

Luxury Travel - US - September 2019

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This report looks at the following areas:

- Wealthier consumers should be the focus
- Wealth leads to a different view of what luxury is
- AHNW luxury is focused on the individual
- Individual attention takes the form of streamlining, immersion
- Younger travelers still want to engage with luxury
- The general population wants to show off their upscale trips
- Travel as a cure

Luxury definitions are shifting, and perceptions of luxury are separating along wealth lines. The universal takeaway is that luxury travelers demand a high level of personal attention. However, the biggest difference lies in that while the average traveler wants to experience this personal attention to show others how they're being fawned over, the high-net-worth traveler sees the personalization as a necessary means to the end of maximizing their time in exploring and immersing themselves in a destination.



"The luxury travel market is enjoying an overall high level of global wealth. However, economic headwinds in important countries are creating difficulties for international luxury tourism, which may mean an emphasis on domestic luxury tourism is necessary."

- Mike Gallinari, Travel & Leisure Analyst

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