

# Findings from Recommend's Annual Luxury Travel Trends Survey



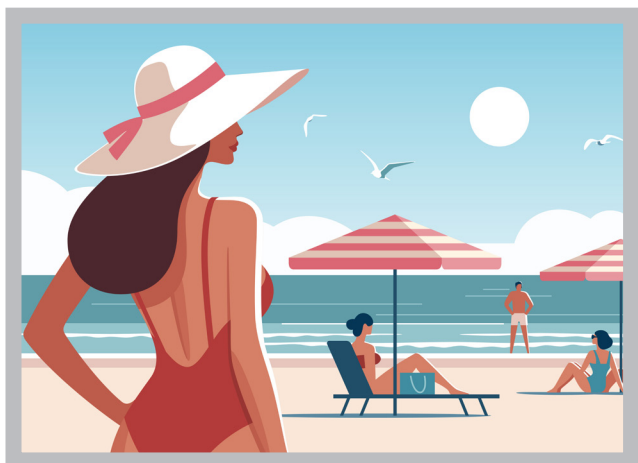
 **RENTAL ESCAPES**  
MORE THAN VILLAS. AN EXPERIENCE.

  
**Explora**  
JOURNEYS

  
**SAINT LUCIA**  
LET HER INSPIRE YOU

# What are your luxury clients up to when they travel?

We asked your peers and they responded— from how much clients are spending on average while on a luxury vacation to what luxury travel will look like in five years.



The most popular time of year for luxury travelers to travel is year-round; but if they had to choose a season, summer is the most popular

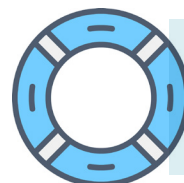
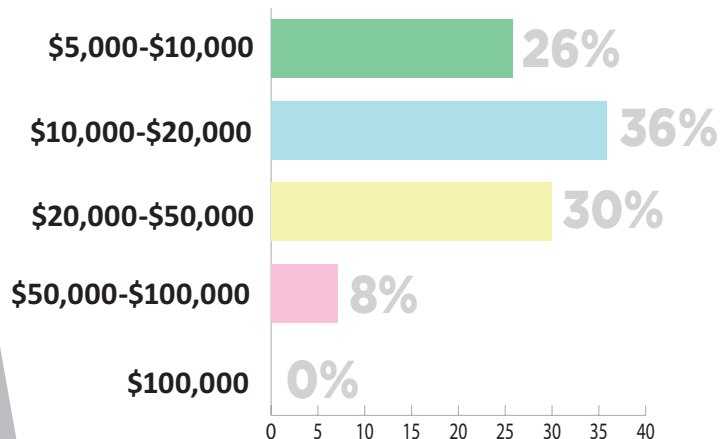


When asked what type of luxury travel experience luxury clients most often request, survey respondents said (ranked from most popular to least):

1. BEACH RESORTS
2. CULTURAL AND HISTORICAL TOURS
3. LUXURY CRUISES
4. URBAN LUXURY HOTELS AND CITY EXPERIENCES
5. ADVENTURE AND OUTDOOR EXPERIENCES/ CULINARY WINE TOURS/SAFARI AND WILDLIFE EXPERIENCES
6. WELLNESS AND SPA RETREATS



Average budget range for clients taking luxury vacations:



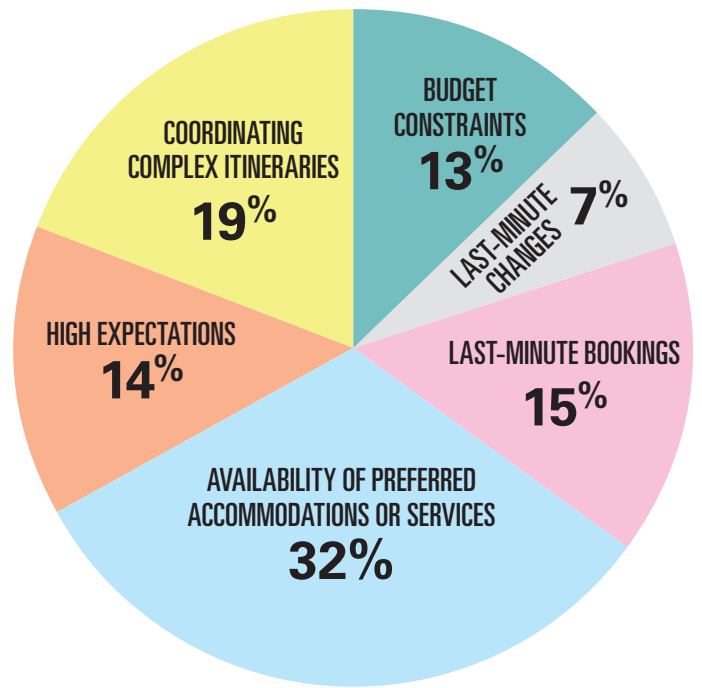
Most luxury travelers choose a 10-to 14-day vacation

