

Luxury Travel - UK - November 2018

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“With more brands entering the luxury travel market, it becomes even more important for luxury travel brands to claim their position, differentiate from their competitors and increase brand loyalty. Offering flexibility, personal advice and good deals is key to achieving this.”

– Marloes de Vries, Travel Analyst

This report looks at the following areas:

- Social media becomes more powerful in the customer journey
- Travel expertise comes back in to fashion

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Covered in this Report

Executive Summary

The market

HNWI growth in the UK lags behind elsewhere

Uncertainties around Brexit put a spotlight on cheaper destinations

Figure 1: What effect luxury travellers think Brexit will have on the economy, August 2018

Further increase in luxury (expedition) cruises expected

The US remains by far the most visited long-haul destination

Figure 2: Top 10 long-haul destinations, by volume of trips (holidays), 2013-17

Companies and brands

Kuoni showcases its Personal Travel Experts

DER Touristik introduces tailor-made brand

Airbnb's additions disruptive for luxury travel suppliers

Automotive and retail are flirting with luxury travel brands

The consumer

Defining the luxury traveller

Figure 3: Luxury traveller segments, August 2018

Even luxury holidaymakers travel economy

Figure 4: Mode of transport used during most expensive holiday in past five years, August 2018

Hotel suites, sea views and wellness are key elements

Figure 5: Luxury elements present during most expensive holiday in past five years, August 2018

The importance of making day trips and excursions bookable

Figure 6: Activities undertaken during most expensive holiday in past five years, August 2018

Luxury travellers want to return richer in knowledge

Figure 7: Attitudes towards luxury holidays, August 2018

Airbnb means serious competition for luxury travel brands

Luxury travellers still love a special offer

Huge potential for cruising among luxury travellers

Figure 8: Interest in cruising, August 2018

Cities and wildlife/nature drive interest in cruising

Showcasing quality time could convince families to join a cruise

Showing flexibility in cruising could increase potential

What we think

Issues and Insights

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Social media becomes more powerful in the customer journey

The facts

The implications

Travel expertise comes back in to fashion

The facts

The implications

The Market – What You Need to Know

HNWI growth in the UK lags behind elsewhere

Uncertainties around Brexit put a spotlight on cheaper destinations

Further increase in luxury (expedition) cruises expected

The US remains by far the most visited long-haul destination

Market Background

Top earners see decline in real-term income over the longer term

Figure 9: Average annual household income after tax and benefits, by quintile, 2008/09-2016/17

HNWI growth in the UK lags behind elsewhere

Figure 10: Top 10 nations for number of HNWIs*, 2014-17

Over half of high earners are confident about their financial situation

Figure 11: Consumer sentiment among high earners for the coming year, January 2017-October 2018

Holidaying intentions among high earners remain strong

Figure 12: Holidaying intentions among high earners, January 2017-October 2018

Uncertainties around Brexit put a spotlight on cheaper destinations

Figure 13: What effect luxury travellers think Brexit will have on the economy, August 2018

Further increase in luxury (expedition) cruises expected

Figure 14: UK and Ireland ocean cruise passengers, 2013-17

The US remains by far the most visited long-haul destination

Figure 15: Top 10 long-haul destinations, by volume of trips (holidays), 2013-17

Companies and Brands – What You Need to Know

Kuoni showcases its Personal Travel Experts

DER Touristik introduces tailor-made brand

Airbnb's additions disruptive for luxury travel suppliers

Automotive and retail are flirting with luxury travel brands

Luxury Travel Specialists

Despite fall in turnover, Kuoni remains market leader in premium travel

Figure 16: Leading luxury holiday specialist operators, by turnover, 2011-17

Kuoni showcases its Personal Travel Experts

The Inspiring Travel Company makes its debut on TV

DER Touristik introduces tailor-made brand

Mergers to offer more choice and strengthen position of brands

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Airbnb's additions disruptive for luxury travel suppliers

Launch Activity and Innovation

Companies are pushing boundaries to offer exclusive experiences

Innovations to increase the comfort during travelling

Personalisation to allow travellers to create their own travel experience

Automotive and retail are flirting with luxury travel brands

Increasingly fast-paced lifestyle triggers slower means of travel

Figure 17: One of the three Grand Suites aboard the Venice Simplon Orient Express

The Consumer – What You Need to Know

Volume of luxury traveller segments

Millennials are willing to spend money on travelling

Even luxury holidaymakers travel economy

The importance of making day trips and excursions bookable

Luxury travellers still love a special offer

Huge potential for cruising among luxury travellers

Showing flexibility in cruising could increase potential

Defining the Luxury Traveller

High spending on holidays has not changed much over time

Figure 18: Amount spent on most expensive holiday taken, August 2015-August 2018

Most expensive holidays last a week or more, but short luxury breaks also appeal

Figure 19: Duration of most expensive holiday taken, August 2018

Three in 10 holidaymakers have stayed in five-star accommodation

Figure 20: Use of premium/luxury holiday accommodation, August 2018

Volume of luxury traveller segments

Figure 21: Luxury traveller segments, August 2018

Millennials are willing to spend money on travelling

Figure 22: Luxury traveller segments, by age and household income, August 2018

The Luxury Traveller – Modes of Transport

Self-drive itineraries not to be overlooked in the luxury segment

Figure 23: Mode of transport used during most expensive holiday in past five years, August 2018

Even luxury holidaymakers travel economy

Figure 24: Mode of transport used during most expensive holiday in past five years, August 2018

Room for airports and airlines to take travel experiences to new levels

The Luxury Traveller – Products and Services

Hotel suites, sea views and wellness are key elements

Figure 25: Luxury elements present during most expensive holiday in past five years, August 2018

A fifth of luxury travellers enjoyed four or more elements

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The Luxury Traveller – Holiday Activities

The importance of making day trips and excursions bookable

Figure 26: Activities undertaken during most expensive holiday in past five years, August 2018

The power of social media

Figure 27: Activities undertaken during most expensive holiday in past five years, by age, August 2018

The Luxury Traveller – Attitudes

Luxury travellers want to return richer in knowledge

Figure 28: Attitudes towards luxury holidays, August 2018

Young urban travellers keen to learn

Figure 29: Attitudes towards learning experiences in luxury travel – CHAID, August 2018

Airbnb means serious competition for luxury travel brands

Figure 30: Attitudes towards luxury holidays, by age, August 2018

Luxury travellers still love a special offer

Figure 31: The need for special deals/offers, by age and household income, August 2018

The Luxury Traveller – Cruises

Huge potential for cruising among luxury travellers

Figure 32: Interest in cruising, August 2018

Cities and wildlife/nature drive interest in cruising

Figure 33: Cruise motivators, August 2018

Showcasing quality time could convince families to join a cruise

Figure 34: Cruise motivators, by age, August 2018

Younger potential cruisers are more likely to need an expert/agent

Figure 35: Consideration of experts/agents when booking a cruise, by age, August 2018

Showing flexibility in cruising could increase potential

Figure 36: Attitudes towards cruises – non-potentials, August 2018

Appendix – Data Sources, Abbreviations and Supporting Information

Definitions

Abbreviations

Consumer research methodology

CHAID analysis methodology

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