

Spas, Whales and Solitude

These days there is more money sloshing around at the top end of the travel industry than ever before. The largest market for luxury travel continues to be the 50s and above, as the children leave the nest and couples find themselves with a large disposable income, but the younger generation is catching up fast. Jim Millward, marketing manager for tailor-made travel agency Audley Travel, says: "We're seeing 30-something professionals who have done the backpacking, who want to travel in comfort while packing a lot into a couple of weeks and don't want to do the organising themselves."

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