

BEST NEW CHECK-IN BAGS / SENSATIONAL LOUNGES

BUSINESS TRAVELER

US
EDITION

February
2025

IDEAS THAT MOVE YOU

AVIATION

WHY AIRLINES
ARE FOCUSING
ON PASSENGER
WELLNESS

CUISINE

AMERICA'S
TASTIEST
FOOD
FESTIVAL

TRAVEL

THE CARIBBEAN
SHINES AS A
CORPORATE
DESTINATION

PEAK PERFORMANCE

HOW EGOT LEGEND JENNIFER HUDSON LEADS THE WAY
IN BUSINESS, PHILANTHROPY AND THE ARTS

TRAVEL

DEAL IN THE SUN

STORY BY
TODD PLUMMER

Why the Caribbean is the ultimate business getaway this winter

IMAGE COURTESY OF THE PINEAIRE HOTEL, ST. THOMAS



AGAIN, THE CARIBBEAN, where pristine beaches offer a draw for leisure travelers in search of tropical bliss. But while many of us associate the area with turquoise waters, luxury resorts and R&R, the region has also been hard at work on appealing to a new type of traveler—one who takes their rum punch with a side of networking and dealmaking.

As the beneficiary of a suite of duty-free programs and trade agreements with the United States, the Caribbean is no stranger to American business. While it's long been a zone of opportunity for the flow of capital and tradable goods, the region has also taken on a new mantle in recent years: as the ideal place for a conference, meeting or business trip. And with the global business travel market forecasted to exceed \$928.4 billion by 2030, the Caribbean is making moves to claim its piece of the pie.

The growth of business travel hasn't been a mere case of scaling what already exists, however. Since the pandemic, the proliferation of remote work has spurred a reevaluation of how and why businesses, their constituents and their clients convene. Yes, the enormous turnkey conference centers are still there, but we're also seeing boutique properties cater to this increasingly lucrative market. Convertible indoor and outdoor spaces, private villas for the most exclusive of board meetings, and a range of trendy amenities offer new ways for the expense-account set to reach new highs of productivity—rum punch in hand, of course.



TURKS AND CAICOS

A NEW COMMUNITY WITH A SUSTAINABLE BENT

Just opened in November, **The Strand Turks and Caicos** is a luxury resort community located on 2,230 feet of oceanfront on Providenciales. An array of serviced suites, villas and private residences provides flexible options for group bookings. The resort also bills itself as one of the most sustainable in the Caribbean. Solar integration provides more than 75 percent of the community's power, and a partnership with the Denver Butterfly Pavilion will make this the first designated "pollinator sanctuary" in the region.

IMAGES, LEFT, COURTESY OF THE STRAND TURKS AND CAICOS; RIGHT, COURTESY OF THE RITZ-CARLTON, ST. THOMAS

FROM LEFT
Luxury residence at The Strand Turks and Caicos; the *Lady Lynsey II* at The Ritz-Carlton, St. Thomas
OPENING SPREAD
The Ritz-Carlton, St. Thomas

VIRGIN ISLANDS

A NEW ERA FOR BOTH THE U.S. AND BRITISH V.I.S

It took years for the Virgin Islands to fully recover from the one-two punch of hurricanes Irma and Maria in 2017, and the glittering restoration of **The Ritz-Carlton, St. Thomas** continues to lead the way back. The property benefits from 10,000 square feet of versatile, state-of-the-art indoor and outdoor event space—which now includes, as part of its renovation, the *Lady Lynsey II*, an exclusive 65-foot house catamaran. So not only would a conference here benefit from some of the most robust routes to major mainland cities, but you could also take the team building out on the water.

For more intimate corporate gatherings, look to the British Virgin Islands, where **Rosewood Little Dix Bay** on Virgin Gorda last year unveiled one of the most exclusive rentals in the Caribbean: *Villa Katsura*, spanning an impressive 23,500 square feet with five bedrooms and ten and a half bathrooms. The \$19,000 nightly rate (five-night minimum) includes two dedicated butlers, semiprivate beach access and complete support from the resort team to make all your meetings and dining experiences utterly seamless.

