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The Luxury Travel Report

BY PREFERRED HOTELS & RESORTS



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 **The Harris Poll**
Harris Insights & Analytics LLC, A Stagwell Company

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Introduction

This insightful study, developed in partnership with The Harris Poll, identifies and spotlights the current climate of luxury travel as well as five key trends that are transforming the industry and shaping its future.

Through this deep understanding of the luxury traveler's habits, desired experiences, and behaviors, the hospitality industry is empowered to evolve with innovative, visionary, and transformative experiences that meet and exceed the expectations of their guests, ushering in a new era of travel excellence at the highest level.

Methodology

This study was conducted by The Harris Poll on behalf of Preferred Hotels & Resorts from February 27, 2025, to March 10, 2025, among 503 affluent travelers.

This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

AFFLUENT TRAVELERS ARE DEFINED AS:

U.S. adults with a household income of US\$250,000+, total assets of \$1 million+, spend at least \$10,000 on leisure travel in a typical year, and have at least one leisure trip planned in the next 12 months.



EXECUTIVE SUMMARY

Luxury Travel Is in Demand and Evolving in 2025

Luxury travelers are setting ambitious agendas for 2025—planning 8 leisure trips on average, with 3 international journeys.

More than half expect to increase their travel spending compared to 2024, with nearly two-thirds allocating more than US\$25,000 to their travels.

With cash in hand, luxury travelers want hotels to deliver immersive, distinctive experiences worthy of their significant investment.



5

KEY TRENDS ARE SHAPING THE FUTURE OF LUXURY TRAVEL:

1. Beige-ification
2. Legacy Moments
3. High-Touch Curation
4. Heritage Luxury
5. Loyalty Assurance



Key Trends Are Shaping the Future of Luxury Travel

Beige-ification: The Travel Industry's Biggest Threat

Instagram's "copy-and-paste" effect has created a dupe culture that luxury travelers actively avoid.

Travelers will dramatically alter itineraries and increase spending for experiences that break through the algorithm.

6 in 10 luxury travelers report, "**Luxury hotels feel beige lately** (everything feels the same, the same design aesthetic, same food, same amenities)."

Legacy Moments: The New Currency of Luxury

Luxury travelers are chasing once-in-a-lifetime, deeply personal experiences that are reshaping "luxury amenities."

Private networks, unique experiences (anti-dupe), and insider connections have become the ultimate luxury currency.

85% agree, "**Private networks and personal connections** unlock the most memorable travel moments."

High-Touch Curation: The New Signals of Luxury

To avoid mass travel experiences, luxury travelers crave expertly curated, sensory-rich experiences that feel distinctive.

The role of curation now matters as much as top-tier service, and travel advisors have become the new power brokers, delivering vetted, insider access to legacy-worthy moments.

84% agree, "**A trusted travel advisor is more valuable** than unlimited internet research."

Heritage Luxury: The New Frontier of Luxury

Luxury travelers seek significance when they travel and want to immerse themselves in history and heritage.

Not only do they want to experience history, but they also want to build new memories and histories with their families.

Nearly 3 in 4 are planning **multi-generational trips**, and they're looking to resorts as the ideal accommodation for shared family legacies.

Loyalty Assurance: Loyalty Programs Are Lifelines to High Quality Travel

Loyalty programs are luxury travelers' lifeline to ensure they can still travel in high quality accommodations while navigating economic pressure.

Travelers see loyalty programs as a signal of quality, rewarding brands that deliver personalization, human touch, and consistency with their continued business.

85% of luxury travelers have "**luxury hacks**" that have helped them maintain a high-end travel experience without overspending.

Luxury Travel Is Hot and in High Demand



In the next 12 months, the average luxury traveler plans to take

8 leisure trips

5.5 leisure only;
2.5 bleisure (business + leisure)

11.6 Gen Z/Millennial (6.5 leisure only, 5.1 bleisure)
5.5 Gen X/Boomer+ (4.8 leisure only, 0.7 bleisure)

90%

have at least one
international trip planned

The average luxury traveler has
3.3 international trips planned
(vs. 4.7 domestic)

On average,
**5.2 leisure trips are
open-destination**

(travelers choose where to go)

vs.

2.9 pre-determined

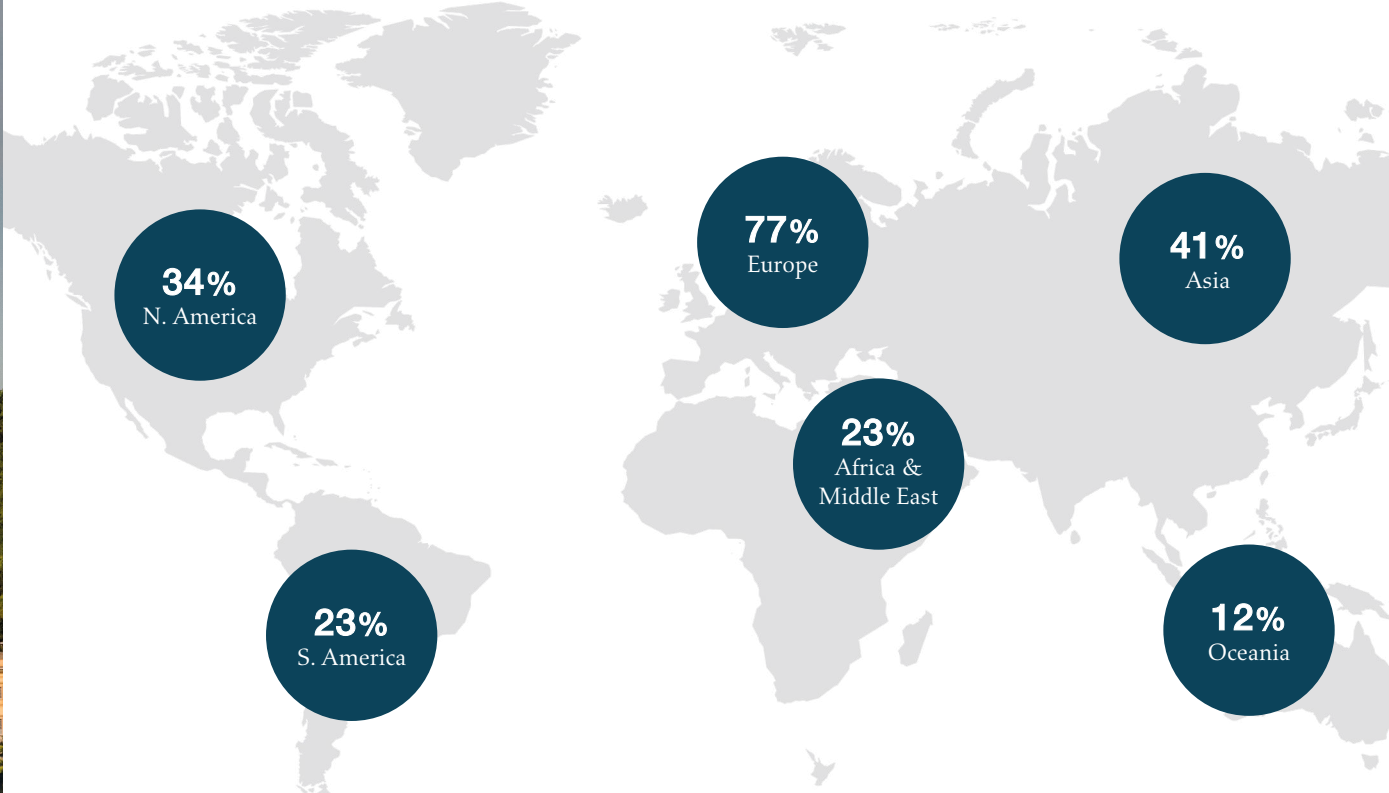
(weddings, family obligations, extended work trips)

Exploring the World

Diverse itineraries take luxury travelers around the globe



WHERE THEY'RE JET-SETTING



TOP COUNTRIES:

- 1. France (25%)
- 2. Italy (23%)
- 3. Canada (20%)
- 4. Japan (19%)
- 5. Germany (17%)
- 6. Mexico (17%)
- 7. Spain (15%)
- 8. UK (14%)
- 9. Thailand (13%)
- 10. Australia (12%)

You said you anticipate traveling internationally. Where do you anticipate going?
(BASE: INTERNATIONAL TRAVELERS; n=450)

With Big Plans Comes Bigger Spend

More than 50% of luxury travelers expect to increase their travel spending compared to 2024, with nearly two-thirds allocating more than US\$25,000 to their travels

YEAR-OVER-YEAR CHANGE IN LEISURE TRAVEL SPEND 2025 VS. 2024 (US\$)

↑ **55%**
INCREASE

61% Gen Z/Millennial
50% Gen X/Boomer+

43%
REMAIN
THE SAME

↓ **2%**
DECREASE

ANTICIPATED LEISURE TRAVEL SPEND 2025

38%
LESS THAN
\$25,000

49% Gen X/Boomer+

34%
\$25,000-\$49,999

29%
\$50,000+

49% \$500K+ HHI
43% Gen Z/Millennial
31% Loyalty member*

44% of total spend will be on hotels/accommodations

*Loyalty member or loyalty program member refers to affluent travelers belonging to a travel loyalty program (including airlines, hotel/hotel group, and travel agency)

What is your anticipated spending on leisure travel in the next 12 months?
What percentage of your anticipated spend will be on hotels / accommodations?
How, if at all, do you expect your total spending on leisure travel to change compared to last year?