When asked the most requested type of accommodation, survey respondents said (ranked in order of importance):

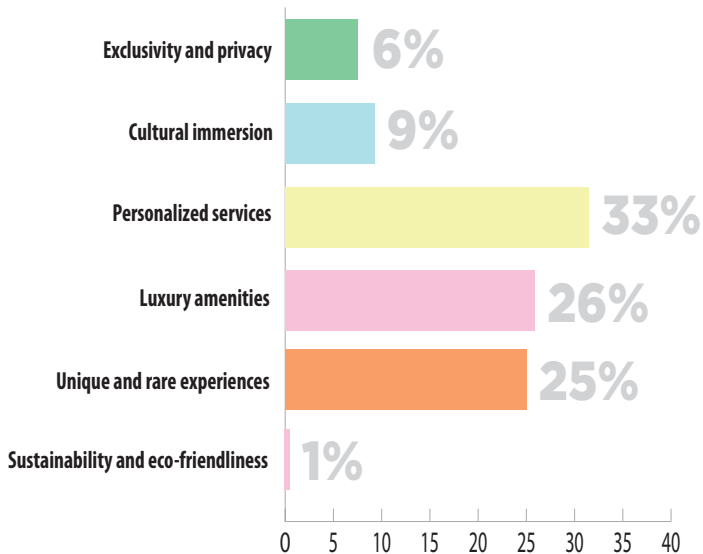
1. FIVE-STAR HOTELS
2. BOUTIQUE HOTELS
3. CRUISE SHIPS
4. PRIVATE VILLAS
5. LUXURY LODGES



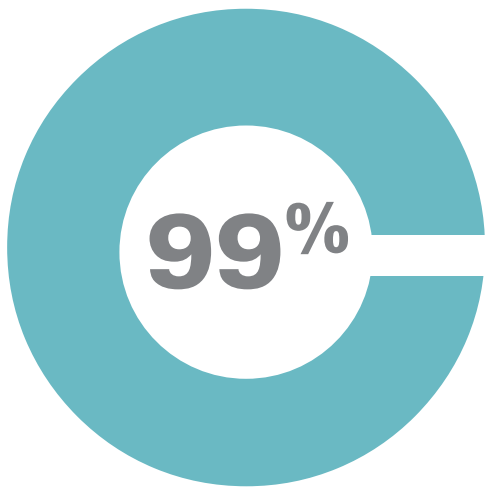
What is the biggest challenge you face when planning luxury travel for your clients?



What is the most important factor for your clients when choosing a luxury travel experience?



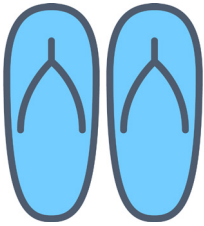
The generation with the deepest pockets, according to survey respondents, are: **Baby Boomers II (60 to 69-year olds)**



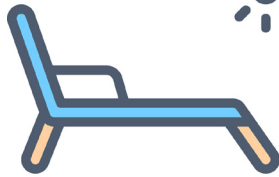
of survey respondents say that luxury hotel rates continue to move up



of survey respondents say that clients SOMETIMES request sustainable or eco-friendly luxury travel options

