

LUXURY TRAVELERS AVERAGE \$8,000 SPENDING THIS SUMMER



Thirty-eight percent of luxury travelers say they plan to spend an average of \$8,000 per trip this summer, which can add up to between \$8,000 and \$32,000 for the year, according to the annual Luxury Traveler Holiday Habits 2023 study by independent travel guide Condé Nast Johansens.

The study shows that the United Kingdom, Spain, Italy, Portugal, France, Greece, Ireland, Croatia, the United States, and the Caribbean are the top ten destinations that will receive more luxury tourists in the coming months.

Regarding the preferred dates to enjoy the next summer vacation this year, most respondents said they planned to take it during September, May, and June.

Most luxury travelers will choose inland, and beach destinations for more extended stays and short city breaks this year. Cruises are among the most popular ways for respondents to enjoy their next few days off.

Luxury travelers typically focus on two types of trips: family vacations and romantic getaways for couples. In addition, **they opt for complete vacation packages offering spa and wellness experiences, food and wine, outdoor activities, and adventure sports.**

According to a study, travelers over 55 are the most likely to take vacations, with 61% of them compared to 32% of those aged 35-54.

Luxury travelers usually take three to four trips per year. More than half of them, i.e., 53%, prefer trips between 7 to 10 days in length.

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