Luxury Travelers Want To Be Immersed, Build Legacies, and Discover Heritage

Over half of luxury travelers are looking for cultural immersion journeys, followed by legacy-building trips and heritage discovery trips

2025 MOST DESIRED TRAVEL MOMENTS

53%

Cultural immersion journeys, where they're able to experience destinations like a local

47%

Legacy-building trips, including multi-generational experiences and creating traditions with loved ones

64% US\$500K+ HHI
57% Gen Z/Millennial
55% Parent

39%

Heritage discovery trips, tracing family roots and exploring historic locations

46% Gen Z/Millennial

37%

Transformational retreats, focused on wellness journeys and personal growth experiences

45% Gen Z/Millennial

34%

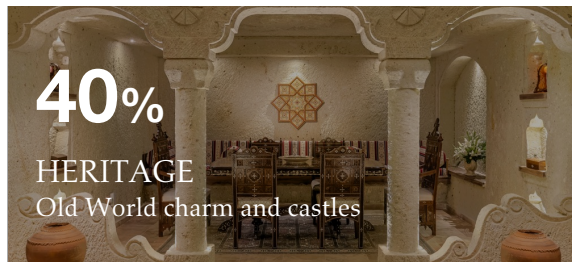
Impact-driven travel, inclusive of sustainable tourism and supporting local communities

55% Gen Z/Millennial
47% US\$500K+ HHI

10% None of the above

Iconic History, Insider, and Heritage Are Top Attributes Luxury Travelers Seek in Accommodations

89% of luxury travelers agree: "I want my hotel to add to the experience of my destination, not just be a place to sleep."



CROWD AVOIDERS 37%
 Exclusive stays away from the masses

UNEXPECTED HAVENS 35%
 Tranquility in busy cities

RESTORATIVE RETREAT 31%
 Slow, restorative stays focused on longevity and well-being

OUTDOOR AND ADVENTURE 29%
 Rugged escapes into the wild

ROYALTY-INSPIRED 24%
 Opulence and white-glove service

FUTURISTIC AND SCI-FI 20%
 Sleek, high-tech stays that feel ahead of their time

COOLCATIONS 19%
 Experiencing cooler climates

ECO-LUXE 18%
 High-end sustainability without compromising luxury

FISHERMAN AESTHETIC 16%
 Rustic coastal escapes with a maritime feel

STORYBOOK TRAVEL 17%
 Travel vibes inspired by a book or movie scene

COWBOY CORE 11%
 Frontier-inspired with wide open spaces

Thinking about your 2025 travel, what vibes are you going for in your travel accommodations?
 How much do you agree or disagree with the following statement?:
 I want my hotel to add to the experience of my destination, not just be a place to sleep

TREND 1

Beige-ification

The Travel Industry's Biggest Threat

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DESTINATION DISILLUSIONMENT

Travel Desire Is Hot, but "Beige-ification" Makes Everything Feel Soulless

Travelers seek hotels with a unique identity, yet more than half have experienced "destination disillusionment," where cities and stays feel indistinguishable

56%

AGREE

"I have experienced 'destination disillusionment.'"

77% Gen Z/Millennial
66% US\$500K+ HHI

BEIGE-IFICATION OF HOTELS

62%

AGREE

"Luxury hotels feel beige lately."

84% Gen Z/Millennial

83%

AGREE

"I can immediately tell when a hotel is designed for mass appeal rather than true luxury."

92% Gen Z/Millennial

67%

AGREE

"Modern luxury hotels have sacrificed soul for standardization."

79% Gen Z/Millennial

How much do you agree or disagree with the following statements about the current state of luxury travel?
1. I have experienced "destination disillusionment" (i.e., places I visit seem identical due to mass tourism and social media)
2. Luxury hotels feel beige lately (e.g., everything feels the same, the same design aesthetic, same food, same amenities, etc.)
3. I can immediately tell when a hotel is designed for mass appeal rather than true luxury
4. Modern luxury hotels have sacrificed soul for standardization

Dupe Culture Is Ruining Luxury Travel

Social media-driven design makes everything look and feel the same



THE COPY-AND-PASTE EFFECT

68% AGREE

"Hotel design has become too focused on being **'Instagram-ready.'**"

83% Gen Z/Millennial
78% US\$500K+ HHI

65% AGREE

"Instagram has created a **'copy-and-paste'** effect in luxury travel."

80% Gen Z/Millennial



THE INSTAGRAM-WASHING BACKLASH

With no signs of slowing down, luxury travelers are rebelling by taking their business elsewhere

72% OF LUXURY TRAVELERS

won't pay for luxury accommodations that look the same as everything else out there today

How much do you agree or disagree with the following statements about the current state of luxury travel?

1. Hotel design has become too focused on being "Instagram-ready"
2. Instagram has created a "copy-and-paste" effect in luxury travel (e.g., everything looks and feels the same as everywhere else)
3. I won't pay for luxury accommodations that look the same as everything else out there

The Algorithm Doesn't Cut It for Luxury Travelers

Social media is adding to the noise without solving problems for luxury travelers

74% AGREE

"I'm tired of travel itineraries that feel **designed by an algorithm** rather than authenticity."

86% Gen Z/Millennial

77% AGREE

"Social media **algorithms do not understand** my specific travel desires."

How much do you agree or disagree with the following statements?:
1. Social media algorithms do not understand my specific travel desires
2. I'm tired of travel itineraries that feel designed by an algorithm rather than authenticity

Finding and Experiencing Travel Offline Has Become a New Luxury

THE GROWTH OF “OFF-THE-ALGO” TRAVEL

As algorithmic-driven travel experiences continue to disappoint, luxury travelers are seeking experiences not found on social media. Itineraries are created based on their specific travel needs, rather than designed by what’s trending.

77% AGREE

“The best travel tips and curated lists are the ones **you don’t find online.**”

75% AGREE

“The best travel experiences **can't be found** through social media.”

77% AGREE

“True luxury today means **escaping the pressure** to post and impress online.”

How much do you agree or disagree with the following statement about the current state of luxury travel?
The best travel tips and curated lists are the ones you don't find online

How much do you agree or disagree with the following statements?:
1. True luxury today means escaping the pressure to post and impress online
2. The best travel experiences can't be found through social media

Social Media Influencer Hype Can Dampen Desire

Luxury travelers seek unknown frontiers outside of influencer arenas



How much do you agree or disagree with the following statement?
In general, the best places I've stayed aren't widely known or advertised

Would the following attributes make you less likely or more likely to book an accommodation in the next 12 months?
1. The place is trending on social media
2. Social media influencers can't stop talking about it

PEOPLE SEEK UNKNOWN FRONTIERS

75% AGREE

"In general, the best places I've stayed aren't widely known or advertised."

85% Gen Z/Millennial

SOCIAL MEDIA IMPACT ON LUXURY TRAVELERS' ACCOMMODATION DECISION

40%

of luxury travelers are **less likely** to book an accommodation if "social media influencers can't stop talking about it"

53% Gen X/Boomer+
42% Loyalty program member

45% No change
16% More likely

38%

of luxury travelers are **less likely** to book an accommodation if "the place is trending on social media"

49% Gen X/Boomer+
40% Loyalty program member

44% No change
18% More likely

Luxury Travelers Will Flip Plans Upside Down for a Unique Accommodation

When a travel option truly meets their needs, they're willing to pay up and change plans to experience it

95%

AGREE

"If an accommodation truly aligns with my taste and preferences, I am **willing to increase my budget** to stay there."

82%

AGREE

91% Gen Z/
Millennial

"I am **willing to adjust my travel dates** if it means staying at the perfect accommodation."

81%

AGREE

88% Gen Z/
Millennial

"I would rather **pay more for a unique accommodation than an airline upgrade.**"

80%

AGREE

90% Gen Z/
Millennial

"I would **consider traveling to a different city altogether** to stay at a property that excites me."

