel globally, with a strong presence among GCC-based travelers, a phenomenon observed by the Pulse Hotels & Resorts team in 2023. Industry experts predict that this trend will persist, with solo travelers in 2024 actively seeking immersive and authentic experiences.

In alignment with these evolving travel patterns, Pulse Hotels & Resorts introduced Nova Maldives in 2022, embracing a modern all-inclusive approach with a vibrant 'community' concept tailored to Millennials and solo travelers. The resort's commitment to the 'time stands still – anytime, anywhere' philosophy at The Nautilus and the diverse range of activities at the mega-resort Kandima caters to the ethos of slow travel, allowing travelers to explore at their own pace.

Althaf Mohamed Ali, COO, Pulse Hotels & Resorts, commented: "One of the best things about slow travel is that it allows a guest to have time for all sorts of experiences, that make them feel a part of a destination. As an example of how we are adapting to this trend, we make sure that when a guest arrives at Nova, the new star among resorts in the Maldives, they are introduced to Holhuashi, a local tradition, and get a taste of the local culture, traditions and food. Our aim is to offer holistic and enriching experiences across our resorts that go beyond conventional tourist experiences."

"Solo travellers may have varied goals, whether it's seeking speed, adventure, relaxation, rejuvenation or the beauty of the marine environment. Our offerings at our properties align with each of these pursuits to suit the need of our guests. This ranges from group exercising or community dining at Nova to foster connections between solo travellers, or the opportunity for some 'me' time at The Nautilus, the most bespoke private island experience in the Maldives where guests can create a world of their own making – with free-spirited experiences tailored to their every whim and experience fine dining anytime, anywhere."

The Maldives is increasingly becoming the top choice for GCC travelers looking for both relaxation and a deeper connection with their surroundings. Wellness offerings at The Nautilus, such as underwater meditation and moonlight breathwork sessions, have proven particularly popular with travelers from the GCC region, providing opportunities for self-reconnection and communion with nature in the pristine Maldivian setting.

Althaf Mohamed Ali emphasized that the shift towards slow and solo travel experiences signifies a significant evolution in travel preferences. GCC travelers, with their four-hour flight accessibility, lead the way in adopting a more thoughtful and sustainable approach to exploring the Maldives, remaining a top source market for the destination.

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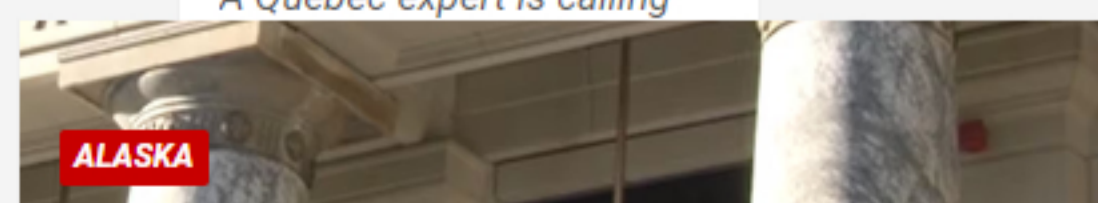
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