

## Young High-Income Earners Consider Travel A Top Priority

**Roger Sands**

Contributor

*I write about travel, design and culinary trends.*

Jan 11, 2024, 07:06am EST



Young affluents are prioritizing travel.

AFP VIA GETTY IMAGES

High-income earners show a greater propensity to agree with the growing importance of travel (44%) than other groups and sit well above the global average of all income groups (35%) in terms of the significance they place on this activity, according to a report by [YouGov](#). The study defines the high-income demographic as those who earn higher than 200% of the median.

There's another key segment that the global report recognizes will be a key stakeholder in the future of luxury travel: high-income groups aged 18-34 (i.e. young affluents). This group pushes the importance of travel in the post-pandemic even further than affluent consumers overall (54% vs. 44%).



Young affluents place an importance on personal interests.

GETTY IMAGES

PROMOTED

“Young affluents are prioritizing travel, although so are travelers in older generations,” says Ashley Ganz, Founder & CEO of luxury travel company **Artisans of Leisure**. “Older affluent travelers are prioritizing travel right now because they feel that travel is an investment in themselves, their family, their friendships and their overall lifestyle. Younger affluent travelers feel the same way. Younger affluents have grown up as part of a generation, especially during and post pandemic, that has more flexibility for a

hybrid or fully remote work lifestyle, thus allowing them to travel more and have more travel inspiration through social media, and more importance placed on personal interests and determining one's own lifestyle.”

Along with selecting the most luxurious private villas and chalets inclusive of exclusive tours to wellness retreats and private culinary experiences, the affluent choose only the finest hotels throughout the world. Among these are the following:



The hotel offers guests bespoke service with the greatest comforts.