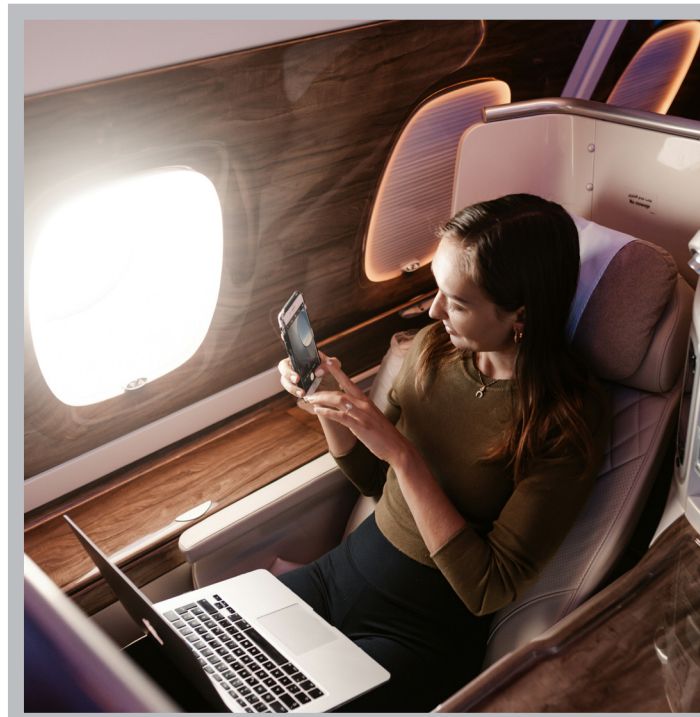
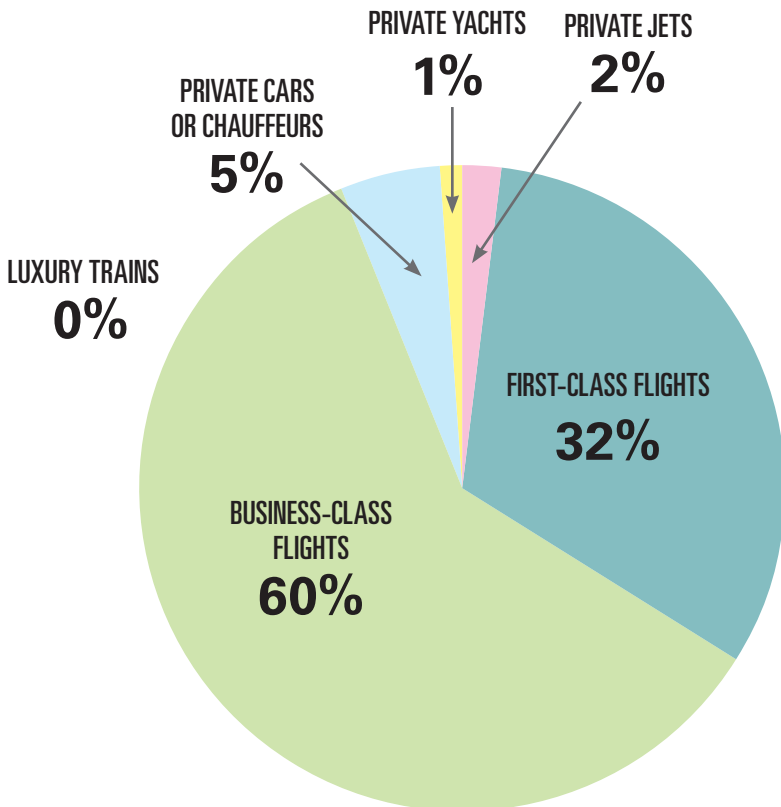


Which of the following do you believe has the most influence on your clients' travel decisions? (order of importance)