How much do you agree or disagree with the following statements?:

1. If an accommodation truly aligns with my taste and preferences, I am willing to increase my budget to stay there
2. I am willing to adjust my travel dates if it means staying at the perfect accommodation
3. I would consider traveling to a different city altogether to stay at a property that excites me
4. I would rather pay more for a unique accommodation than an airline upgrade

TREND 2

Legacy Moments

The New Currency of Luxury

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Luxury Travelers Are Planning for Legacy Moments That Define Their Year

Legacy moments are made up of once-in-a-lifetime, rare, and connective travel experiences

THE ULTIMATE EXPERIENCES LUXURY TRAVELERS HOPE TO GAIN WHEN PLANNING A TRIP

61%

Once-in-a-lifetime, awe-inspiring moments

67% Gen X/Boomers+

58%

Rare moments and private or ultra-exclusive

57%

Connective and bonding moments

64% Parents

48%

Authentic immersion into local community

45%

Transformational moments

2% None of the above

The Redefinition of Luxury Travel

Luxury symbols are shifting away from traditional notions of opulence towards access and unlock of unique experiences



EMERGING LUXURY

Bespoke, insider, and hands-on experiences, ties to culture and heritage, sustainability, and seclusion

81%

consider **emerging luxury** services and amenities to be very luxurious

TRADITIONAL LUXURY

Award-winning dining, renowned spas, VIP service, and world-class amenities at iconic hotels

71%

consider **traditional luxury** services and amenities to be very luxurious

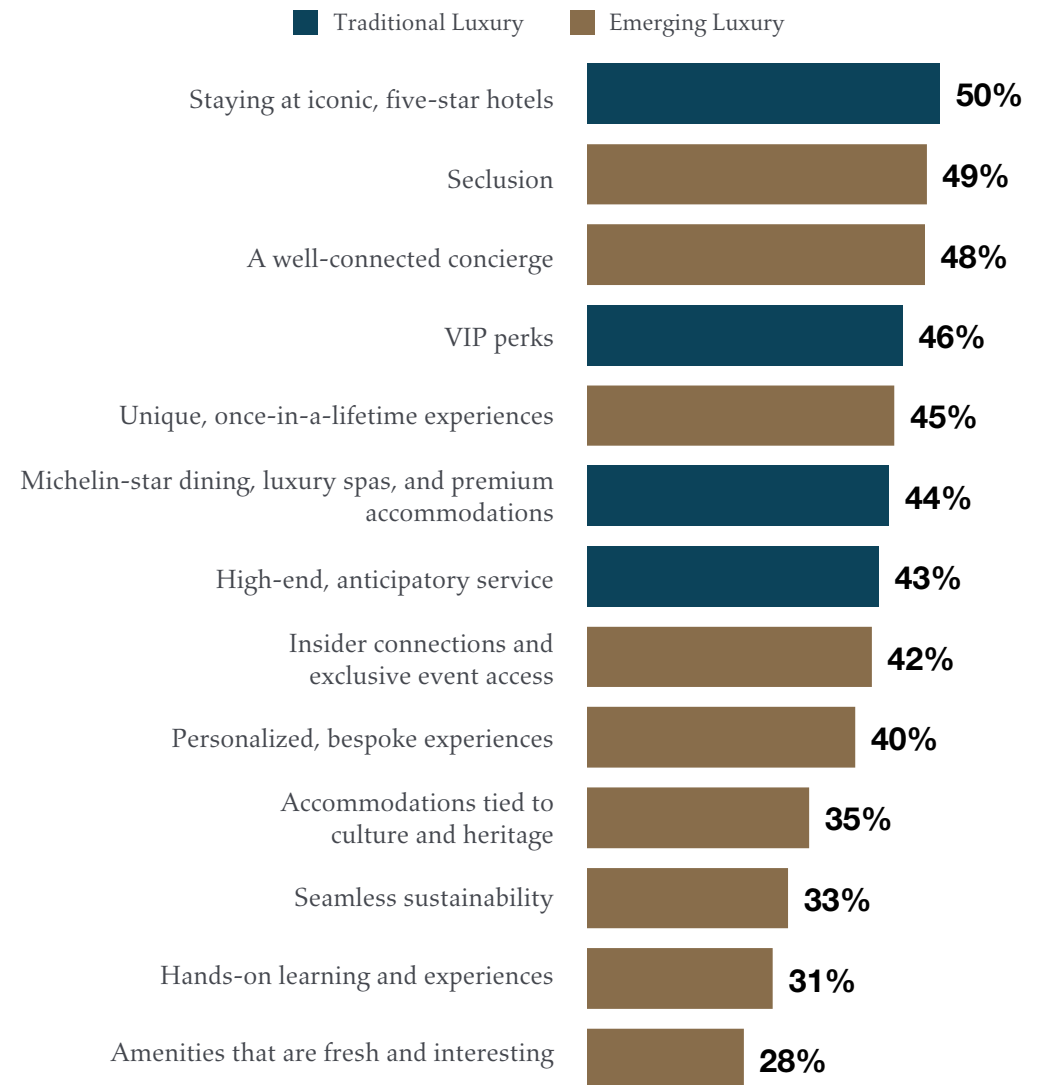
New Luxury Offerings Are Secluded, Insider, and Once-in-a-Lifetime



We would like to understand how you perceive offerings found in luxury travel. On a scale from 1 to 10, where "1" is "Basic offering" and "10" is "Ultra luxury offering," what do you consider the following?

HOTEL OFFERINGS CONSIDERED VERY LUXURIOUS

(9-10 on a 10-point scale of "Basic" to "Ultra Luxury")



Insider Access Is the New Gold Status

Private networks and insider connections are the key to creating legacy moments



85%

AGREE

"Private networks and personal connections unlock the most memorable travel moments."

93% Gen Z/Millennial

75%

AGREE

"I want travel experiences tailored for those 'in the know.'"

88% Gen Z/Millennial

64%

prefer navigating a destination with handwritten tips and ideas from locals

74% Gen X/Boomer+
66% Loyalty program member

VS.

36%

prefer navigating a destination with AI-driven concierge services and digital travel guides

52% Gen Z/Millennial

How much do you agree or disagree with the following statements?

1. Private networks and personal connections unlock the most memorable travel moments
2. I want travel experiences that feel tailored for those "in the know"

Which would you rather experience?

Navigating a destination with handwritten tips and ideas from locals OR AI-driven concierge services and digital travel guides

Legacy Accommodations Offer Singular Experiences and Access

Uniqueness and exclusivity create “money can’t buy” travel moments

ELEMENTS THAT FEEL “MONEY CAN’T BUY”



Exclusive or after-hours access to iconic cultural sites **42%**

Being part of historic moments **39%**

Participating in centuries-old traditions typically impossible to access **38%**

Being part of cultural moments **38%**

Unlocking experiences that usually require personal connections **48%**

Having an experience crafted specifically for you that can never be replicated **45%**

Tailored wellness experiences **22%**

Experiencing places so exclusive that most people don't know they exist **41%**

Having a cultural insider personally guide your experience **36%**

Being one of the first to experience a destination before it becomes known **30%**

VIP access to high-profile events **30%**

Ultra-premium amenities **25%**

Elite shopping experiences **25%**

TREND 3

High-Touch Curation

The New Signals of Luxury

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An aerial photograph of a large, multi-story resort building with a complex roofline, situated in a lush green valley. The resort is surrounded by dense evergreen forests. In the background, there are rolling hills and majestic, rugged mountains under a clear blue sky. The overall scene is one of natural beauty and luxury.

Curation Is at the Heart of Modern Luxury

92%

AGREE

"The best luxury experiences
feel effortless but are
thoughtfully designed
behind the scenes."

