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2007 - What Is Ahead for Us?

Welcome to 2007, or as they say in Chinese, Xin Nian Hao (Happy New Year)!

The year 2007 is upon us and as we look towards the future I would like to do a bit of prognosticating, and a bit of pontificating. But first, let us take a look at 2007, or as it is known in the Chinese calendar the year 4705, which begins on February 18, 2007, and in Chinese legend it is known as the Year of the Pig. People born in the years - 2007, 1995, 1983, 1971, 1959, 1947, 1935, and 1923, were born in pig years. There are many definitions for the those born in pig years, but one definition is, "those born in pig years tend to have excellent manners, make and keep friends, work very hard, enjoy life and all it has to offer, and appreciate luxury," how could you go wrong.

The January edition is dedicated to Beijing, China, a destination where Debra C. Argen and I experienced history firsthand. This is a destination rich in culture and history, where we were able to experience much of what Beijing has to offer, from walking the Great Wall of China, to visiting the many museums and the time-honored stores, we could feel history all around us. We found the people were not only friendly, but they were very curious as they approached us numerous times to have our picture taken with their children and family members. This is a destination that should be on everyone's must visit list. With signage posted in English all around the city of Beijing, the Chinese government continues to focus on tourism, as well as getting ready for the 2008 Olympics. The **Destination - Beijing, China** and all the articles on **Beijing (Hotels and Resorts, Fashion, Spas, Restaurants, and Chefs' Recipes)** are full of faces, places, and for Debra C. Argen and me, unbelievable memories. I hope you enjoy Beijing as much as we did.

Pontifications:

Travel:

I see travel in 2007 continuing to grow with regards to exotic and unique destinations, especially in the luxury market. Experiential travel will continue to be in high demand as travelers expand their horizons for experiencing their destination to the fullest; this will also have a positive affect on the spa and restaurant experience. Disposable funds will increase if the stock market heads bullish, as some have predicted. So, all bets are for a positive 2007 for the luxury market, and specifically for luxury travel.

Marketing:

Blogs and blogging will continue to be a favorite, and in some cases the not so favorite, child of marketing and social media. The idea that every site must have a blog, has taken the concept of blogging (aka - creating online access to your thoughts and views) to a structured "must have." Personally, I don't believe that when you structure and make blogging a requirement for a corporate website that you can still retain the originality and spontaneity that made blogs so powerful. So, for business and corporate websites, I look at their blogs as 'controlled spontaneity;' they are blogs which were created to meet the marketing hype "your website must have a blog." Blogs will still be a powerful tool for the masses, but I personally will continue to be a bit leary of company blogs.

Prognosticating:

Travel:

Looking at my crystal ball, I see that they will require that each person going through security be given a disposable mop and asked to clean the floor behind them as they walk barefoot, or with stocking feet, through the x-ray machine, this will ensure the floor is clean for the next person. We all have to do our job for keeping travel safe, and clean.

Luxurious Experiences:

Peering deeper into my crystal ball, I see exciting Destinations, Hotels, Resorts, Restaurants, Spas, Chefs' Recipes, Music, Wines, Liquors, Adventures, Luxury Products, and more that will be featured in Luxury Experience Magazine for 2007. Ok, I have an inside tip on this one, but sometimes you have to take a sure

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bet and go with it.

So, when I am writing the "Welcome to 2008," and I am looking back at the year 2007 that was, I will look to see how my prognostications came out; I know which ones I will place bets on.

Luxury Experience Magazine wishes you a Luxurious and Prosperous New Year!

I thank you for your continued support of Luxury Experience Magazine, and as always, your comments are welcome, so please send comments to: Publisher@LuxuryExperience.com.

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