



LEXYE AVERSA

jet set reset



“TRAVEL”...

the word evokes a mosaic of sensations: exotic aromas bursting from colorful markets, sights of gleaming beaches with palms giving tropical shade, the gentle motion of grand ships and yachts on crystal seas, the sound of clubs hitting balls on emerald golf courses, and the tastes of empanadas to tiramisu in restaurants that offer signature cuisine by world famous chefs. History comes to life inside magnificent museums that house priceless art collections. Winding cobblestone streets that lead to breathtaking architecture offer a sense that treasures from centuries past are still present. Memories of adventures remain vibrant... the roar of airplanes revving from taxi to liftoff, flying to pristine locales that offer sounds of nature and a melange of music and languages. And we all are eager to again experience the heartfelt smiles of people waiting to greet us upon arrival. Anticipation of a future journey energizes both mind and body in readiness for new experiences.

The exhilaration of future travel beckons, even if it means encountering unprecedented hurdles in the wake of the pandemic. My own travel experiences comprise a labyrinth of recollections; I've survived weather disasters, wars, financial meltdowns, and even the aftermath of terrorism (September 11, 2001) when many people feared venturing out into the world again. Having planned global discoveries for myself and others for over 45 years, sharing the jewels of our planet with thousands of travelers, (family trips, honeymoons, tours, corporate incentive programs, etc.), *I am convinced that travel is a necessity upon which people thrive, not an indulgence.* Desire to travel is innate. The wander-lust that propelled the explorers centuries ago is still part of human DNA. Yearning to see different landscapes will lure us back to the road...and then air...and the waterways.

And we will adapt. As airlines mandate masks in flight, a new fashion statement is born. When in-flight meal service is restricted, there are opportunities to bring gourmet delights in carry-on bags. Reassurance, in emails from the airline companies, include new guidelines for cabin sterilization, (including electrostatic cleaning measures) and more attention to healthy practices by flight crews. There is comfort knowing aircraft interiors are being disinfected as they always should have been!

Those who can afford private air travel will opt for the world of exclusive jet or charter transportation. Business travel has already shifted in that direction to avoid crowd exposure at airports and in flight, while offering privacy for individuals, families and larger parties who appreciate the ultimate convenience and service. Sentient Jets, with an impeccable record since its inception in 1999, specializes in the JetCard with over 6,500 cardholders who have access to travel on aircraft of various sizes and rate packages. Air Partner offers one-way private charters or their proprietary Jet Card for multiple routes; aircraft range from seven-passenger light planes to widebody aircraft. Air Partner has flown corporate and leisure travelers for nearly 60 years across the country and globe, with demand continuing to escalate in this social distancing era. Both carriers have implemented strict guidelines in place for health and safety guidelines.

Luxury travel is evolving to be even more luxurious in terms of services, accommodations, amenities, and pampering. At top restaurants, meal prep is preceded by rigorous sterilization processes; "white glove" service has transformed into surgical gloves. Bed-and-breakfast inns, motels, hotels, resorts, and casinos must now apply stringent protocols for travelers who expect pristine cleanliness. Companies such as Carico will thrive with their proprietary vacuum-sized steam cleaners used for guest rooms, public areas, and yachts.

Unique properties, such as "Estates by Brophy" country retreat in the Catskill Mountains, are likely experiencing increased requests for weddings and family gatherings, since intimate groups can enjoy their own self-contained secluded refuge. Gale Brophy's Riverview and DeerRidge Estates offer over 1,200 acres of seclusion along the Upper Delaware River in the heart of a mecca for fishing, hiking, and boating. Private villa rentals and yachts also offer unique enclaves of shelter during travel. These are already in demand in the United States, the Caribbean, and Europe. Anticipate offerings from these venues and spas to enhance the current mindset with innovative high end wellness products, such as the luxury line created by Mirror Mirror Beauty, based in New York City and Palm Beach. Its Founder/CEO Jeanine Recckio, also self-proclaimed beauty



All photos property of Lexye Aversa

" futurologist " has experienced an upturn in orders for her ultimate quality products, and high-end proprietary hand sanitizer (made in Florida).

What about travel security? Certain artificial intelligence methods (such as biometrics for traveler identification and the ability to check health status) are already being implemented. Privacy issues now must defer to health priorities for survival. Eventually, paper boarding passes will be eliminated in favor of iPhone identification scans. Think of "Big Brother" not as an adversary, but a beloved "bro" reliable travel companion!

The Statue of Liberty, Grand Canyon, Niagara Falls, Eiffel Tower, Colosseum, Pompei, Pyramids, Machu Picchu, Taj Mahal, Great Wall, and thousands of cherished monuments, UNESCO World Heritage Sites, and other beloved destinations are patiently awaiting our return. Let us bring a new humility, respect, and appreciation for the privilege of travel. Wherever we are on Earth, we are voyagers to be welcomed by our neighbors who have shared the same challenge to humanity we endured.

As a travel professional, I am ready to switch from "pause" to "play" in sharing our planet's precious treasures with clients. On deck is my launch of the eighth Italy concert tour I designed, featuring singer Franco Corso, the Voice of Romance, accompanied by a gathering of friends in Sorrento to experience private performances in historic palazzos. The time to travel and celebrate together again is just on the horizon.

*Lexye Aversa is President, Professional Touch International, Media Host of LEX Travel (LexTravelWorld.com), and was featured as "Best Global Event Planner" on FOX TV's Best of South Florida
<https://www.youtube.com/user/LexTravel>
 Contact: Lex@LexTravelWorld.com*

