

# NEW TRAVEL LUXURY

## How our understanding of luxury travel is changing. An ITB manifesto with eight arguments.



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1. Until the start of industrialization in the 19th century, there was no shortage of clean air or clear water and there was ample room and time – all of these things were available as a matter of course. Travel was an individual phenomenon, reserved for the privileged.
2. The roots of today's luxury travel come from the time when mobility became a mass phenomenon. Between 1850 and 1950 the number of travelers quadrupled. Hotel-palaces imitated the lifestyle of nobility with their looks, comfort (private bathroom), technology (elevators) and service (liveried butlers). Increasing prosperity in the middle class made it possible to "live like a king for a time".
3. Until the end of the 20th century, travel and living for the privileged took place in a way adjusted to that time: Molecular cuisine is celebrated in palaces made of concrete and glass. However, crystal glasses and damask napkins, as well as large hotel complexes, continue to be pursued by the original luxury hotel business.
4. The international political events resulting from 9/11, the financial crisis after the Lehman bankruptcy, the excessive demands of globalization and the high level of material prosperity have resulted in a shift of requirements for luxury travel: Safety, warmth and a feeling of security, as well as authenticity and honesty, are the new requirement-parameters.
5. Luxury travelers are illustrated at the top of the "travel pyramid", they comprise only "Top End"-luxury and not "High End-Luxury" which is the lower part of the pyramid. Top End-luxury is in demand from high net worth individuals who travel worldwide.
6. Luxurious travel is increasingly defining itself with intangibles. Self-discovery, simplicity, authenticity and "Slow Movement" are currently popular, as opposed to opulent outward demonstrations of wealth.
7. Among "new" luxury travelers, the holistic approach – the harmony of body, mind and soul – is preferred over pure consumption-based experiences. Neither the "bling-bling" of stylish hotel lobbies, nor the accumulation of travel experiences is as important as having unique, individual experiences: It's all about the unique experience.
8. Luxury travel must therefore take into account the following parameters in order to satisfy the new market trend:
  - Time and space
  - Health and safety
  - Sustainability and authenticity
  - Exclusivity and individuality
  - Connoisseurship and aesthetics

## CONCLUSION

**Luxury in the context of travel is equated less and less with material values. Material "luxury" has become democratized – in some places crystal glasses and damask napkins can already be bought in the supermarket. Instead, many luxury travelers focus on sustainable experiences, awareness and the creation of meaning – all intangible aspects of luxury travel. After coming to Western markets, this development is especially expected in the Asian market.**