

# TRAVEL INDUSTRY INSIGHTS

MARCH 2023



The travel industry, and especially the luxury segment, is continuing to bounce back with renewed energy in the wake of the pandemic.

**The concept of luxury is being redefined** and consumers are seeking more meaningful, purposeful travel experiences during their trips.

Affluent travellers are after unique and memorable travel experiences that are one of a kind, and create lasting memories.

They are also approaching travel in a more **conscious** and **sustainable** way.

## KEY INSIGHTS

### AFFLUENTS' PASSION FOR TRAVEL RUNS HIGH

While there is a clear desire among the global population to travel more, this appetite is higher among affluent consumers, and specifically as the next generation of luxury travellers, younger affluents.

### ACCELERATION IN HEALTH & WELLNESS

We have seen the acceleration of health and wellness travel with affluent consumers seeking to rejuvenate their mind and body, and stay in health and wellness retreats.

### CREATING MORE MEANINGFUL EXPERIENCES

Luxury travellers are after a unique and memorable experience that is authentic. Seeking experiences to impact who they are and provide personal fulfilment and enrichment.

### THE PERSONAL TOUCH

Personalisation is at the heart of luxury experiences.



New YouGov research reveals that the pandemic has fueled the appetite for travel across the globe.



More than **1 in 3** state that travel has become more important to them since the pandemic



Almost **3 in 4** consumers are planning a leisure trip in the next 12 months



More than a **1/4** are planning to take **3 or more** trips in the next 12 months

GLOBAL TRAVEL PROFILES DATA, JANUARY 2023

## WHO ARE THE AFFLUENT TRAVELLERS?



Demographically speaking, affluents skew slightly **male 57%**



Almost **7 in 10** are aged over 35 with 45% aged 45+



They are more likely to be **graduates** - 65% vs 46% global total



**8 in 10** are working with almost **3 in 4** working full time

## PLANNING THEIR TRIPS

As avid travellers, they enjoy researching and planning their holidays, and as such have at least one destination in their mind or already selected for their next holiday.

The allure of cruising increases amongst affluents, with more intending to take to the sea in the next year.



While they are happy to organise and book their trips themselves, they are more **open to expert advice** and the **convenience** of letting someone else curate their itinerary or offer them something unique and personalised off the beaten track.



## LUXURY TRAVEL EXPERIENCES, PEOPLE ARE PREPARED TO PAY MORE FOR...

A unique experience to get close to nature/remote destinations



Custom tours or tailored experiences to connect with local culture & environment



Eco-friendly/sustainable hotels or resorts



An expedition cruise to adventurous destinations



Michellin star chefs/unique gourmet experiences



First class travel



■ Affluents ■ Affluents aged 18-34

## OVERALL, WHAT ARE AFFLUENT TRAVELLERS LOOKING FOR?

Amongst the affluent 18-34 year olds experiencing new cultures is number one on their priority list, but a secure and safe environment is a close second.

They seek further fulfilment by creating once-in-a-lifetime memories, plus take pleasure in having unique exclusive experiences that few others can do.

## WHAT DOES THAT MEAN FOR TARGETTING AFFLUENT TRAVELLERS WITH MARKETING?

Show off the beaten track experiences

Bring to life how trips can be customised

Reassure them with the security of a trusted brand

Package things together to make life easier for them

Highlight environmental benefits or trips

Want to find out how Brand Champions can help you understand your audience insights?

Email us to get in touch  
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