



Euromonitor  
International

# Elevating the New Luxury Travel Experience

January 2024

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## INTRODUCTION

Scope

Key findings

## UNDERSTANDING THE NEW LUXURY TRAVELLER

Meet the new Luxury Seeker that is highly empowered, loyal and digitally savvy

Highly experiential Luxury Seekers prefer the real world where authenticity is key

Yet, luxury travellers are more diverse, going beyond pure Luxury Seekers

Luxury traveller segments - emerging markets lead the way

Luxury Seekers: Shifting eastwards to India, Saudi Arabia and the UAE

Diverse mix of source markets required - Middle East and Asia Pacific offer growth potential

Top destinations enjoying the highest average spend per international arrival

Beyond the stereotypes: The fresher face of luxury travel demands faster digital adoption

Prioritise relaxation, wellbeing and immersive local experiences to target Luxury Seekers

## LIFESTYLES AND VALUES

Luxury brands should create opportunities for Luxury Seekers to celebrate their uniqueness

Luxury Seekers look to travel for building family bonds and shared experiences

Luxury leisure travel: International is the priority but do not forget domestic

Luxury hotels show greatest resilience and revenue opportunity

Luxury hotels target bright spots in the Middle East/Africa and Asia Pacific

Global luxury hotel chains enjoy increasing consolidation with future deals to come

Luxury experiences and lifestyles offer untapped opportunities beyond travel

Tourism spending on luxury goods remains low, but creeps closer to pre-pandemic levels

Exploring new horizons for luxury brands to venture into home, hospitality and lifestyle

Rise of luxury residences and digital nomadism create a whole new channel for luxury travel

London-based luxury hotels set whole new standard for branded residences and luxury living

Gen Z and blended travel boom drive opportunities in luxury lifestyle categories

Luxury lifestyle extensions to help sustain growth while tapping into new pockets of wealth

Substantial wealth generation unlocks prospects and pushes boundaries of standard hospitality

Lifestyle extensions to provide untapped revenue and brand equity for luxury players

Saudi Arabia: Creating a new global luxury destination to explore

Luxury resort Ahau Collection introduces new NFT loyalty scheme to attract Gen Z

Dolce & Gabbana takes brand to the next frontier by moving into real estate development

The Other House offers “luxury residents” a pied-à-terre for the hybrid worker

How to win by appealing to Luxury Seekers’ values and lifestyles

## PURPOSE AND POSITIVE IMPACT

Align values with purpose and impact or face a boycott

Consumers’ climate change fatigue requires companies to make sustainability the default

Luxury air travel’s significant carbon footprint needs addressing

Luxury Seekers willing to pay more for sustainability so showcase credentials...

...yet luxury destinations’ positioning does not always translate into sustainable offer

Fly Victor first and only on-demand private jet charter to credibly offer SAF for every booking

Iberostar: Setting the gold standard for decarbonising luxury hospitality

Journeys With Purpose offers transformational luxury travel experiences

How to win in appealing to Luxury Seekers through purpose and positive impact

## WELLNESS

Holistic wellness becomes a must-have luxury travel offer, delivering incremental benefits

Integrated wellness in Asia Pacific sets the standard, embracing tradition and science

Meet the Wellness Worshipper - focused on self-optimisation

Matching destinations with Wellness Worshippers’ demand

Rising interest in a holistic approach to health fuels demand for luxury wellness propositions  
Cutting-edge luxury wellness clinics, spas and medical tourism continue to rise  
Bio-hacking, longevity and integrative medicine arrive at Six Senses Ibiza with the RoseBar  
Aromatherapy Associates combines emotional and physical wellness solutions  
Lanserhof : Naturopathy meets cutting-edge medicine for urbanites and wellness worshippers  
How to appeal to Luxury Seekers and Wellness Worshippers' desire for personalisation

## KEY TAKEAWAYS AND CALL TO ACTION

Key takeaways in how to elevate the new luxury travel experience  
Call to action for luxury travel brands to ensure success

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