

U.S. Luxury Travel Market Size, Share & Trends Analysis Report By Type (Customized & Private Vacations, Safari & Adventure, Luxury Trains), By Age Group (21-30 Years, 31-40 Years, 41-60 Years), By Booking Mode (Direct Booking, OTAs), And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. luxury travel market size was estimated at USD 428.48 billion in 2025 and is projected to reach USD 783.06 billion by 2033, growing at a CAGR of 7.8% from 2026 to 2033. The industry is experiencing notable growth due to evolving consumer preferences and economic factors.

According to the 2025 Luxury Travel Report by Preferred Hotels & Resorts, approximately 68% of luxury travelers intend to undertake one to three leisure trips during 2025, while about 55% anticipate increasing their travel expenditure compared with the previous year. These insights demonstrate strong spending confidence among affluent consumers and underline the importance of travel as a lifestyle priority for high-income households.

Many travelers are also planning trips centered around specific interests such as gastronomy, cultural exploration, wellness activities, and outdoor adventures, prompting luxury travel providers to develop more curated itineraries and specialized destination experiences tailored to these preferences. As high-net-worth individuals seek more meaningful and personalized travel experiences, there is an increasing inclination toward exclusive destinations and curated itineraries that prioritize privacy, comfort, and authenticity. Rising disposable incomes among affluent segments, coupled with a post-pandemic focus on experiential travel, have further fueled this trend.

In addition, the expansion of high-end travel services, such as bespoke private tours and luxury transportation options, has enhanced accessibility to unique and remote locations. Technological advancements, enabling seamless booking and tailored experiences, have also contributed to the heightened interest in premium tourism offerings. This shift underscores a broader transformation where luxury travel transcends opulence to deliver culturally immersive and once-in-a-lifetime experiences.

As high-net-worth individuals and affluent travelers increasingly prioritize exclusivity, personalization, and comfort, there is a noticeable shift toward bespoke travel experiences that cater to their sophisticated preferences. The post-pandemic era has also fueled a desire for meaningful and transformative journeys, with travelers seeking private escapes to remote and pristine destinations that offer peace, privacy, and wellness-focused experiences.

The rising importance of sustainable tourism has further driven demand, as luxury travelers now seek environmentally responsible itineraries and accommodations without compromising on comfort and service excellence. The rapid growth of high-end amenities such as private villas, luxury yachts, and chartered flights has significantly contributed to this market expansion. Moreover, technological advancements have empowered travelers with seamless access to curated travel experiences through AI-driven concierge services and personalized travel platforms.

The growing desire to escape the stress, hustle and bustle, and routine of everyday life has driven the attraction for travel. The increasing life expectancy of people worldwide and improved health conditions, even in old age, are encouraging more and more consumers to enjoy an active and adrenaline-driven lifestyle. Studies have shown that compared to previous generations, a rising number of retired employees in recent years have been expressing a greater desire to participate in physically challenging leisure activities. This trend has impacted the choice of activities offered by tour operators and hotels. Gentle exercise programs and relaxing beach vacations replace soft adventure tourist activities in the market.

In addition, there is an increasing desire for unique and personalized travel adventures, which has led to a surge in demand for customized luxury trips. The expansion of luxury travel services, including private jets, yachts, and exclusive resorts, has also enhanced the attractiveness of this market segment. For instance, in December 2025, Brand USA launched the “America the Bespoke” campaign to promote high-end travel experiences across the U.S. The initiative highlights luxury offerings such as private stays, wellness

retreats, fine dining, and exclusive outdoor activities, encouraging international travelers to explore personalized and premium tourism experiences throughout the country. The campaign also supports efforts to attract more global visitors ahead of major national milestones and events. Moreover, the influence of social media and digital marketing in showcasing aspirational travel experiences plays a crucial role in enticing potential travelers. Furthermore, a growing focus on wellness and sustainable travel options encourages affluent travelers to invest in luxury travel that aligns with their lifestyle values and preferences.

In January 2025, The Luxurist, a pioneering luxury travel ecosystem, officially launched in the U.S., with plans to expand into European markets. This platform leverages advanced travel technology to connect top-tier travel advisors with exceptional global hotel properties seamlessly. Backed by HBX Group, it boasts over 3,300 handpicked properties across 141 countries. The luxury tourists aim to revolutionize luxury travel by providing AI-enhanced itinerary planning, real-time booking, exclusive property access, and 24/7 concierge services, setting a new standard in the luxury travel industry.

U.S. Luxury Travel Market Report Segmentation

This report forecasts revenue growth at the country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. luxury travel market based on type, age group, and booking mode:

Type Outlook (Revenue, USD Billion, 2021 - 2033)

Customized & Private Vacations

Safari & Adventure

Cruises, Yachting & Small Ship Expeditions

Celebration Journeys

Culinary Travel & Shopping

Luxury Trains

Others (Eco-Tourism, Polar Travel, etc.)

Age Group Outlook (Revenue, USD Billion, 2021 - 2033)

21 - 30 Years

31 - 40 Years

41 - 60 Years

60 And Above

Booking Mode Outlook (Revenue, USD Billion, 2021 - 2033)

Direct Booking

Online Travel Agencies (OTAs)

Concierge Services

This report can be delivered to the clients within 5 Business Days

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