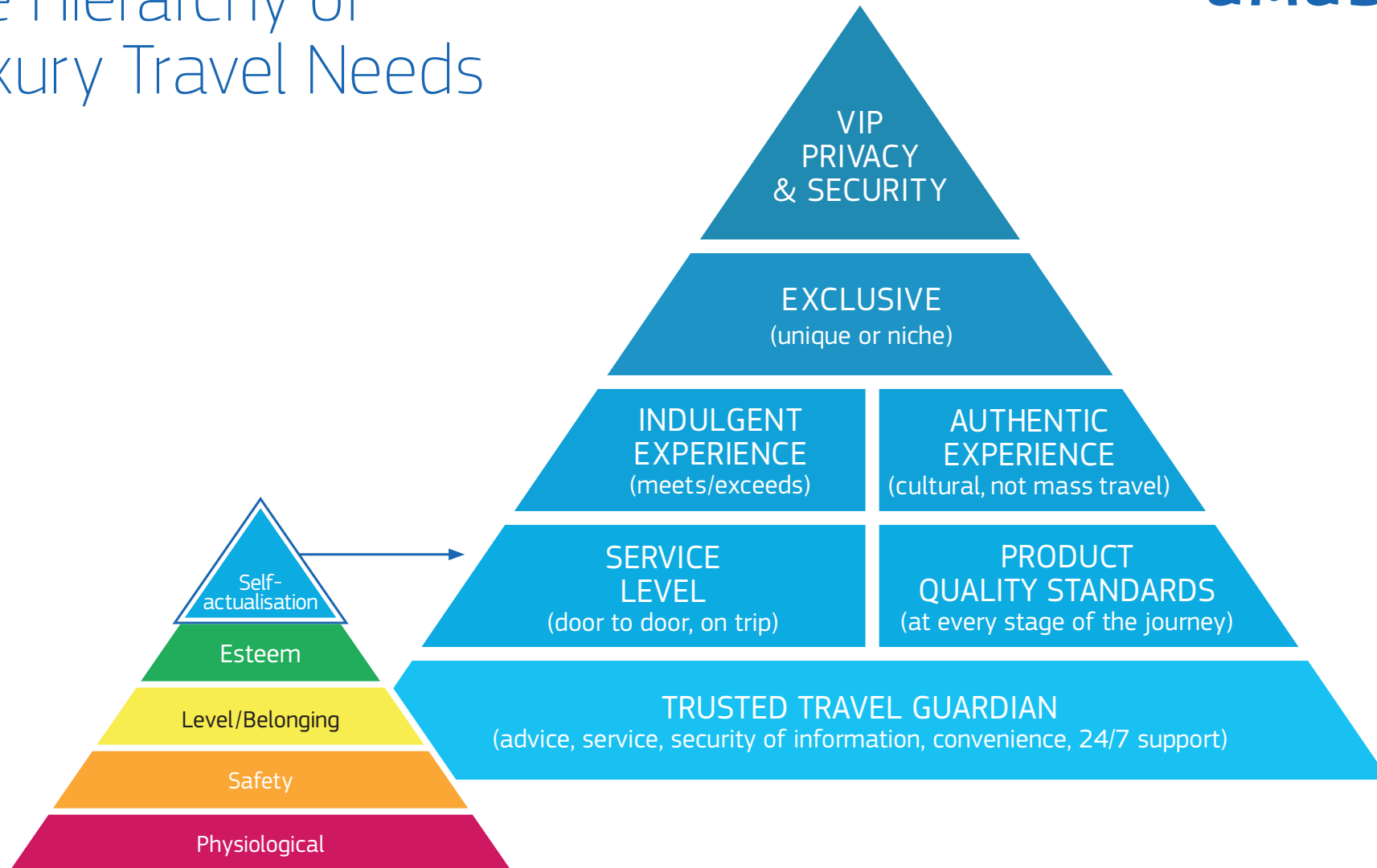


# The Hierarchy of Luxury Travel Needs

amadeus



**The Hierarchy of Luxury Travel Needs** is a theory that can be applied to the luxury travel experience. The more accustomed a traveller or a regional market of travellers is to luxury, the higher they will need to travel up the pyramid for their expectations to be met – and for their idea of luxury to be fulfilled.

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