



your **Luxury Travel**

5 TYPES OF LUXURY TRAVELERS

Luxury travel is a very broad term that many people use when describing how they like to vacation. But what does luxury travel really mean?

Each person's definition of luxury may be different based on their personal history and/or culture. Though most will tell you that luxury travel is commonly associated with comfort, quality, personalized service, and no hassle or stress.

Taking commonalities into consideration, luxury travelers tend to fall into one of five categories.

- **Traditional Luxury Traveler:** These travelers' luxury brand loyalty is evident in their personal style and carries over to their travels. They expect VIP service all the way and tend to prefer conventional five-star hotels and dining at Michelin-star restaurants. Most people in this category like typical luxury destinations like Paris or London.
- **Glamorous Luxury Traveler:** These travelers like lavish things. They tend to be among those that are always seeking out the best Instagram-worthy moments, photo ops, or destinations. They want to be seen and heard. They may be a bit more open to unique destinations and experiences like staying in an ice hotel in Sweden or an overwater bungalow in the Maldives.
- **Immersive Luxury Traveler:** These travelers are looking for authenticity and experiential travel. They like to enjoy off-the-beaten-path activities and may even seek out adventure that helps them explore the traditions of the culture in the destination. They may prefer a luxury safari tent among the elephants or will stay in a boutique hotel with a "hole-in-the-wall" restaurant downstairs that is only known by the locals.
- **Undercover Luxury Traveler:** These travelers are interesting because they discount and denounce indulgence publicly but, in private, are more of a traditional luxury traveler when they vacation. They feel an obligation to have a public persona that appears frugal despite their desire for indulgence with five-star VIP experiences.
- **Once-in-a-while Luxury Traveler:** These travelers tend to be very casual and toggle between budget travel and luxury travel mindsets. They like champagne taste experiences and accommodations but prefer beer budgets. They usually don't see themselves as budget travelers but don't default to traditional luxury travel styles either as they tend to seek value and deals. This traveler will, however, splurge for special events or on occasion with at least part of a vacation like first-class air or a historic hotel.

So, which kind of luxury traveler are you? Understanding how you see your luxury travel style will be extremely helpful when we chat about your next vacation. No matter your style, we will design a vacation that meets and exceeds your expectations. Click [here](https://www.travelsimplyinspired.com) to schedule a free consultation today.