Atmosphere Is Essential in Establishing Luxury

Luxury travelers believe curation is as important as service culture

86%

93% Gen Z/Millennial

“The accommodation's uniqueness is **just as important as its level of luxury.**”

80%

89% Gen Z/Millennial

“Design, music, and sensory elements can elevate a travel experience **just as much as top-tier service.**”



How much do you agree or disagree with the following statements?:

1. The accommodation's uniqueness is just as important as its level of luxury
2. Design, music, and sensory elements can elevate a travel experience just as much as top-tier service

Elements That Elevate Hotel Experience Through Thoughtful Curation

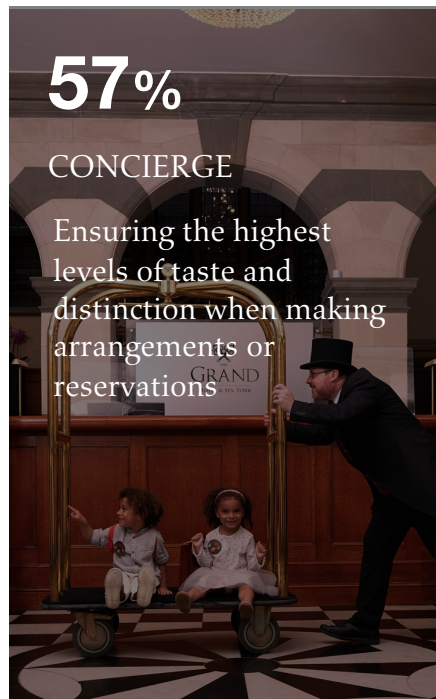
78%
FOOD & BEVERAGE
Highly intentional menus, locally inspired offerings



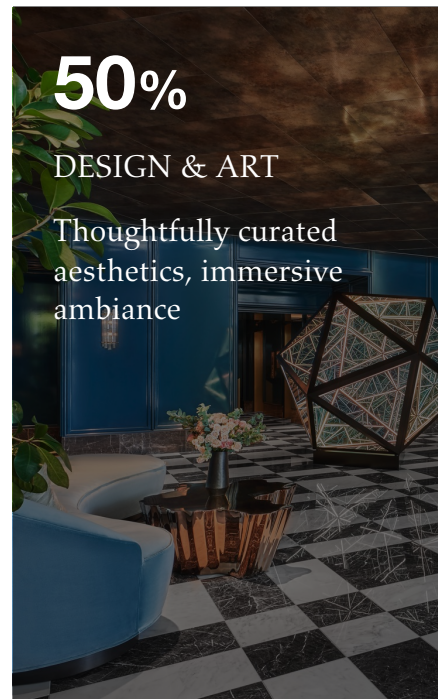
73%
AMENITIES
Unique, in-room offerings, personalized wellness and recreation



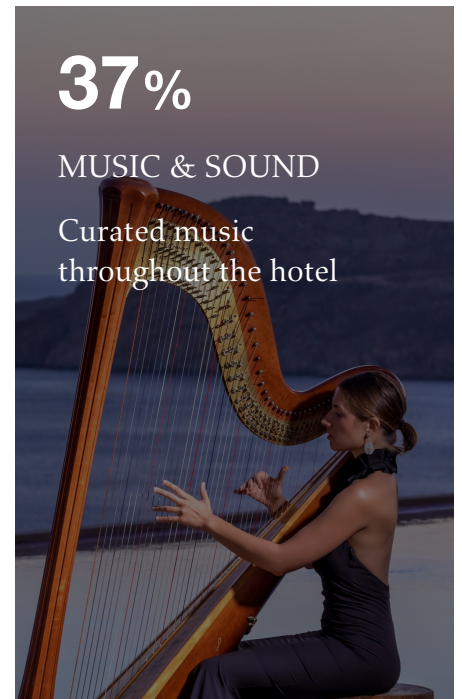
57%
CONCIERGE
Ensuring the highest levels of taste and distinction when making arrangements or reservations



50%
DESIGN & ART
Thoughtfully curated aesthetics, immersive ambiance



37%
MUSIC & SOUND
Curated music throughout the hotel



Local Curation Sways Preference

The ability to showcase true partnership with local communities are tie-breakers when considering similar luxury properties

89%

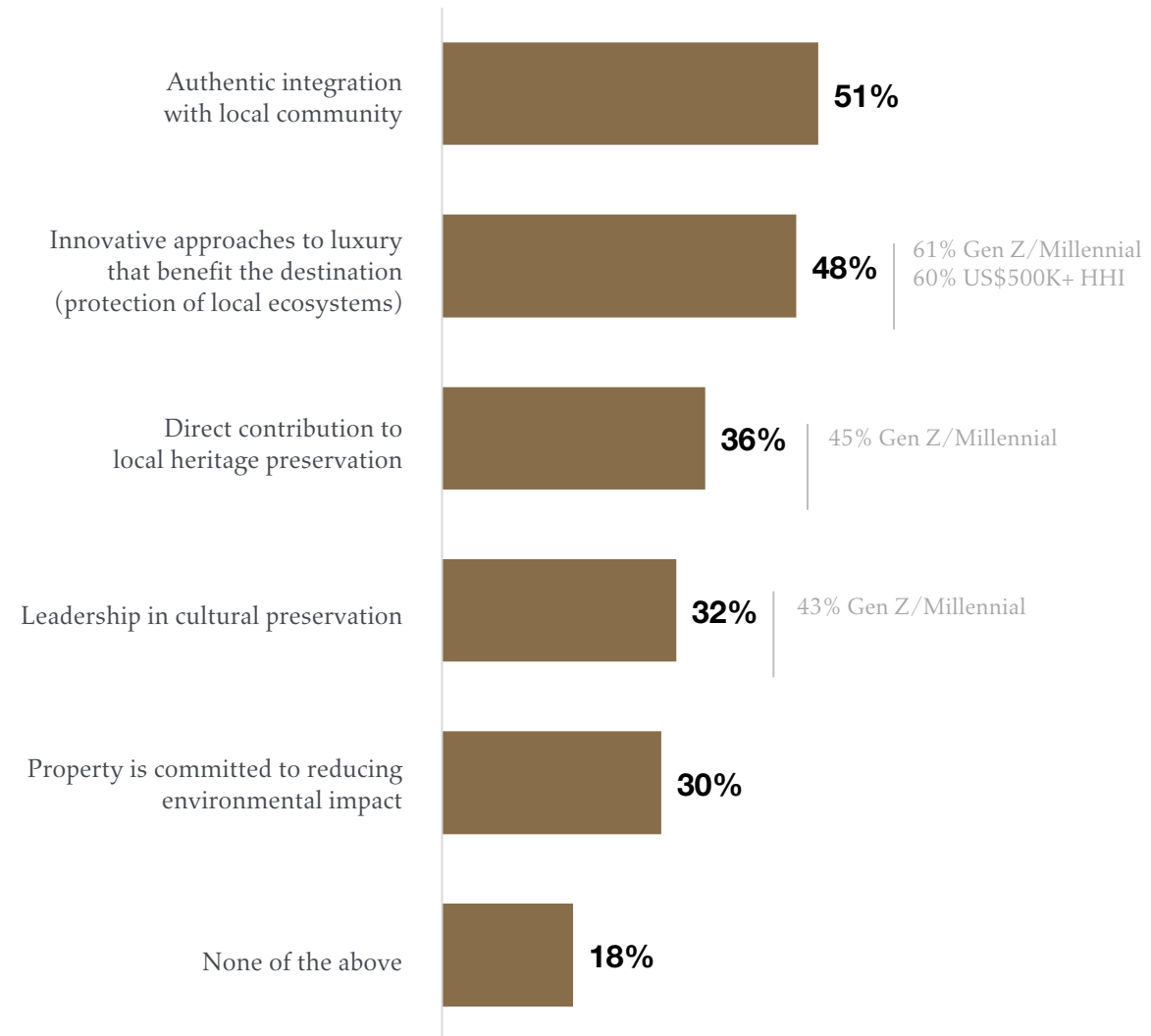
AGREE

"I want to see more local charm in international hotels."

How much do you agree or disagree with the following statement about the current state of luxury travel?:
I want to see more local charm in international hotels (e.g., décor by local artists, aesthetics that represent local culture, etc.)

