

## Luxury Travel - US - March 2021

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“The general market consumer has been an increasingly important participant in the luxury travel market for the last several years. They have become even more visible as the COVID-19 pandemic has kept much of the traditional luxury travel demographic in their homes.”

– **Mike Gallinari, Travel & Leisure Analyst**

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the luxury travel market.
- How the ensuing economic downturn has affected the ability of consumers to engage in luxury travel.
- What travelers view “luxury travel” to be, and what motivates each consumer segment to engage in the market.
- How to better engage the growing segment of the general population that is going on luxury trips while still catering to the higher end of the market.

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