

Who are tomorrow's luxury travellers?

Taking the traveller tribes a step further, Reward Hunters, Simplicity Searchers and Obligation Meeters can be segmented into **Luxury Traveller Tribes**. These travellers are defined by their behaviours and intentions and also by their varying levels of affluence.

Always Luxury

Money is no object for this tribe and luxury travel is an essential tool for making their life discreet, streamlined and comfortable. This group is typically made up of first class and private jet customers, who could outsource travel decision-making.



Special Occasion

Luxury travel is considered a treat and this group therefore look for one-off experiences and luxury facilities. This tribe could include loyalty customers using points to upgrade their cabin class.



Bluxury

This group is made up of senior corporate travellers, who are looking to combine an obligatory business trip with a luxury leisure break tagged on.



Cash-rich, Time-poor

This tribe is restricted as to when they can travel. They require full ticket flexibility and will often outsource travel planning to third parties. Rare leisure time is therefore precious and private.



Strictly Opulent

This tribe indulges in the best and most glamorous experiences, which involves sharing travel tips with social media peers. Being seen and heard is important to this group of luxury travellers.



Independent & Affluent

With little or no ties, this group choose luxury travel to pamper themselves or try something new. Select destinations or unique experiences are preferred to fulfil their travel motivations.