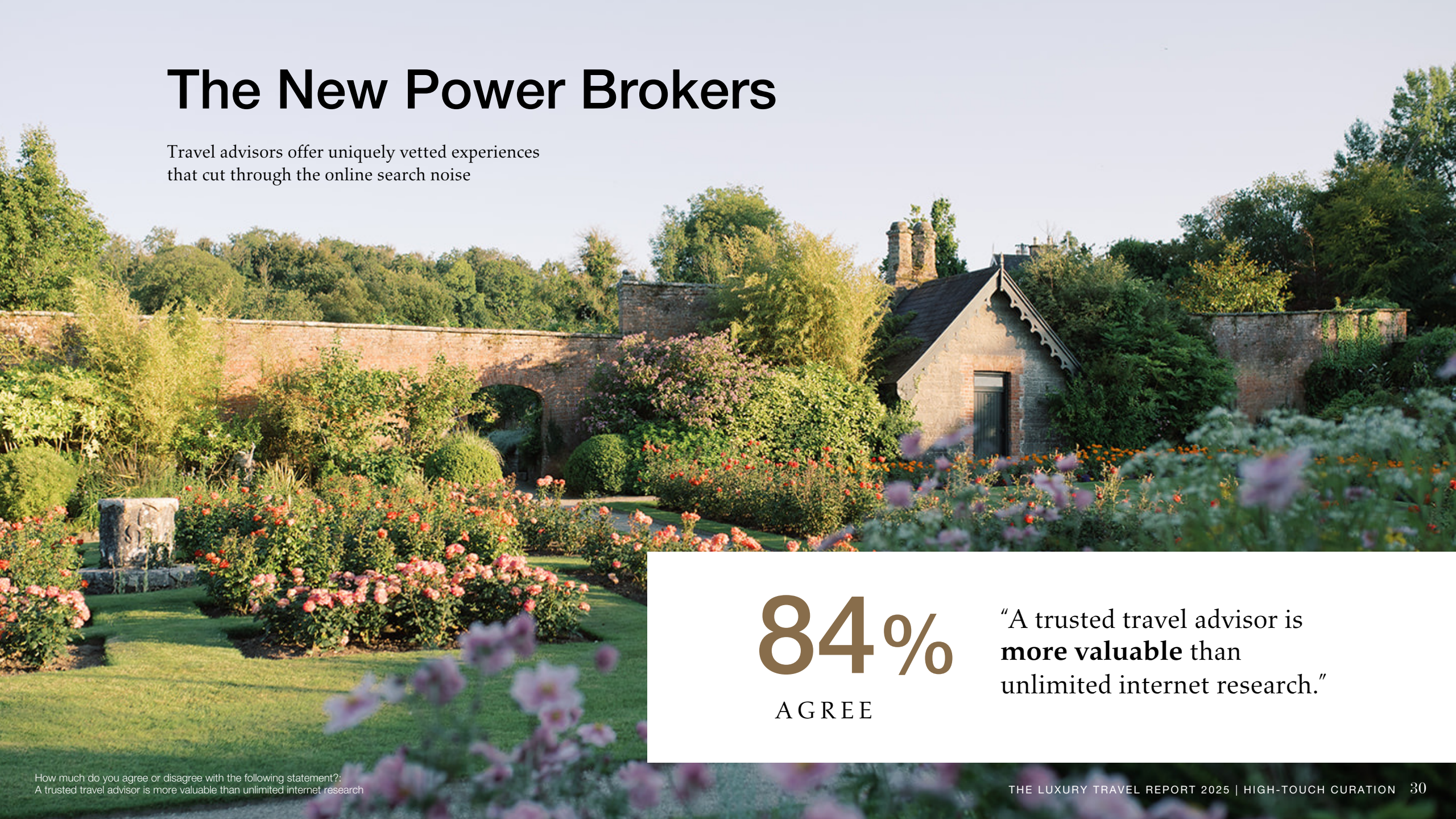
What would make you choose one luxury property over another?

TIE-BREAKERS: CHOOSING ONE LUXURY PROPERTY OVER ANOTHER



The New Power Brokers

Travel advisors offer uniquely vetted experiences that cut through the online search noise



84%
AGREE

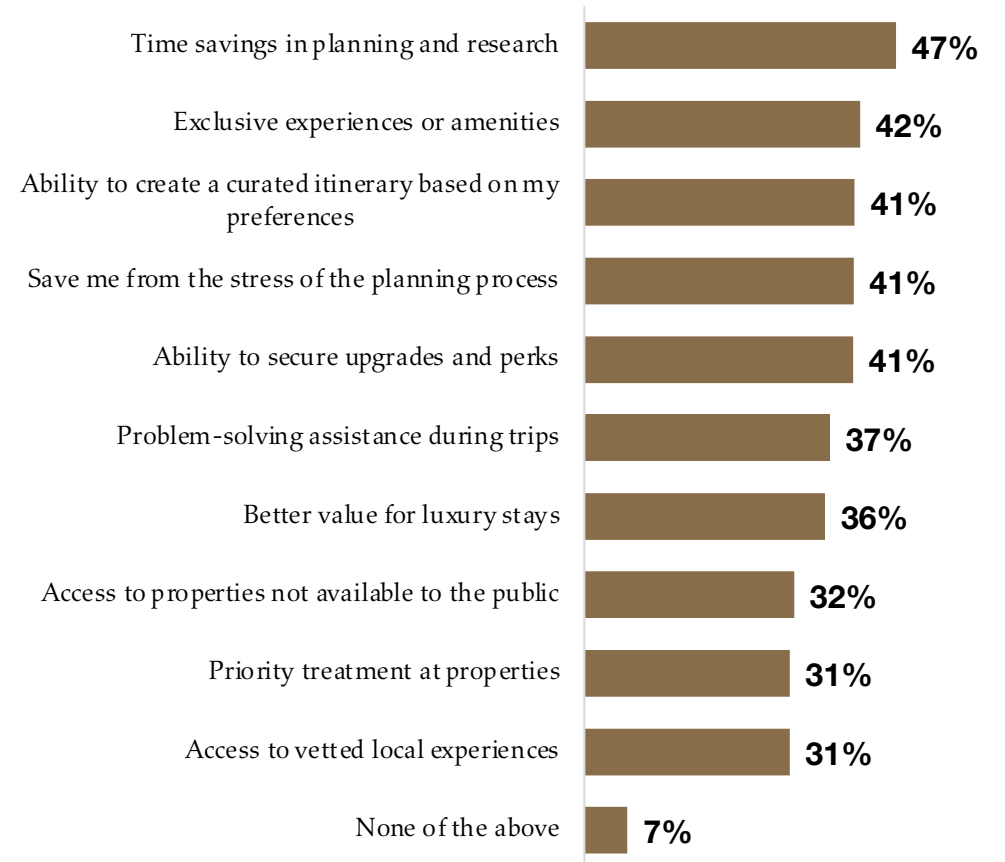
“A trusted travel advisor is **more valuable** than unlimited internet research.”

How much do you agree or disagree with the following statement?
A trusted travel advisor is more valuable than unlimited internet research

Luxury Travelers Rely on the Pros to Plan Legacy Moments

Time savings, access, and curation are the top reasons luxury travelers use a travel advisor

WHY LUXURY TRAVELERS ENGAGE A TRAVEL ADVISOR



TRAVEL ADVISORS ALLEVIATE PLANNING FRUSTRATIONS

30%

of luxury travelers have spent hours searching only to find the accommodation they like, and it's sold out

24%

of luxury travelers have spent hours trying to align their itinerary only to realize things didn't fit

Which of the following frustrations have you experienced when booking accommodations for your leisure travel? What are the top reasons you use, or would use, a travel advisor to plan your leisure vacation?

TREND 4

Heritage Luxury

The New Frontier of Luxury

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Luxury Travelers Want To Be Part of History

The vast majority want to get up close and personal with the past

HOW LUXURY TRAVELERS WANT HISTORY INTEGRATED INTO THEIR TRAVEL



Over 9 in 10

luxury travelers want historic experiences integrated into their travel (95%)

37%

"I want to participate in history."

(Engaging in traditions and cultural moments that define a destination)

33%

"I want to be a guest in history."

(Experiencing places exactly how they've been for centuries)

15%

"I want to be a guardian of history."

(Supporting preservation efforts and keeping cultural legacies alive)

9%

"I want to be a pioneer of history."

(Discovering or experiencing places before they are widely known)

Significance Reigns Supreme

Luxury travelers seek substance and authenticity over fads

74%

seek **deep historical significance**

88% Gen X/Boomer+
77% Loyalty program member



26%

prefer **Instagram-worthy and trendy**

48% Gen Z/Millennial
32% Men

63%

prefer **historic preservation**
with modern conveniences

71% Gen X/Boomer+
70% Women
67% Loyalty program member



37%

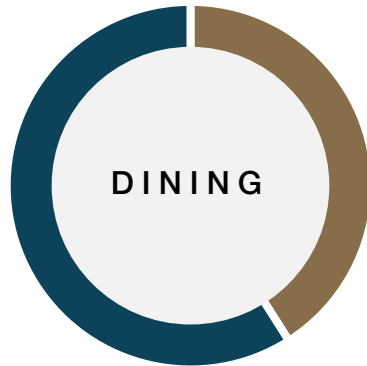
want a **high-tech, fully loaded suite**

48% Gen Z/Millennial

59%

crave authentic recipes
prepared with local ingredients

65% Gen X/Boomer+
65% Parent
63% Loyalty program member



41%

desire **globally inspired fine dining**

49% Gen Z/Millennial

Multi-Generational Trip Plans

71%

85% Gen Z/Millennial
84% Parent

of luxury travelers plan to take at least one multi-generational trip in the next 12 months

NUMBER OF MULTI-GENERATIONAL TRIPS PLANNED IN THE NEXT 12 MONTHS:

