

The top 5 things you need to know about today's Travel Luxury Consumers



1

The luxury world is transforming. Experiences are important factors for the Instagram generation of Travel Luxury Consumers.

What defined luxury then, is different to what defines luxury now

Travel Luxury Consumers evolved their travel behaviours

2

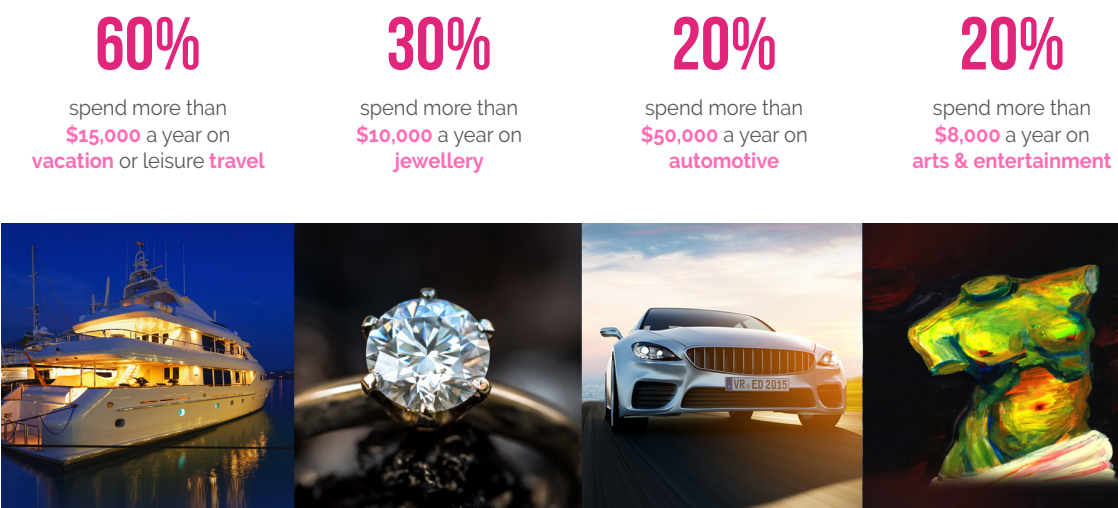
- 51%** start planning with 1 destination in mind
- 64%** travellers watch destination video content
- Every travel booking is now influenced by **45** digital touchpoints

3

Travel Luxury Consumer habits are a key indicator of discretionary spending

ADARA travel data isolates high discretionary spend individuals in a way that other sources do not. High travel spend is strongly correlated to high discretionary spend.

Travel Luxury Consumer Spending Habits



Travel Luxury Consumers are more demanding and have higher expectations

4

There are many industry truths...

- BASICS** remain crucial
- PERSONALISATION** for your customers increases satisfaction
- RESPONSIVENESS** to "being heard"
- BALANCE** between personal interactions and technological innovation.

... and many differentiators

- OCCASIONS** influence guest decisions and return rates
- SATISFACTION** with loyalty programmes in UK varies widely across brand portfolio
- Empowering guests to **CUSTOMISE THEIR EXPERIENCE**
- Millennials prefer to be **SURPRISED** and **DELIGHTED** more than any other generation.

5

We've created 4 unique personas to help you understand the different needs of the Travel Luxury Consumer



The Super Elite	Modern Mover	Business Road Warrior	Premium Economist
Has travelled in 1st class to Switzerland 2x in June	Has travelled in 1st class via upgrade 1x in the last month	Travelled in business to major business hubs 3x last month	Travelled in premium economy or exit row seats
Recently returned from a 4 day trip at Baselworld	Originating from Emerging Markets . Globally conscious, a travel digerati	Flies out of city airport on 'hopper' services	Pays for meals, baggage & wifi ahead of time
\$8,900 spent on travel in last 30 days	\$4,600 spent on travel in last 45 days	\$3,000 of company money spent on travel in last 30 days	\$1,000 spent of company money in last 60 days
2 elite loyalty status	4 elite loyalty status	Shops around for corporate rate codes and personal points	2 mid-tier loyalty programs with lounge access
Average daily hotel rate of \$1,200	Average daily hotel rate of \$900	Average daily hotel rate of \$500	Average daily hotel rate of \$400
chauffeurs to/from Heathrow	Rents high end cars	Pre-booked ground transportation	Public Transport and Uber

Source: ADARA Internal Data, Choice Hotels, Spectrum Group & ComScore