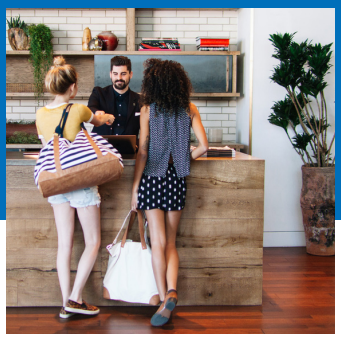
LUXURY TRAVEL MARKET

REFERENCE GUIDE



Facts about the Luxury Travel Market

- Approximately 10 percent of U.S. households (12.1 million) have a median income of $275,000, median assets of $1.5 million and $100,000 or more in discretionary household income. (Source: The Survey of Affluence and Wealth 2014)
- Worldwide the top affluent people are 67% passionate about traveling. (Source: Survey of Affluence and Wealth 2015)
- The mean number of trips taken by the affluent is three trips per year for an average of six days per trip. (Source: Resonance Report 2014)
- There was a 6.6% increase in luxury spending in 2015 largely driven by travel and dining out among other things. (Source: Yougov.com)
- Top reasons behind high-end travel includes exploring new destinations, rest and relaxation, seeking authentic experiences in new destinations, rediscovering previously visited destinations and personal enrichment. (Source: 2014 Virtuoso Luxe Report)
- "When spending money for travel, what is most important to your luxury travel clients?" Top responses: (1) Accommodations – luxury 38%; (2) Experience – unique activities 18%; (3) Air – first or business class 17%; (4) Experience – exclusivity 11%; (5) Accommodations – ultra luxury 8%. (Source: The Travel Leaders Group Survey 2014)

Types of Luxury & Affluent Travel Experiences

- Customized, exclusive vacations
- Private journeys
- Cruises, yachting and small-ship expeditions
- Adventure and active trips
- Family and multi-generational travel
- Rail journeys
- Celebration travel
- Safaris
- Private jet vacations
- Calling on all seven continents
- Special events
- Romantic vacations
- Rest and relaxation trips
- Health and wellness travel
- Culinary travel
- Shopping
- Sporting trips and events
- Small group journeys
- Philanthropy trips

NTA® National Tour Association

101 Prosperous Place, Suite 350
Lexington, KY 40509 USA
+1.859.264.6540 | 800.682.8886

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As Seen in *Courier*

NTA's official monthly magazine, *Courier*, offers first-run articles with in-depth features, destination coverage, business trends and industry news that focus on product and services geared toward the luxury and affluent travel markets.

Tulalip Resort Casino March 2016.

Luxury and lore August/September 2016

Grand lodging in the Grand Tetons December 2016

Notable NTA members

- Abercrombie & Kent voted World's Leading Luxury Tour Operator by World Travel Awards and Best Luxury Tour Operator by Travel Weekly and Luxury Travel Advisor.
- Uniworld named Best Luxury River Cruise Line by Cruise International Awards.
- Portrait of Affluent Travelers survey ranked Holland America as the No. 1 Preferred Cruise Line.
- Washington State's The Davenport Hotel has welcomed film stars, explorers, writers, politicians and other luminaries for more than 100 years including Charles Lindbergh, Amelia Earhart, John F. Kennedy, Babe Ruth, Bob Hope, John Travolta, Jay Leno, Carrie Underwood, Ringo Starr, Taylor Swift and numerous others.
- Grand Hotel on Mackinac Island is ranked as Travel + Leisure's 500 World's Best Hotels and by the National Trust for Historic Preservation as One of a Dozen Distinctive Destinations.
- The Beau Rivage Resort and Casino was named one of the top 100 hotels in the U.S. and Canada by Travel + Leisure magazine.
- Nottoway Plantation is the largest remaining antebellum museum and member of Historic Hotels of America, the official program of the National Trust for Historic Preservation honoring the finest historic hotels.
- The Red Lion Inn in Stockbridge, Massachusetts, is a member of the Historic Hotels of America and has been welcoming travelers for more than two centuries dating from 1773.
- Jekyll Island Club Hotel is ranked among top 500 resorts in the world by Travel + Leisure and is a National Historic Landmark listed on the National Register of Historic Places.

NTA and the Luxury & Affluent Travel Market

49% of NTA tour operators serve the luxury travel market in some form.

Seminars and Forums

TBD

Why Join NTA?

With members in more than 40 countries, NTA is the leading business-building association for travel professionals interested in the North American market—inbound, outbound and within the continent.

Membership rates and requirements

NTA member demographics

Member benefits

Membership savings

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