21%
1 TRIP

18%
2 TRIPS

9%
3 TRIPS

8%
4 TRIPS

15%
5 OR MORE TRIPS

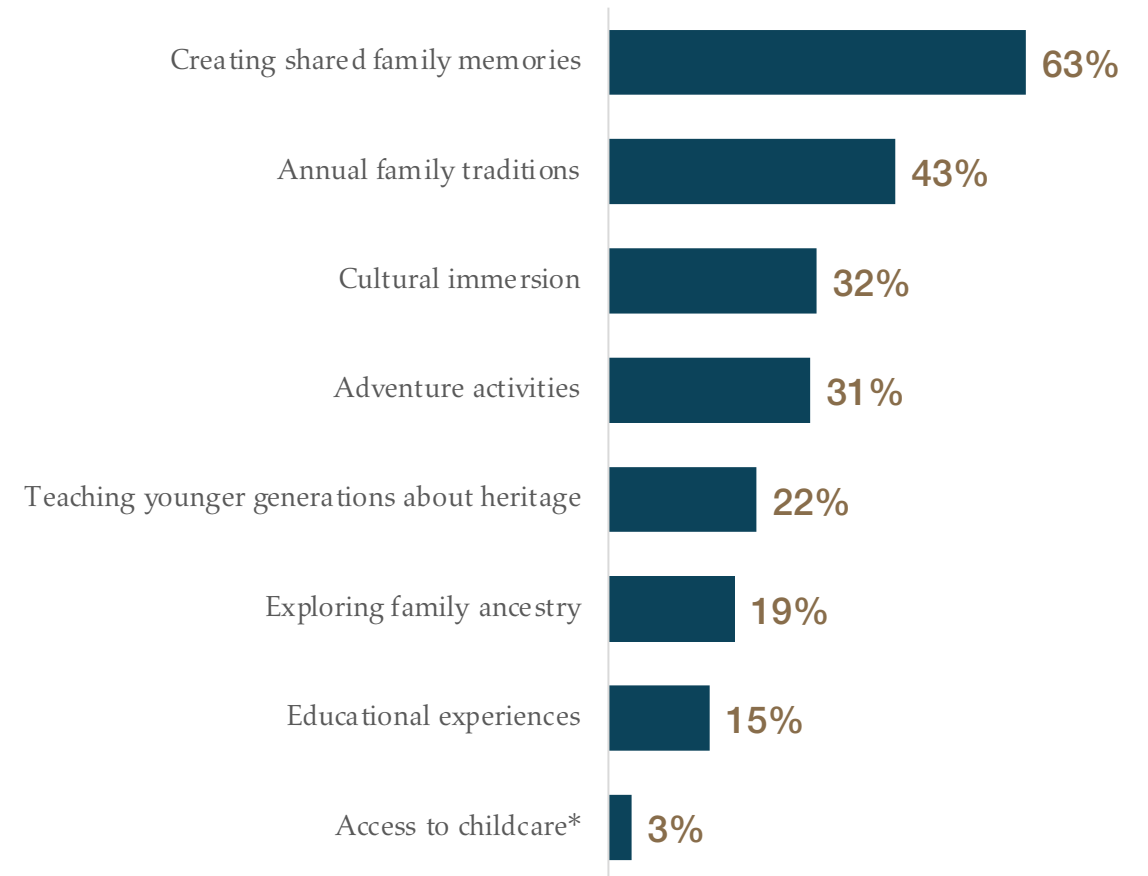
Luxury Travelers Want To Cultivate Personal Heritage

Creating shared memories and traditions are a top priority



What drives your multi-generational trip planning?
(BASE: MULTI-GENERATIONAL TRAVELERS (n=356)
*Asked of parents only (n=315)

DRIVERS OF MULTI-GENERATIONAL TRIP PLANNING

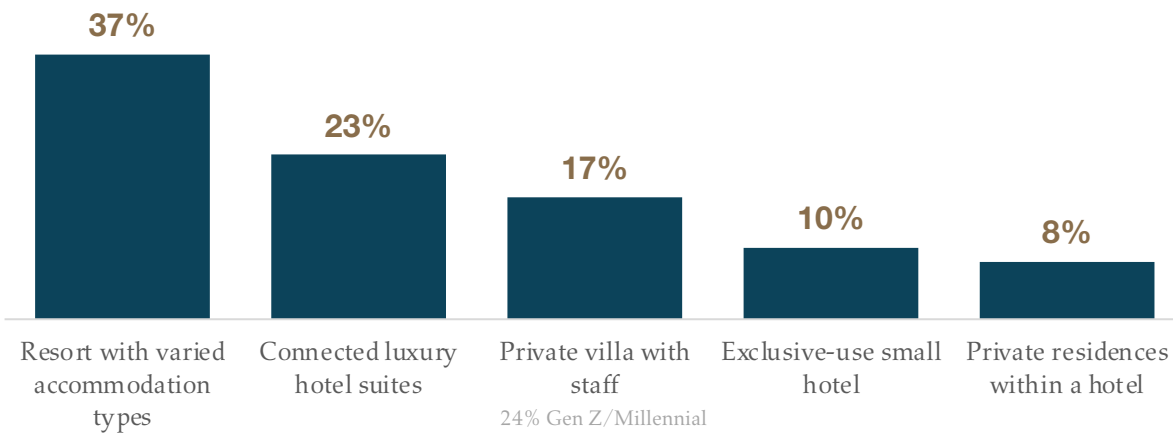


*Asked of parents only

Heritage Travelers Stay Together

Resorts are a primary destination to build multi-generational legacy moments

ACCOMMODATION TYPES THAT BEST SUIT MULTI-GENERATIONAL TRAVEL NEEDS



What type of accommodation best suits your needs for multi-generational travel?
Base: MULTI-GENERATIONAL TRAVELERS (n=356)

TREND 5

Loyalty Assurance

Loyalty Programs Are Lifelines to High Quality Travel

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Luxury Travelers Adapt to Economic Pressure

Leveraging loyalty programs and other “luxury hacks” preserves quality for savvy travelers

85%

of luxury travelers have “luxury hacks” that help them maintain a high-end travel experience without overspending

LUXURY HACKS INCLUDE:

Upgrading with points instead of paying premium cash rates	46%	Partnering with travel advisors for exclusive perks	26%
Booking through loyalty networks with elite-tier benefits	38%	Traveling closer to home but splurging on premium services	19%
Using loyalty programs that offer last-minute deals for luxury stays	32%	Using referral networks for private home or villa stays	17%
Finding lesser-known five-star properties not listed on major booking platforms	29%	Referencing a curated collection of hotels and experiences to book my stays	14%

Adaptation Doesn't Mean Sacrifice

Luxury travelers use new angles to achieve desired travel experiences



75%

of luxury travelers have adapted their travel habits in response to rising costs and economic uncertainty

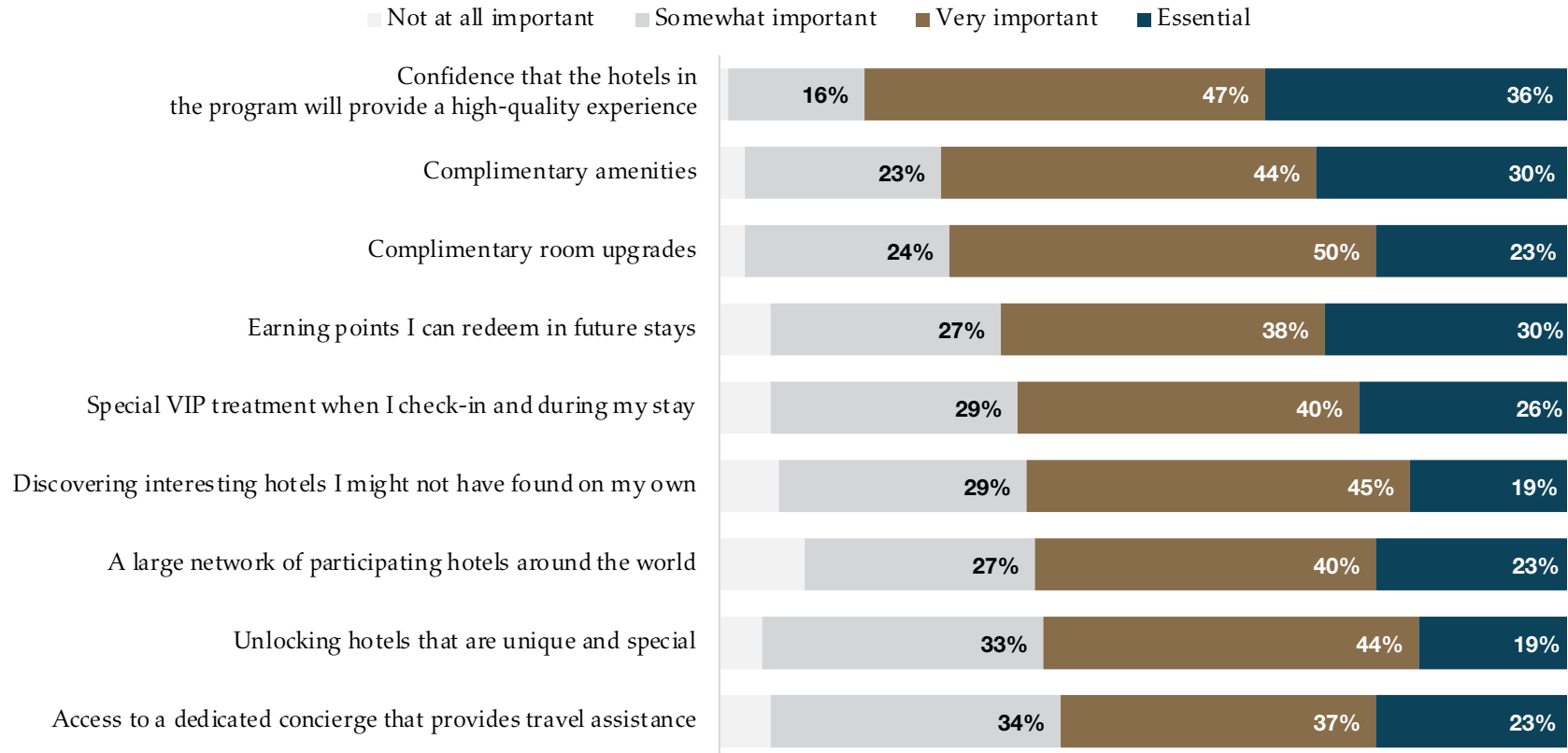
HOW THEY'VE ADAPTED THEIR TRAVEL HABITS:

