

# **Luxury Travel Market Report by Type of Tour (Customized and Private Vacation, Adventure and Safari, Cruise and Ship Expedition, Small Group Journey, Celebration and Special Event, Culinary Travel and Shopping), Age Group (Millennial (21-30), Generation X (31-40), Baby Boomers (41-60), Silver Hair (60 and above)), Type of Traveller (Absolute Luxury, Aspiring Luxury, Accessible Luxury), and Region 2023-2028**

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## **Abstracts**

The global luxury travel market size reached US\$ 2,049.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 2,683.9 Billion by 2028, exhibiting a growth rate (CAGR) of 4.60% during 2022-2028. The rising demand for exclusive and personalized travel experiences, expanding high-net-worth individual (HNWI) population seeking luxury travel options, and increasing focus on wellness and sustainability in luxury travel offerings are some of the major factors propelling the market.

Luxury travel represents a premium and exclusive segment of the tourism industry that caters to discerning travelers seeking exceptional and opulent experiences. It goes beyond basic amenities and comfort, offering personalized services, exquisite accommodations, gourmet dining, and unique, immersive activities. Luxury travel often includes stays in luxurious hotels, private villas, or upscale resorts in picturesque destinations. Travelers can indulge in spa treatments, fine dining at Michelin-starred restaurants, private yacht charters, and cultural excursions tailored to their interests. Luxury travel is characterized by a focus on exclusivity, attention to detail, and a

commitment to delivering the utmost in comfort and satisfaction, making it a sought-after choice for those seeking the pinnacle of travel experiences.

The increasing affluence of high-net-worth individuals (HNWIs) and affluent consumers around the world that expands the clientele seeking exclusive and opulent travel experiences, will stimulate the growth of the luxury travel market during the forecast period. These travelers seek to indulge in lavish accommodations, personalized services, and unique adventures. Moreover, the rising desire for experiential and transformative travel is propelling the luxury market, as travelers prioritize immersive cultural experiences, wellness retreats, and eco-conscious journeys. Apart from this, the enhanced convenience and accessibility of private jet and yacht charters has augmented the appeal of luxury travel, offering exclusivity and flexibility, thereby driving the market growth. Furthermore, the rise of remote working and digital nomadism that enables travelers to explore luxury destinations while maintaining their professional lives, contributing to the growth of extended-stay luxury experiences.

#### Luxury Travel Market Trends/Drivers:

##### Growing affluence of high-net-worth individuals (HNWIs)

The increasing affluence of high-net-worth individuals (HNWIs) and affluent consumers is a primary driving force behind the luxury travel market's expansion. As economies grow and prosperity spreads globally, more individuals are gaining access to higher disposable incomes, enabling them to indulge in luxury travel experiences. This demographic seeks exclusivity, comfort, and premium services when exploring the world. They are willing to invest in opulent accommodations, private transportation, and curated itineraries that cater to their preferences. The luxury travel industry capitalizes on this trend by continuously innovating and offering top-notch services to meet the discerning tastes of affluent travelers. This growing affluence fuels demand for luxury travel and encourages the development of new destinations and experiences that cater to the evolving desires of this segment.

##### Rising desire for unique experiences

Luxury travelers today are not satisfied with mere comfort; they seek meaningful and distinctive experiences that set their journeys apart. This driver has led to the rise of experiential luxury travel, where travelers immerse themselves in local cultures, traditions, and landscapes. They opt for bespoke itineraries that cater to their interests, from culinary adventures and private art tours to wildlife safaris and wellness retreats.

The desire for unique experiences has given rise to a trend where luxury travel becomes a form of self-expression, allowing travelers to collect memories and stories that differentiate them from conventional tourists. The luxury travel industry responds by providing exclusive access to hidden gems, private guides, and off-the-beaten-path adventures, ensuring that each journey is a one-of-a-kind experience tailored to individual preferences.

### Increasing sustainability and wellness consciousness

Sustainability and wellness have emerged as crucial drivers in the luxury travel market. As travelers become more socially and environmentally conscious, they seek accommodations and experiences that align with their values. Luxury travelers now expect eco-friendly practices, responsible tourism, and sustainable accommodations, which include everything from eco-lodges in remote natural settings to sustainable cruises that minimize environmental impact. Additionally, the wellness aspect of luxury travel emphasizes physical and mental well-being, with travelers seeking spas, fitness centers, meditation retreats, and nutrition-focused experiences during their trips. The luxury travel industry recognizes these trends and is incorporating sustainable and wellness-focused offerings into its portfolio, ensuring that travelers can enjoy guilt-free luxury experiences that promote both personal well-being and environmental responsibility. This shift is an ethical choice and a competitive advantage for luxury travel providers, as it meets the evolving preferences of a socially conscious and health-focused clientele.

