

## Luxury Travel - UK - November 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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**"With the recovery in holidays abroad rapidly gaining pace and being led by more affluent households, prospects for luxury travel over the next few years appear stronger. In the longer term the gradual transition of the Baby Boomer generation into retirement over the next 15 years is a major boost for luxury brands."**

– John Worthington, Senior Analyst

This report looks at the following areas:

- Increasing accessibility of luxury travel creates greater need to differentiate
- Appealing to affluent Baby Boomers – the key targets for luxury travel

Mintel's research shows that two groups stand out as premium travel spenders, young professionals and affluent older travellers. However, it is the latter group – the wealthiest in the UK – who are the most prepared to splash out on a diverse range of upmarket holidays, and demographic expansion here offers many opportunities for luxury brands in the coming years. Growth of 'mainstream' tour operator and OTA (Online Travel Agent) product, as well as discount sites, offering five-star hotels/resorts, and the growing accessibility of exotic long-haul destinations are also bringing a luxury experience within reach of a wider cross-section of the population than ever before.

Identifying the luxury traveller is problematic, given the lack of clear-cut criteria for defining this market. Mintel approached this problem from a number of angles, firstly asking consumers: "How much, if at all, did you spend, per adult, on the most expensive holiday you've been over the past 5 years? Please only consider the cost of transport, accommodation, board etc. Exclude any extra spending while on holiday (eg non-inclusive meals, attractions)."

Then:

"How long was the most expensive holiday you've been on over the past 5 years?" As a further check Mintel also asked holidaymakers if they had spent £250 or more per night on a hotel stay (including breakfast but not other meals) or stayed in five-star accommodation.

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### DID YOU KNOW?

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Mexico, Cuba and Vietnam fast-growing destinations

Affordable luxury

Over-55 boom favours big-ticket travel

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## Key Players – What You Need to Know

- Leading luxury specialists
- TUI and TC developing more distinctive luxury brands
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- Upscale air travel
- High life for over-50s
- Small is beautiful
- Escorted tours
- Cruise
- Expertise
- Short and sweet luxury

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- Making it personal

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- Expensive holiday cost

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Definition

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