Using loyalty points and memberships to offset costs	47%
Traveling off-season to high-end hotels for better value	36%
Prioritizing fewer but higher-quality trips	32%
Seeking under-the-radar hotels that offer five-star experiences at lower prices	27%
Booking extended stays to maximize value in premium properties	26%
Reducing spending on non-essentials, like tours and excursions	19%

Loyalty Programs Play a Critical Role in Quality Assurance and Sense of Value

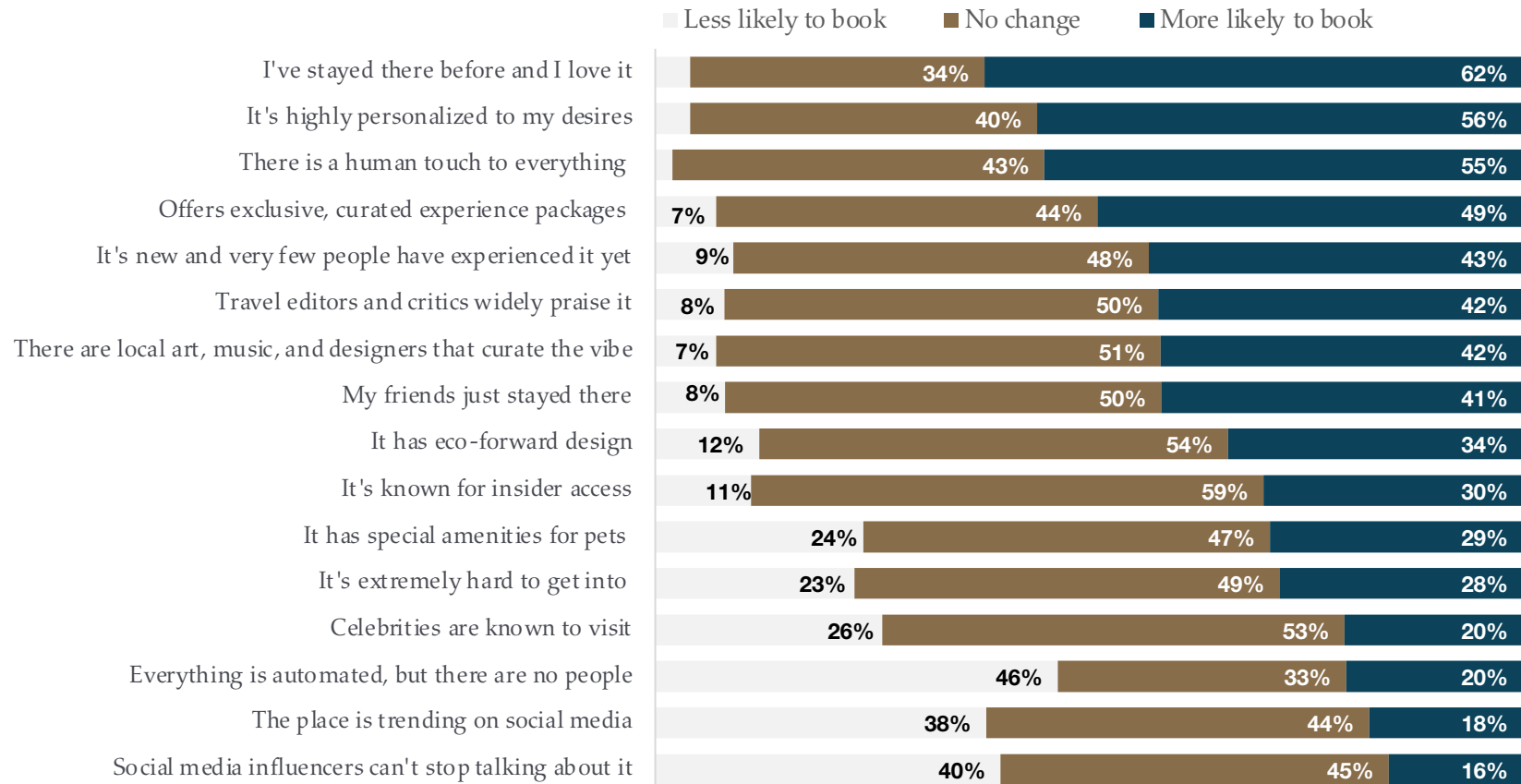
Loyalty programs signal high-quality experiences and provide access and upgrades

IMPORTANCE OF LOYALTY PROGRAM ROLES IN HELPING PLAN TRAVEL



Loyalty Is Earned Through Experiences, Personalization, and Human Touch

ATTRIBUTES THAT IMPACT LUXURY TRAVELERS' LIKELIHOOD TO BOOK IN NEXT 12 MONTHS



SUMMARY

Luxury Travel Remains Hot and in High Demand, with 5 Key Trends Shaping the Next 12 Months

1

Beige-ification:
The Travel Industry's
Biggest Threat

2

Legacy Moments:
The New Currency
of Luxury

3

High-Touch Curation:
The New Signals of
Luxury

4

Heritage Luxury:
The New Frontier
of Luxury

5

Loyalty Assurance:
Loyalty Programs
Are Lifelines to High
Quality Travel

Appendix

LUXURY TRAVELER PROFILE

Demographics

GENDER

Man	55%
Woman	45%

GENERATION

Gen Z/Millennial (18-44 years old)	41%
Gen X/Boomers+ (45+ years old)	59%

PARENTAL STATUS

Parent	55%
Non-Parent	45%

MARITAL STATUS

Married/living with partner	73%
Single	27%

SEXUAL ORIENTATION

LGBTQ+	6%
NON LGTBQ+	94%

EMPLOYMENT STATUS

Employed	75%
Not Employed	25%
>> Retired	20%
>> Student/Stay at home spouse	5%

EDUCATION

Less than HS degree	3%
HS degree to less than 4-year degree	15%
4-year degree+	81%

HOUSEHOLD INCOME (US\$)

\$250,000-\$499,999	70%
\$500,000+	30%

HOUSEHOLD ASSETS (US\$)

\$1M-\$2M	34%
\$2M-\$5M	38%
\$5M+	36%

REGION

Northeast	17%
Midwest	17%
South	42%
West	24%

URBANICITY

Urban	46%
Suburban	46%
Rural	7%

RACE

People of color	33%
White	67%

LUXURY TRAVELER PROFILE

Travel Behavior

78%

of luxury travelers say leisure travel is very important to their life personally

(8-10 on a 10-pt. scale)

