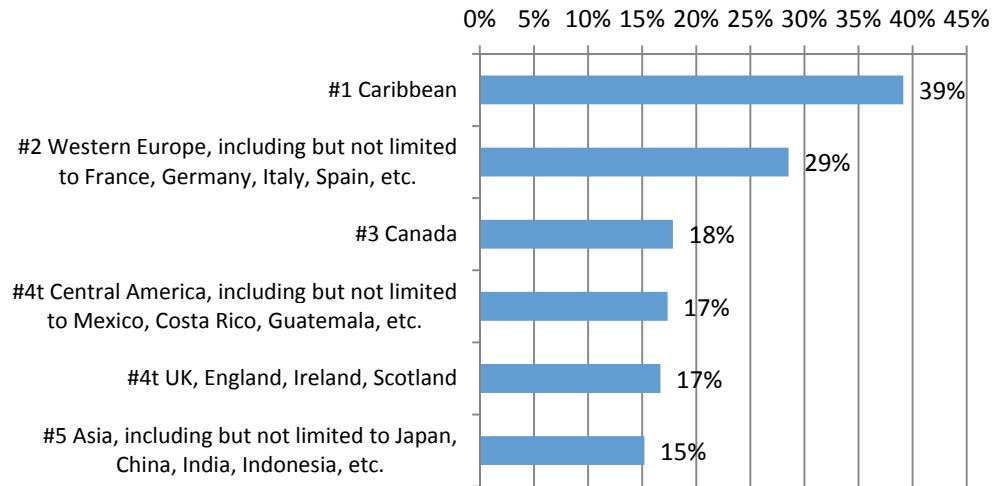
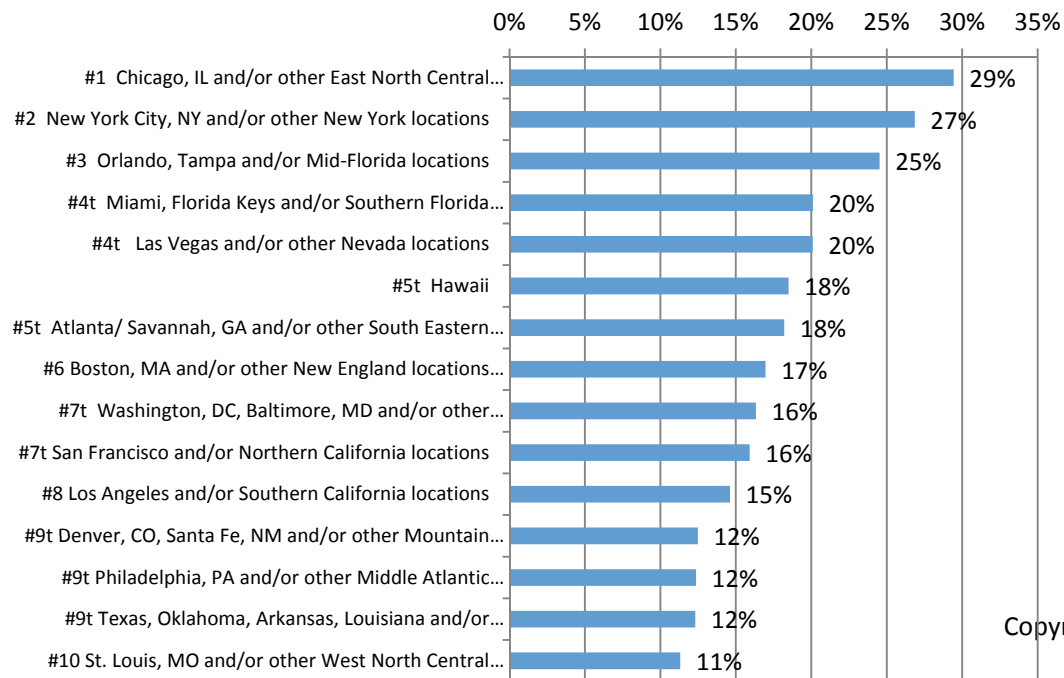


### Top Foreign Destinations for Luxury Travelers in 2015



### Top Ten Domestic Destinations for Luxury Travelers in 2015



# Top Luxury Travel Destinations in 2015



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# Overview of Unity Marketing's new trend report, *Affluents Will Travel in new Luxury Style in 2015*

