

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

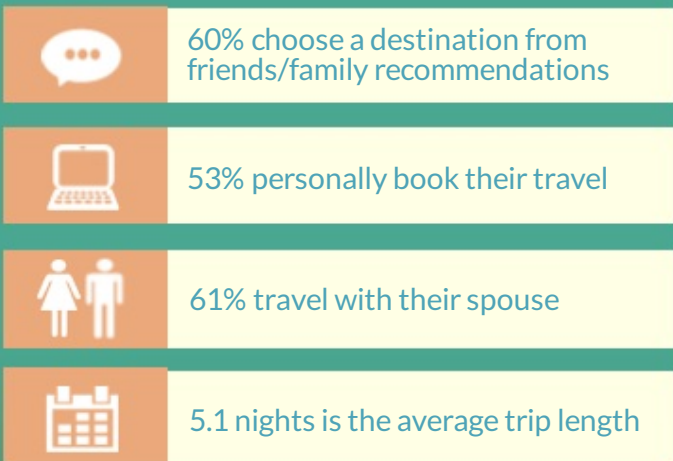


Average number of luxury holidays taken by online respondents in the past 12 months



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

THE GUEST JOURNEY



GUEST PREFERENCES



FAVOURITE LUXURY DESTINATIONS

