Luxury Travel

EXCLUSIVE, DIFFERENTIATING, UNIQUE



KEY FACTS & FIGURES



First class, cruise trips, 5* accommodation and high expense were the strongest associations with luxury travel



69% agree defining luxury travel as 5* accommodation or better is appropriate, although only 38% strongly agree with this definition



Average number of luxury holidays taken by online respondents in the past 12 months

\$8,310

Typical total trip spend among online respondents for their last luxury holiday

THE GUEST JOURNEY



60% choose a destination from friends/family recommendations



53% personally book their travel



61% travel with their spouse



5.1 nights is the average trip length

GUEST PREFERENCES



At the hotel, most importantly, respondents want a good view from their bedroom and fine dining restaurants

At the airport respondents place the highest importance on quick check-in and 'fast track' through passport control



77% are likely to book an all inclusive luxury holiday package

4 out of 5 go on a luxury holiday for relaxation



FAVOURITE LUXURY DESTINATIONS











The survey was conducted using YouGov's online panel between 17th - 23rd April 2014 among 1,084 respondents living in the MENA region. The largest proportion of respondents agreed luxury travel can be described as; exclusive, differentiating and