

TRAVEL AND HOSPITALITY

## Six Senses takes No. 1 spot in LTI global ranking of best luxury hotel brands, followed by Aman and Auberge

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*Morning vista from the Six Senses Con Dao hotel in Vietnam. Image credit: Six Senses*

By LUXURY DAILY NEWS SERVICE

The Six Senses hotel brand took the top spot for the first time in LTI Luxury Travel Intelligence's annual World's Best Luxury Hotel Brands report for this year.

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Aman Hotels, Auberge, LVMH's Belmond and Mandarin Oriental occupied the next four spots in that order. Luxury Travel Intelligence took the past 12 months to apply a rigorously defined algorithm that measures the performance and values of luxury hotel brands.

"We are out there 365 days a year, with our researchers engaging with everyone from CEOs of the brands we have rated to thousands of management, staff and guests," said Jan Crompton, cofounder of LTI Luxury Travel Intelligence, in a statement.

"Primarily, this is all part of the process for creating our destination-led reports for our members affluent, discerning travelers but it also allows us to utilize our findings to create this unique report," she said.

**LTI** is a global members-only organization offering the latest digital reporting for affluent travelers who wish to make informed travel decisions based on its intelligence.

Supported solely through membership dues, the firm covers luxury hotels, restaurants, spas and nightlife, and does not sell travel, have a booking engine or carry advertising.

Tip top

The LTI annual survey is announced each year in early September.

This year's results are reflected as percentages, with last year's positions in brackets, per LTI.

1. Six Senses: 82.8 percent (8)
2. Aman: 82.3 percent (2)

3. Auberge: 79.3 percent (5)
4. Belmond: 78.7 percent (1)
5. Mandarin Oriental: 78 percent (2)
6. One&Only: 76.6 percent (11)
7. Rosewood: 76 percent (7)
8. Four Seasons: 74.5 percent (3)
9. St Regis: 73.3 percent (9)
10. COMO: 72.8 percent (10)
11. Peninsula: 72.1 percent (0)
12. Alila: 69.9 percent (0)



*The Amanwana resort on Moyo Island in Indonesia. Image credit: Aman*

Other brands that rated sufficiently to be monitored throughout the year in alphabetical order are &Beyond, Anantara, Banyan Tree, Dorchester Collection, Fairmont, Firmdale, Jumeirah, Oberoi, Park Hyatt, Raffles, Ritz Carlton, Rocco Forte, Shangri-La, Soho House, Taj Hotels and The Luxury Collection.

Brands that currently have less than 10 properties LTI's minimum requirement but rate highly when applying its algorithm are, in alphabetical order, Althoff Collection, Bulgari, Capella, Cheval Blanc, Maybourne, Montage, Nikki Beach, Oetker Collection and Soneva.

"Every year the process starts again the results from previous years have no bearing on the following year," Ms. Crompton said. "This does inevitably lead to volatility in each year's results, such as this year, but this is a dynamic sector and we want to reflect what is really happening out there."

LTI's algorithm includes 123 touch points relevant to the luxury hotel sector. Each has its own weighted score value with a total maximum accumulative score of 4494.

The 123 touch points relate to overall brand performance, rather than the performance of individual properties, the company said. It is all about a brand's ability to deliver: its passion, commitment, ethos and values, as well as the

quality of its management and staff.

Continuing investment and how well it is executed is also a major factor, particularly in regard to new properties and the refurbishment of existing ones, per LTI.

"After due consideration, we have decided not to adjust our algorithm to encompass any aspect of the global COVID-19 pandemic, as each brand's response is still unfolding," Ms. Crompton said. "However, once we have more insight, this may have an impact on our 2021 report."

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