## Methodology

- Luxury travelers were surveyed every three months from 2008 through 2014 about their travel experiences, spending, attitudes and brand preferences.
  - Every three months Unity Marketing conducts an in-depth survey among affluent luxury consumers, defined by high-income (top 20% based upon income starting at about \$100,000) and purchases of any 21 different categories of high-end/luxury goods or services, including Luxury Travel. This report includes the results of six continuous years of quarterly survey results, from 2008-2014.
  - The overall results include 2013 surveys of n=5,001 affluent luxury consumers, of which n=1,374 were luxury travelers in 2014.
- The survey over samples ultra-affluents (\$250,000+), so they weigh more heavily in the final analysis.
  - In a natural distribution ultra-affluents would represent 10-12% of total; in our sample 33% of total sample are ultra-affluents. These ultra-affluents make up the large majority of HNW consumers included in the survey, as well – typically making up 30% of so of the survey sample
- This report includes deep dive into luxury travel trends, covering planned travel experiences in 2015, as well as past experiences, conducted in late 2014.
  - The latest survey was conducted from October 9-15, 2014 among n=1,330 affluents, starting with HHI \$100,000 and above. The demographics of the survey sample was average income of the survey sample was \$259,000 and average age 47.9 years. A total of n=1,330 affluent consumers were sampled.
  - This survey is compared with results of a previous luxury travelers survey conducted in January 2013 among a total of n=1,309 affluents about their travel plans in the coming year and travel experiences in the past year.

Tapping six years of market research data, this study delves deeply into the minds of today's luxury traveler.

It reveals:

- Who has disposable income for travel expenses?
  - How does today's traveler define luxury?
- What are the top 10 destinations for affluent travelers?
- How do affluents -- HNW & HENRYs -- spend their money while traveling?
- How can you build a relationship with the next generation of Millennial travelers?

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▪ Introduction	p.4
▪ Overview Luxury Travel Market	10
▪ Affluent Traveler Demographics	13
▪ HENRYs & Ultra-Affluents	15
▪ Growth in Households by Income	16
▪ Education	19
▪ Marital Status	21
▪ Get Inspired>>	23
▪ Age of Affluence	24
▪ Next Luxury Boom? 2026-2029	25
▪ Get Inspired>> Suitcasesstories.com	28
▪ Affluent Traveler Purchases & Spending (2008-2013)	30
▪ ACTS Survey & Methodology	31
▪ Luxury Travel Demand & Spending Trends	32
▪ Spending by Demographic Segments	33
▪ Destination Trends	35
▪ Foreign Luxury Travel Details (Travel Means, Accommodations, Special Experiences, i.e. cruises)	36
▪ Get Inspired>> City of Wonders	39
▪ Domestic Luxury Travel Details (Travel Means, Accommodations, Special Experiences, i.e. cruises)	41
▪ Get Inspired>> Luxury Link	44
▪ Get Inspired>> In Only.com	44
▪ How Booked Travel Experiences	47
▪ Domestic & Foreign Luxury Travel Comparisons	48
▪ Top Luxury Hotel Brands (2010-2013)	49
▪ Get Inspired>> Starwood's Luxury Collection	50
▪ Most popular Cruise Brands (2011-2013)	52
▪ Millennials & Travel	55
▪ Get Inspired>> Urban Adventures	56
▪ Get Inspired>> One Fine Stay	57
▪ Interest in Booking thru AirBnB or OneFineStay?	58
▪ Luxury Travel Special Investigation	60
▪ Special Investigation Survey Methodology & Methodology	61
▪ Travel Plans & Number of Experiences 2015	63
▪ When Make Travel Plans & When Travel in 2015	66
▪ Who Travel With	72
▪ Domestic and Foreign Travel Plans	73
▪ Foreign Destinations Planned	74
▪ Domestic Destinations Planned	75
▪ Luxury Travel Budget	78
▪ Luxury Travel Spending Trends	79
▪ Rewards for Luxury Travel	81

# Table of Contents



▪ Get Inspired>> Collecting Rewards Less Rewarding in 2015	82
▪ How They Will Travel, Type of Accommodations, Special Experiences in 2015	84
▪ Use of Travel Professional	87
▪ Get Inspired>> AKA Hotel Residences	89
▪ <b>Luxury Travel Experiences Desired</b>	<b>90</b>
▪ Trends in Travel Experiences Desired (2013 & 2015)	91
▪ Get Inspired >> Experience America	97
▪ Most Highly Motivating Experiences	99
▪ Trends in Influential Factors	101
▪ Power of Reviews, Discounts	102
▪ Travel Magazine Usage	103
▪ Websites Used for Travel Reviews	105
▪ Get Inspired>> TripAdvisor	106
▪ Posting Reviews	107
▪ Social Media Usage	108
▪ Get Inspired>> Four Seasons	109
▪ What Is Luxury Travel	110
▪ Trends in Use of Travel Professionals	112
▪ Get Inspired>> Zicasso offers 20 tips for travel agents	114
▪ Why Affluents Use Travel Professionals	115
▪ Word-of-Mouth Highly Motivating	118
▪ Understanding Psychology of Luxury Travelers	121
▪ Luxury Travelers' Affluents Attitudes Toward Travel	123
▪ Five Key Take Aways	126
▪ Use "L" Word Sparingly & When You Do, Prove It	127
▪ Position Around Smart Travelers	130
▪ Create Buzz Around Set Brand Values	131
▪ Time Is Ultimate Luxury, But Different Generations Value Time Differently	133
▪ Success in Travel Is in the Details	138
▪ Appendix A: What Luxury Travelers Do at the Airport	142

## Table of Contents