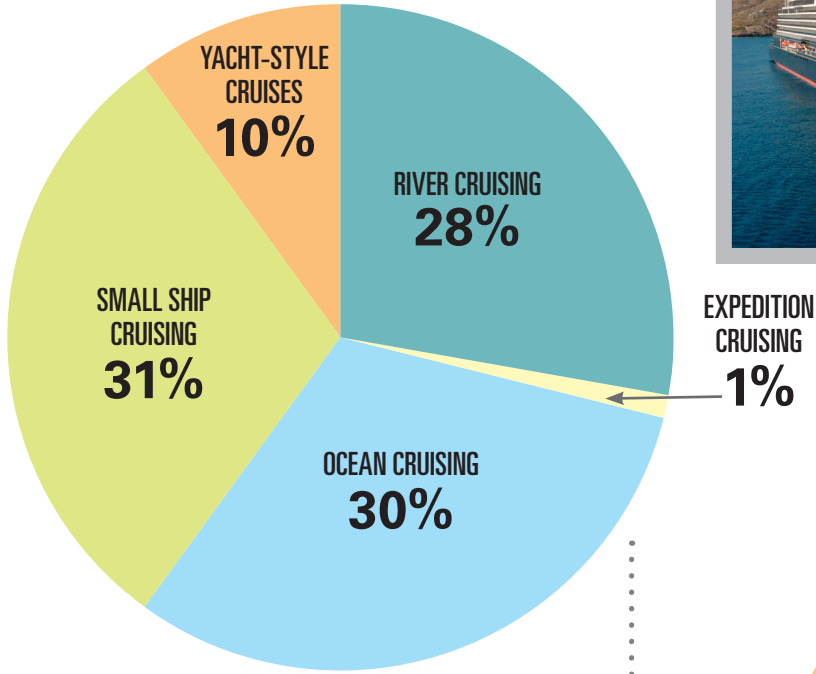


1. ME (THE TRAVEL ADVISOR)
2. WORD OF MOUTH AND REFERRALS
3. SOCIAL MEDIA INFLUENCERS
4. LUXURY TRAVEL MAGAZINES
5. ONLINE REVIEWS / TRAVEL EXPOS AND EVENTS

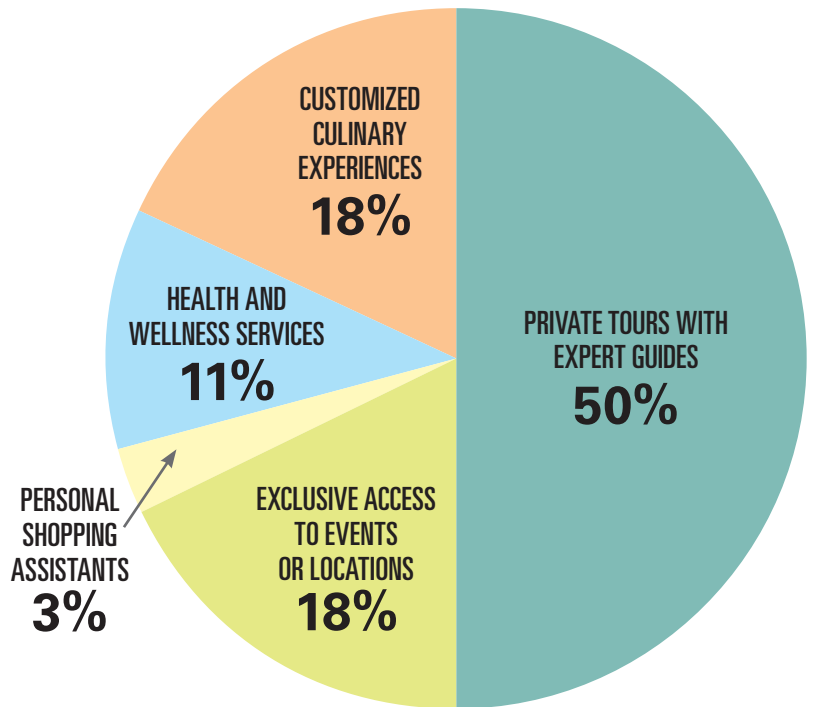
How do your clients typically prefer to travel?



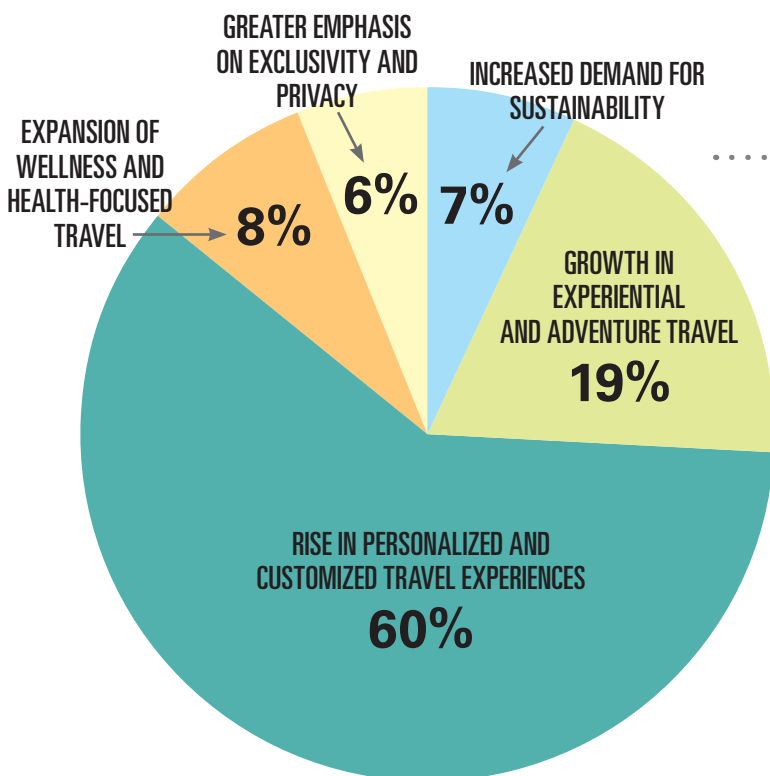
When it comes to luxury cruise bookings, which is your client most requesting?



