

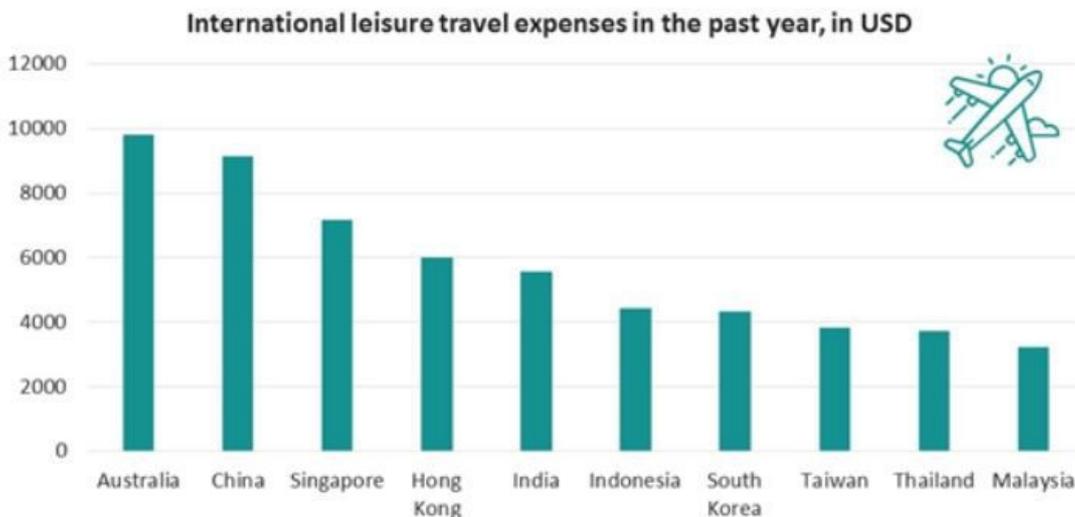
# Exploring the world: Where do the globe's most affluent spend their holiday?

With the holiday season in full swing and affluent increasingly searching for unique experiences rather than growing their material possessions, the luxury travel market is booming. What are the travel trends among the affluent worldwide?



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Because of their immense spending power, affluents are highly rewarding customers for travel brands. Not only does the average affluent make five round trips a year, they are also not afraid to splurge during their limited time off. Even in developing markets like China, affluent travellers already spend over \$9,000 on international leisure trips a year.



## Searching for exclusivity

With emerging middle classes in different parts of the world increasing the number of tourists globally, what this lucrative target group craves most is exclusivity. Now that we travel more frequently and further than ever, destinations that once

used to be unexplored territory are now becoming increasingly crowded.

Especially young affluent singles and young affluents without children are looking to discover places off the beaten track. For example, 77% of the European affluent millennials say they value exploration and discovery, and 79% enjoys going to new travel destinations. Relatively popular among this target group are safari's and trekking adventures, luxury spa holidays and active sports trips.

## Top 5 destinations for international leisure trips



## Travel trends

If European affluents want to get away from the crowd, they should avoid Spain: over 5.4 million of them have planned a holiday to the Spanish mainland in the next year. Also popular are the United States (4.5 million) and Italy (3.6 million). Upcoming destinations for adventurous European millennials include[...]

Read more on the [Affluent Insight Report](#) via Ipsos.

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