### Luxury Travel Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global luxury travel market report, along with forecasts at the global, regional and country levels from 2023-2028. Our report has categorized the market based on type of tour, age group and type of traveller.

### Breakup by Type of Tour:

- Customized and Private Vacation
- Adventure and Safari
- Cruise and Ship Expedition
- Small Group Journey
- Celebration and Special Event
- Culinary Travel and Shopping

Adventure and safari hold the largest market share

The report has provided a detailed breakup and analysis of the market based on the type of tour. This includes customized and private vacation, adventure and safari, cruise and ship expedition, small group journey, celebration and special event, and culinary travel and shopping. According to the report, adventure and safari represented the largest segment.

Adventure and safari experiences are key drivers in the luxury travel market, attracting travelers seeking unique and exhilarating journeys. Adventure travel offers activities such as trekking, mountain climbing, scuba diving, and wildlife encounters in remote and often challenging environments. Safari adventures, on the other hand, focus on wildlife observation in natural habitats, with opportunities to see iconic species like lions, elephants, and rhinos. These experiences drive the luxury travel market by offering exclusivity and personalized adventures that cater to the desires of affluent travelers.

Furthermore, luxury adventure and safari providers offer private guided tours, high-end accommodations in pristine locations, and customized itineraries that combine adventure with comfort. They ensure travelers can enjoy thrilling experiences while maintaining the highest standards of safety and comfort. Moreover, the demand for sustainability in adventure and safari experiences is rising, with eco-friendly practices and conservation efforts playing a significant role, attracting travelers who value responsible and immersive encounters with nature.

Breakup by Age Group:

Millennial (21-30)

Generation X (31-40)

Baby Boomers (41-60)

Silver Hair (60 and above)

Baby boomers (41-60) represents the leading age group segment

A detailed breakup and analysis of the market based on the age group has also been provided in the report. This includes millennial (21-30), generation X (31-40), baby boomers (41-60), and silver hair (60 and above). According to the report, baby boomers (41-60) accounted for the largest market share.

Baby boomers, typically aged between 41 and 60, represent a generation known for its

significant impact on various industries, including luxury travel. This demographic is characterized by its strong work ethic, higher disposable income, and a desire for fulfilling experiences during their retirement years. Baby boomers are fueling the luxury travel market by seeking personalized and experiential journeys that cater to their interests and preferences. They value comfort, quality, and authenticity, often opting for upscale accommodations, premium cruise experiences, and immersive cultural encounters. Many baby boomers are avid travelers, using their retirement years to explore the world and fulfill their travel bucket lists. Their influence extends to the rise of wellness-focused luxury travel, as they prioritize health and well-being in their journeys.

Moreover, baby boomers are early adopters of travel technology, embracing digital tools for booking, research, and staying connected while on the road. Their significant presence in the luxury travel market continues to shape the industry, catalyzing the demand for tailored, high-end experiences that align with their desires for exploration and relaxation in their golden years.

#### Breakup by Type of Traveller:

- Absolute Luxury
- Aspiring Luxury
- Accessible Luxury

Absolute luxury is the most popular type of traveler

A detailed breakup and analysis of the market based on the type of traveler has also been provided in the report. This includes absolute, aspiring and accessible luxury. According to the report, absolute luxury accounted for the largest market share.

The absolute luxury traveler is characterized by an unwavering pursuit of the finest experiences and the highest level of exclusivity. These travelers seek unparalleled opulence, from stays in ultra-luxurious accommodations like private villas on secluded islands or boutique hotels in historic city centers to bespoke itineraries that include private yacht charters, exclusive access to cultural events, and Michelin-starred dining experiences.

Moreover, absolute luxury travelers are the trendsetters and taste-makers in the luxury travel industry, fueling demand for innovation and pushing the boundaries of what constitutes a lavish travel experience. Their influence extends to the development of new, extraordinary destinations and the creation of entirely customized journeys that

cater to their unique preferences. Their commitment to luxury and their willingness to invest in once-in-a-lifetime adventures shape the luxury travel market by inspiring providers to continuously elevate their offerings, ensuring that the absolute luxury traveler's appetite for the extraordinary is consistently met.

#### Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Europe exhibits a clear dominance in the market

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report,



Europe accounted for the largest market share.

Europe held the biggest share in the market since the region is home to an array of iconic and culturally rich destinations, from the historical cities of Rome, Paris, and Prague to the scenic beauty of the Swiss Alps and the Mediterranean coast, offering a diverse range of luxury experiences. Apart from this, Europe boasts a long history of luxury hospitality, with its heritage luxury hotels and boutique properties, providing travelers with opulent accommodations and impeccable service.

Moreover, rising emphasis of the region on gastronomy and fine dining attracts luxury travelers seeking culinary excellence, with numerous Michelin-starred restaurants and local gourmet experiences. Furthermore, Europe's efficient transportation infrastructure and access to exclusive cultural events, from fashion shows to art exhibitions, enhance its appeal to luxury travelers. Additionally, Europe's commitment to sustainability and responsible tourism aligns with the values of eco-conscious luxury travelers, ensuring that the region continues to lead the way in delivering high-end, sustainable travel experiences that resonate with the evolving preferences of affluent global travelers.

#### Competitive Landscape:

The market is experiencing steady growth as key players are continually innovating to meet the evolving preferences of discerning travelers. Recent innovations include the integration of advanced technology to enhance the booking and travel experience, with virtual reality (VR) and augmented reality (AR) being used to provide immersive previews of accommodations and destinations. Additionally, there is a growing focus on sustainability, with luxury hotels and resorts adopting eco-friendly practices and designing carbon-neutral properties to cater to environmentally conscious travelers. Personalization remains a key trend, with luxury travel providers leveraging data analytics and artificial intelligence (AI) to curate bespoke itineraries and offer highly tailored services. Furthermore, luxury cruise lines are introducing cutting-edge amenities such as underwater lounges and sustainable ship designs. These innovations collectively aim to elevate the luxury travel experience, providing travelers with unique, sustainable, and personalized journeys that align with their values and preferences.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Abercrombie & Kent USA LLC.

Butterfield & Robinson Inc.

Cox & Kings Ltd.  
Exodus Travels Limited (Travelopia)  
Kensington Tours Ltd.  
Micato Safaris  
Scott Dunn Ltd.  
Tauck  
Thomascook.in (Fairbridge Capital (Mauritius) Limited)  
TUI Group

#### Recent Developments:

In August 2023, Abercrombie & Kent introduced a new private jet journey to meet increased demand for wildlife experiences. This exclusive adventure is designed to captivate the hearts of discerning travelers who seek to explore the world's most breathtaking natural wonders while indulging in unparalleled luxury and comfort. This unique expedition takes travelers on a globe-spanning odyssey, whisking them away on a meticulously planned itinerary that delves deep into some of the planet's most pristine and wildlife-rich regions.

In February 2020, Kensington Tours, a leading luxury travel company, introduced new itineraries that showcase the natural wonders and cultural richness of Iceland and Wales. These meticulously crafted journeys promise travelers unforgettable experiences in two distinct yet equally captivating destinations. The Iceland itinerary invites adventurers to explore the land of fire and ice, where dramatic landscapes meet geothermal wonders. It offers a perfect blend of outdoor exploration and relaxation in Iceland's geothermal baths.

In February 2023, Tauck, a renowned leader in guided travel experiences, announced the expansion of its small group land departures by an impressive 35%, catering to the growing demand for intimate and immersive travel adventures. This increase in small group departures signifies Tauck's dedication to providing travelers with the chance to delve deeper into the destinations they visit.

#### Key Questions Answered in This Report

1. What was the size of the global luxury travel market in 2022?
2. What is the expected growth rate of the global luxury travel market during 2023-2028?
3. What are the key factors driving the global luxury travel market?
4. What has been the impact of COVID-19 on the global luxury travel market?
5. What is the breakup of the global luxury travel market based on type of tour?
6. What is the breakup of the global luxury travel market based on the age group?



7. What is the breakup of the global luxury travel market based on the type of traveler?
8. What are the key regions in the global luxury travel market?
9. Who are the key players/companies in the global luxury travel market?

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