91%

of luxury travelers belong to a travel loyalty program

86% Airline 28% Travel Agency
73% Hotel/Hotel Group 5% Other

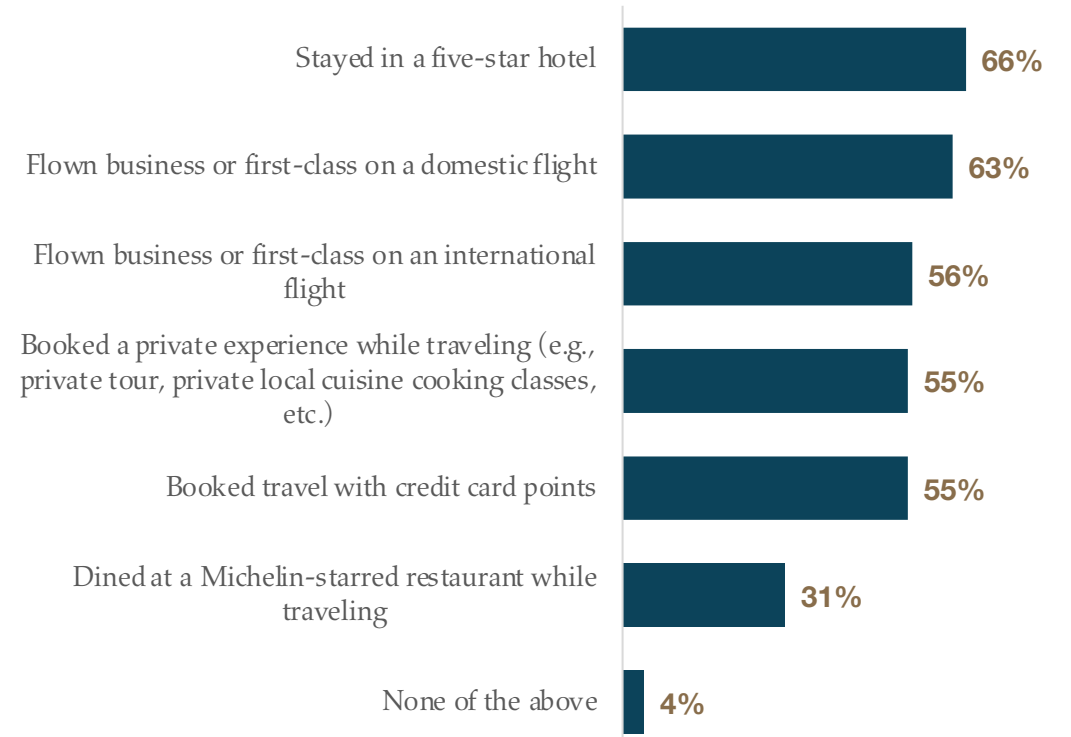
TYPICAL ANNUAL TRAVEL SPEND (US\$)

\$10,000-\$24,999	44%
\$25,000-\$49,999	29%
\$50,000+	27%

GLOBAL AFFILIATIONS

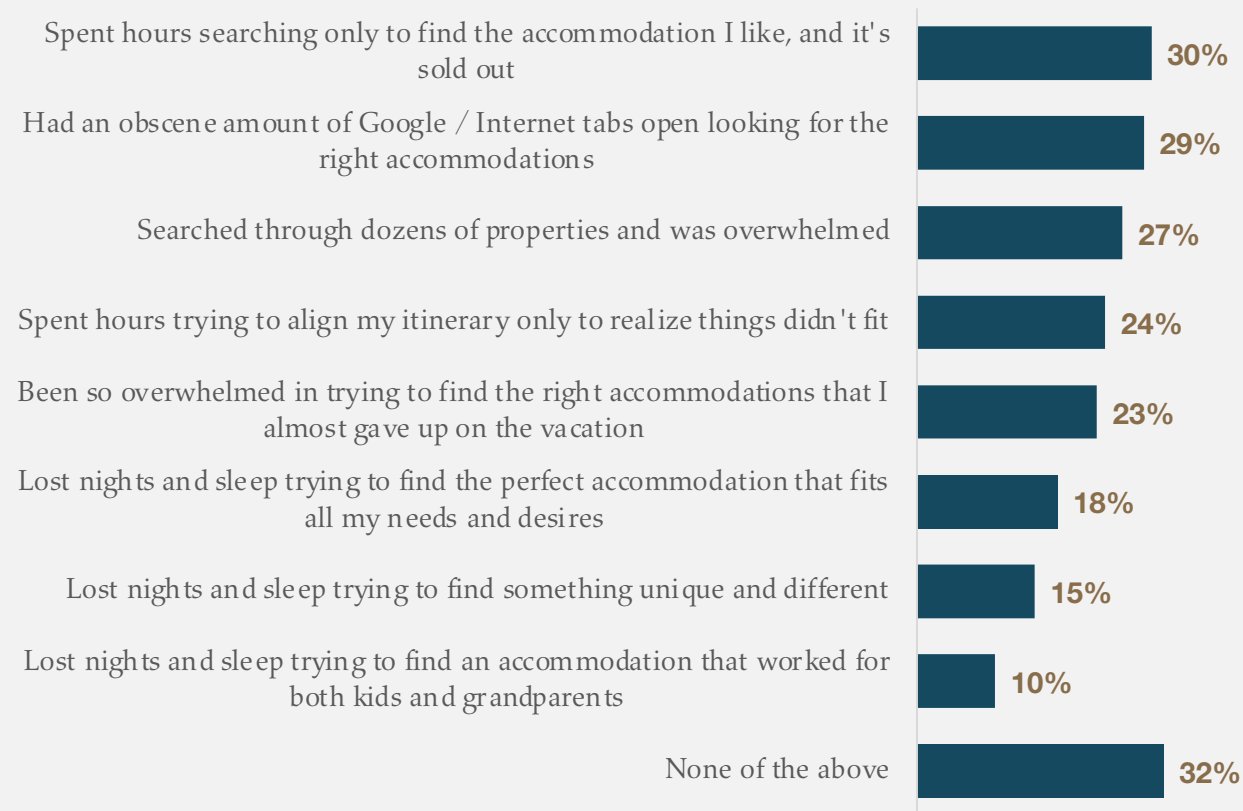
I have traveled to multiple continents outside the U.S.	81%
I have strong professional or personal ties to regions outside the U.S.	39%
I have previously lived outside the U.S. for at least six months	30%
None of the above	9%

TRAVEL EXPERIENCE PARTICIPATED IN WITHIN THE PAST 12 MONTHS



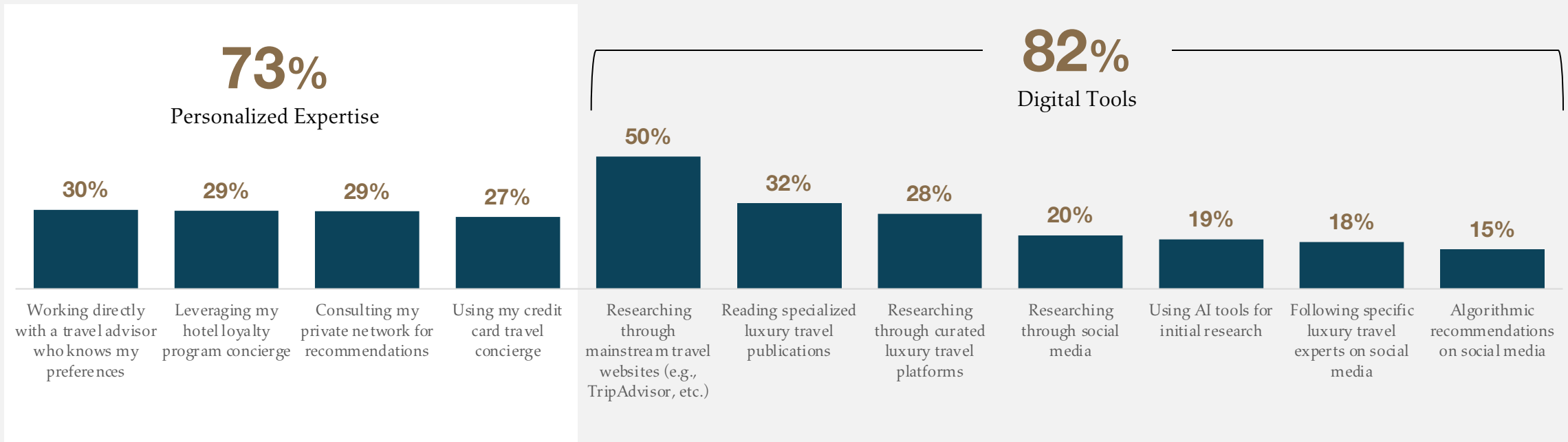
Travel Planning Frustrations Are Experienced by Most

TRAVEL FRUSTRATIONS EXPERIENCED WHEN BOOKING ACCOMMODATIONS



Preferences for Travel Accommodation Planning Are a Sound Mix of Personalized Expertise & Digital Tools

PREFERRED METHODS OF PLANNING LUXURY LEISURE ACCOMMODATIONS



Luxury Travelers Appreciate Hotels Designed with Unique Perspective & Connection with Curation Experts

94% AGREE
“I appreciate when a hotel is designed with a unique perspective.”

77% AGREE
“Hotels create deeper, more memorable stays when they connect guests with the experts shaping the experience.”
86% Gen Z/Millennial

Luxury Travelers Don't Show a Strong Preference for Staying Off-Grid vs. Vibrant City, as Long as All Else Remains Equal

51%

of luxury travelers would rather experience a five-star property **in the heart of a vibrant city** with fully upgraded amenities

57% Gen X/Boomer+

vs.

49%

of luxury travelers would rather experience a five-star property **in a secluded, off-the-grid location** with fully upgraded amenities