

Could Vacation Home Rentals Be The Hot Travel Trend In 2021?

Excerpted from an article by Ramsey Qubein



Arijju, a lavish private estate on the Borana Conservancy in central Kenya's Laikipia region. DOOK

Vacation real estate, including swanky villas and lavish homes, has long been a favorite of the rich and famous that want to steer clear of the paparazzi or other guests entirely. During Covid-19 times, when people are working from home, a private rental assures both safety and serenity for [remote working \(or learning\)](#).

Beyond [buying out an entire hotel for yourself](#), vacation rentals and the destination real estate market are hot right now. According to elite vacation club Exclusive Resorts, December 2020 was its best sales performance month since 2011. In a survey of its high net worth individual members, nearly half said they are willing to spend more for “larger or more premium” (more than five bedroom) vacation rentals. More than 90 percent of its members plan to travel the same amount or more post-pandemic.



The living room of Arijiju in central Kenya's Laikipia region DOOR

Arijiju, a privately owned estate on the Borana Conservancy in central Kenya's Laikipia region, has been seeing strong demand from Americans and Europeans looking to get away. With five bedroom suites (including two private villas), a full staff of 14 to cook, clean and lead [safari game drives](#) and an impressive spa, it offers the seclusion many are seeing with the serenity of being in the middle of nowhere (albeit with luxury within reach).

The all-inclusive rates (starting at \$9,000 per night for six people) cover drinks, wellness-focused meals (many ingredients from the property's own garden), game drives, laundry, airstrip transfers, and five hours of daily spa treatments. The rates vary based on length of stay and individual preferences. **Luxury operators like Micato Safaris can organize a stay in conjunction with bush flights to the property.**