

Luxury Travel - UK - November 2019

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“Luxury holidays have become much more diverse, with luxury travellers increasingly looking beyond beach holidays as they seek unique and varied experiences. Comfort remains a key element of luxury holidays, but exclusivity has become the new luxury in an increasingly crowded travel landscape.”

– Marloes de Vries, Travel Analyst

This report looks at the following areas:

Comfort remains a key element of luxury holidays, particularly in the higher end of the market. However, exclusivity and unique experiences have become much more important in luxury travel over time. This shift is being fuelled by consumers’ interest in sharing stories via social media and their desire to escape the crowds that descend on touristy destinations.

Luxury travellers are very much open to minimising their impact on the environment whilst travelling. In terms of taking practical measures to positively contribute to the environment/destination, they are most interested in supporting the local economy and staying in eco-friendly accommodation.

- Flexible search technology is key
- Making holidays greener through support and inspiration

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DID YOU KNOW?

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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Kenwood Travel introduces online booking system
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Abercrombie & Kent expands group travel by private jet
Space travel will open new doors to luxury travellers
Boeing invests in Virgin Galactic to make space travel accessible

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The Consumer – What You Need to Know

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- Luxury holiday types have become more diverse
- Exclusivity is the new luxury
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CHAID analysis methodology

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