What type of personalized service do your clients most often request?



How do you anticipate luxury travel trends will evolve in the next 5 years?



How do your clients typically discover new luxury destinations?

1. THROUGH ME, THE TRAVEL ADVISOR
2. SOCIAL MEDIA
3. FRIENDS AND FAMILY RECOMMENDATIONS
4. LUXURY TRAVEL MAGAZINES
5. TRAVEL SHOWS AND EXPOS



# Explora

## JOURNEYS

### **The Game-Changer: A Luxury Hotel at Sea**

Explora Journeys has redefined the luxury ocean sector by creating an onboard experience reminiscent of the world's finest boutique hotels. Our two stunning ships, EXPLORA I and EXPLORA II, envelop guests in sophisticated design, exceptional service, and a relaxed atmosphere, fostering a sense of tranquillity and indulgence.

Every spacious suite rivals those found on land and offers a haven of comfort – a home at sea – and an intentional connection to the sea in the form of a private terrace.

Our provenance-focused culinary offerings, led by Franck Garanger, rival those found in even the most sophisticated cities. We offer a tantalising range of distinctive, globally influenced dining experiences included for every guest, with no set dining times.


That's but one of several examples of how, when selling Explora Journeys to your clients, you can illustrate our "do what you like, when you like" approach that widens each journey with a sense of freedom, and a feeling of being at a hotel or resort whose location just happens to be the ocean.

Our guests have confessed that it's the time spent onboard that imprints itself most dreamily into their consciousness, even more vividly than the stunning places visited on each journey. Amongst the many elements of our ships' appeal is the abundance of outdoor seating and lounging areas – around the ship's three outdoor pools and tucked away in seemingly secret nooks – that nurture one's sense of tranquillity – or as we call it, one's Ocean State of Mind.

We emphatically focus on guest comfort and refined elegance, and the result is a sector-changing, unique blend of land-based luxury and the freedom of the open sea that together create an unforgettable travel experience for your clients.


### **About Explora Journeys**

Luxury ocean travel with Explora Journeys is an exceptional experience emphasising space, design, beauty, connection with the sea – and an unwavering commitment to travel advisors. Join the Explora Travel Advisor Centre to access seamless booking and easy-to-use tools that bring your clients closer to their Ocean State of Mind.

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 Explora Journeys



### **Elevate Your Position and Boost Sales**

In today's competitive travel landscape, success in the luxury market is key to elevating your business and boosting sales.

Luxury travel isn't just about offering upscale accommodations - it's about creating personalized, unforgettable experiences that keep clients coming back. Partnering with companies that offer concierge teams to assist with creating highly tailored touches – from arranging private yacht charters to securing exclusive dining reservations – enhances the overall travel experience and sets you apart as a trusted advisor capable of exceeding clients' expectations.

To stay ahead in luxury travel, you need to understand emerging trends and anticipate what drives today's affluent traveler. Whether they seek sustainability or a wellness retreat, aligning your recommendations with these evolving trends will set you apart from competitors and increase your value, ultimately driving more sales.

Partnering with companies like Rental Escapes gives you access to curated, one-of-a-kind experiences that allow you to elevate your clients' vacations and grow your own business. Rental Escapes' villa specialists and concierge team work with you to create the extraordinary, allowing you to strengthen client relationships and encourage repeat bookings. Luxury travel is about crafting memorable moments, and as a travel advisor, you have the power to make those moments possible, boosting both client satisfaction and your bottom line.

### **About Willie Fernandez**

Willie Fernandez is an accomplished and award-winning digital marketer who currently serves as the CMO of Rental Escapes where he is responsible for the brand strategy, marketing initiatives, and oversees the agency relations and product teams who liaise with the company's travel advisor partners and villa suppliers. To book a luxury villa visit [www.rentalescapes.com](http://www.rentalescapes.com).

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