

Luxury Travel - US - March 2021

Report Price: £3695 | \$4995 | €4400

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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.



"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

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