



# Luxury Travel - UK - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the luxury travel market
- Considered destinations and holiday types
- Holidaying motivations
- Interest in holiday upgrades
- Behavioural differences between luxury travellers and non-luxury travellers

About two thirds of luxury travellers would like to pack as many activities/ experiences as possible into a holiday, however, most of this group would also like to do more to minimise their impact on the environment whilst travelling (75%). Brands will have to do their utmost to help travellers find ways to limit or offset their impact, as sustainability has become a bigger priority for consumers.

Luxury travellers are more likely to have built up lockdown savings, which places them in a better position to make up for lost travel opportunities, for example through upgrading elements of their holiday to more private experiences. COVID-19 has also acted as a wake-up call to make long-standing travel dreams come true, which will see more of this segment take a once-in-a-lifetime holiday once confidence in overseas holidays has returned.

Until the virus is under control globally, the risk of potential mutations will continue to pose a threat to the recovery of overseas travel in particular. As such, developing itineraries for holidays in the UK and in Europe, where it is easier for travellers to return home at short notice if required, will remain relevant for luxury tour operators in 2022 and potentially beyond.

Although relaxation remains a key motivator for luxury travellers, many are looking to get more out of their most expensive upcoming holiday, with adventure, celebrating something special or personal growth/development being strong motivations to travel. For many luxury travellers, it is no longer



“Although relaxation remains a key motivator for luxury travellers, many are looking to get more out of their most expensive upcoming holiday. As such, brands play an important role in connecting travellers with enriching or transformative holiday experiences that offer something more than just relaxation.”

– Marloes de Vries, Associate Director – Travel

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enough to have a story to tell when they return from their holiday. Instead, they are looking for enriching or transformative holiday experiences.

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### LAUNCH ACTIVITY AND INNOVATION

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