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When You've Seen It All: What Does It Take to Impress the World's Most Traveled People?

SPEAKERS

Fritz Dickamp
Managing Director
Studio 49

Luis Amaral
Community leader and Innovator
Most Traveled People (MTP)

OVERVIEW

This opening session of Day 3 at FHS World 2026 brought together Fritz Dickamp of Studio 49 and Luis Amaral of Most Traveled People (MTP) to explore what it truly takes to impress the world's most seasoned travelers. Luis, one of approximately 500 people on the planet to have visited every country plus over 1,000 heritage sites, shared candid observations on where the hospitality industry consistently falls short, drawn from spending roughly 250 days a year in hotels. The conversation moved from personal travel philosophy to practical hospitality design failures, the power of community-driven travel, and the strategic value of purposeful partnerships. The session offered the FHS audience — investors, operators, and hospitality leaders — a rare, unfiltered perspective from someone for whom travel is not a luxury but a lifelong, deeply considered practice.

KEY THEMES

- What ultra-experienced travelers actually value in hospitality
- Persistent, fixable design failures in hotels
- Community-driven travel and the MTP model
- The anatomy of a meaningful hospitality partnership
- Off-the-beaten-path destinations worth exploring
- The universal human connection at the heart of travel

TAKEAWAYS

- Basic sleep-environment details — complete room darkness, accessible power outlets, and well-positioned air conditioning — remain unsolved in the majority of hotels and represent low-hanging fruit for operators seeking to impress experienced guests.
- Friction at check-in and throughout the stay is disproportionately damaging for frequent, high-mileage travelers who arrive exhausted; a 'hassle-free' experience is not a nice-to-have but a baseline requirement for this segment.
- Hospitality brands should explore partnerships with travel communities like MTP, designating preferred properties in key cities where community members cluster — this drives loyalty, peer recommendation, and repeat stays without relying solely on traditional loyalty programmes.

- Non-profit or community-first partnerships, where the primary goal is securing the best conditions for members rather than generating commissions, build deeper trust and generate stronger demand (e.g. MTP's North Pole trip sold out with a waiting list).
- For operators targeting ultra-high-frequency travelers, the social dimension of a stay — the ability to spontaneously meet fellow travelers — can be as compelling a differentiator as physical amenities.
- Destinations such as Socotra stand out as genuinely differentiated experiences even for the most well-traveled guests, suggesting there remains strong appetite for the rare and hard-to-reach, which hospitality investors and operators in emerging markets can leverage.

QUOTES

"The best thing we take from traveling is that understands the world is simple than we think. Values of people are basically the same. And as more we travel, more we feel comfortable to travel."

— **Luis Amaral, Community leader and Innovator, Most Traveled People (MTP)**