

Why city escapes are taking centre stage

 By [Shaun Lamont](#)

5 Aug 2019

When the travel bug bites its traditionally a beach, berg or bush destination for most travellers. But seeking out the thrill of the urban city vibe and enticing nightlife holds its own unique appeal, especially for those who love to be on the go.



Image source: [Gallo/Getty](#)

Compared to lazy days relaxing on sun-drenched beaches, city break holidays provide a non-stop itinerary that's jam-packed with plenty to see and do. Its growing appeal could be indicative of the busier lives we lead today, and that it gives you a snapshot of a country in a short visit.

While it can be a more expensive holiday when you take into account factors such as restaurants, attraction sites and transport - the appeal to explore a city's unique gems is a fast-growing travel trend, especially among millennials, couples and friends travelling in groups.

These travellers want to connect and immerse themselves in culture, cuisine and architectural magnificence by exploring the city's gems - from shopping sprees at funky festive street stalls to lunch at trendy sidewalk cafes with lively street buskers and visiting museums that tell the story of generations before. And, when you only have a few days in a destination and you need to visit all of the must-see attractions, the passion of a superb local guide is second to none.

Bearing in mind the demands of such a busy itinerary, the role of concierge services has never been more important to

offer a service that is authentic and local.

More than 70% of guests reportedly plan their itinerary after they arrive and thanks to Google and Google Maps, they are more informed about their options and how to get there. But sifting through this myriad of information can be overwhelming, which is why local insight from concierge services will never become outdated.

The concierge is the last bastion of front-line service personnel who are still approached for their individual, sometimes unique, knowledge that cannot be found online. While there are now countless websites and apps that allow you to book a table, sign up for a tour, rent a car or order a taxi - gaining a little local insight can really pay off when you're travelling to unfamiliar places.

Worldwide the allure of exploring different cities and their heritage has never been this exciting as travel trends start to focus on more authentic cultural experiences. The attraction of Cape Town as one of these destinations remains a firm favourite, especially with the first-of-its-kind city-to-city marketing agreement with New York that is promoting growth in these iconic destinations.

City break holidays are moving centre stage, so now is the time to soak up the inner-city soul and share these holiday experiences on your Instagram.

ABOUT SHAUN LAMONT

Shaun Lamont is the Managing Director of First Group. His career spans 21 years in hospitality management, during which time he has acquired a wealth of valuable industry insight from both a local and global perspective. This is attributed to a wide ranged portfolio that includes the management of offshore operations and new venture acquisitions.

■ Why city escapes are taking centre stage - 5 Aug 2019

■ A pioneering approach to the hospitality industry - 4 Apr 2019

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>