

## Luxury Holiday Makers Find Bargains In Soft Opening Rates

*By Philip Hodges, Jasmine Holidays*

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*Luxury Asia holiday specialist Jasmine Holidays says clients are increasingly asking for bargains in so called 'soft opening' rates.*

With prices often 50% discounted in the first few weeks of opening, newly opened resorts can offer superb value.

'There has been a noticeable rise in interest in newly opened Far East resorts such as the brand new luxury Vijitt Resort in Phuket' says Phil Hodges, Jasmine Holidays Director.

'The savings are often considerable over established hotels as long as 'Soft opening' is not used as a euphemism for 'not quite finished'.

Hodges believes that luxury travellers will be more willing to take a risk with a new resort as they look for value in difficult times.

'People are going to be reluctant to trade down on their holidays – they will just be looking harder for value'.

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Jasmine Holidays are boutique travel specialists. Based in Harrow on the Hill, Jasmine Holidays create luxury tailor made holidays for discerning clients featuring only the best boutique hotels, resorts & private villas across Asia, the Arabian Gulf and the Indian Ocean.

Jasmine Holidays is a fully ATOL bonded tour operator and members of the UK's largest travel consortium, the Travel Trust Association.

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