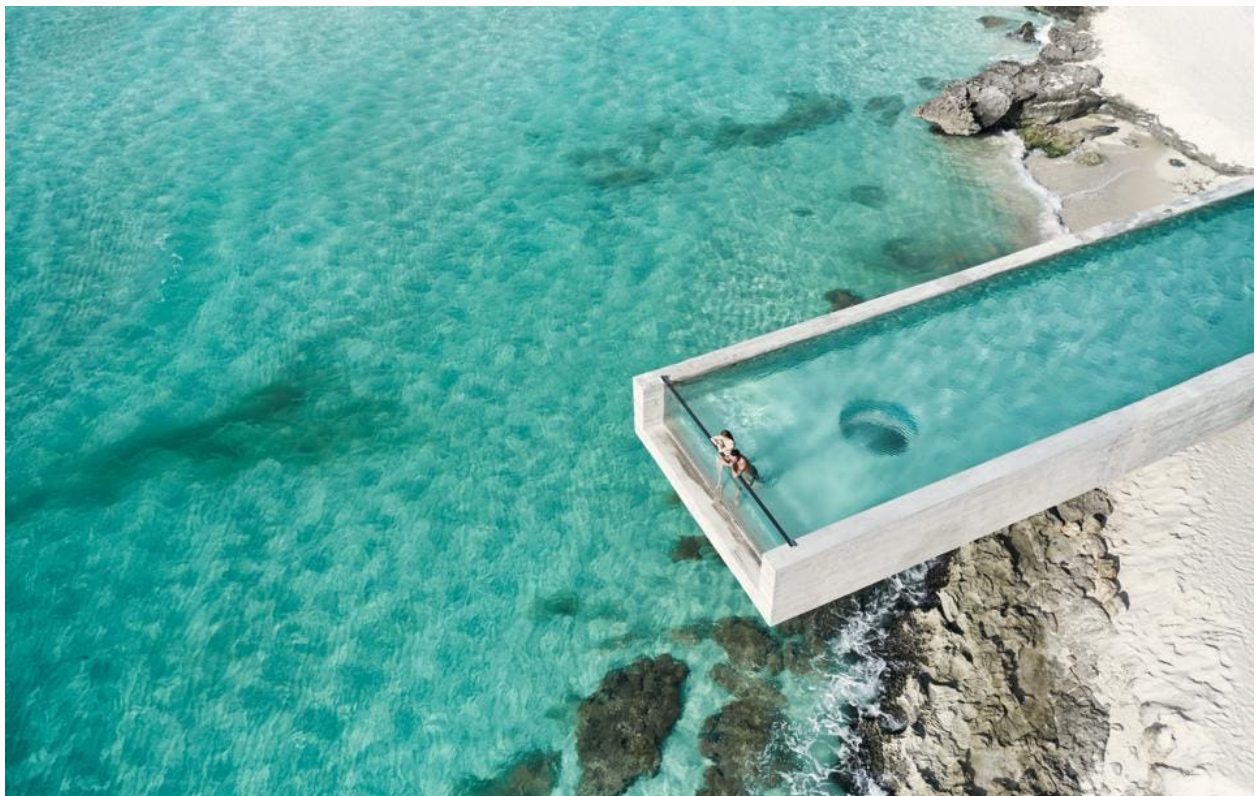
GRAND HOTEL EXCELSIOR VITTORIA

## **Grand Hotel Excelsior Vittoria, Italy**

### **Bespoke Service With The Greatest Comforts**

Grand Hotel Excelsior Vittoria in Sorrento offers its guests bespoke service with the greatest comforts, most notably their luxurious one-of-a-kind suites each with its own interesting history, playing host to celebrities, monarchs,

politicians and artists over the years. The property, which includes interconnecting blocks built in the 19th century, is surrounded by the lush greenery of a unique Mediterranean garden. Terrazza Bosquet, headed up by Michelin-starred Chef Antonino Montefusco, features elegant Mediterranean classics including a variety of citrus from the hotel's very own orange grove. Guests may indulge in private shopping experience with a guide available to bring them through the best "non-tourist" shops in Sorrento, Capri, Pompei and Naples. Take a spin around the coast with a Ferrari or a go on a private yacht journey to explore the islands of the Gulf.



The resort overlooks one of the world's most iconic beaches.

LA CASA DE LA PLAYA

**La Casa de la Playa**, Mexico

**Offering Privacy And Luxe Amenities**

The newest, ultra-luxury, all-inclusive, adults-only boutique hotel by Grupo Xcaret, La Casa de la Playa is quickly becoming the new celebrity hot spot, offering privacy and luxe amenities along with beautiful natural scenery, beaches and cenotes. Nestled deep in the lush jungle and overlooking one of the world's most iconic beaches, the hotel features eco-integrating architecture and design, paying homage to Mexican culture with handmade décor items by local Mexican artisans. Each of the 63 ocean-view suites is individually designed and attended by a personal butler, providing guests with spacious terraces with hammocks and private plunge pools. Guests can enjoy a number of amenities and tailor-made curated experiences to revitalize the body, mind and spirit.



An urban sanctuary in the city's historic district.

THE HOTEL MARIA

**The Hotel Maria, Helsinki**

## An Urban Sanctuary

As part of the **Preferred Hotels & Resorts** prestigious Legend Collection in the center of Helsinki, this urban sanctuary seamlessly melds contemporary elegance with the echoes of its storied past in the city's historic Kruununhaka district. Featuring 117 rooms, including 38 lavish suites, two restaurants, a grand ballroom, serene chapel, state-of-the-art spa and a destination boutique showcasing exquisite jewelry, The Hotel Maria serves as an ideal starting point to discover the best of the Nordics or as a home base to explore the cultural and natural wonders of Finland's capital city. The hotel offers highly personalized programs including specially tailored jet lag treatments and nutrition programs, a weekly Run Club, in-suite spa treatments, Spa Suites with private saunas or steam rooms and large soaking tubs, together taking the mind-body experience to the next level.



The accommodations offer resplendent vistas.

AYANA VILLAS BALI

## AYANA Villas Bali

### Five-Star Rating

Perched on a cliffside overlooking the sparkling Indian Ocean, AYANA Villas Bali offers an incredible luxurious experience, having earned the prestigious 5-star rating by **Forbes Travel Guide** for the seventh year in a row. Tucked in a private corner of the 222-acre AYANA Estate, spacious Villa options start at 3,200 square feet, with The AYANA Villa at an impressive 32,000 square feet. The accommodations come with 24/7 butler service, a private pool and generous views of the Jimbaran Bay. As a Villas guest, enjoy access to all of the amenities that AYANA estate offers, including a 236,000 square-foot destination spa, a selection of 26 dining destinations and VIP perks such as preferred access to the iconic Rock Bar, one of the most spectacular hotel bars in the world, and private shuttle service.



The hotel boasts stylish, open-space accommodations.

## **Badrutt's Palace Hotel, Switzerland**

### **A Historic Wine Cellar**

Host to two Olympic winter games, St. Moritz is a skier's paradise. The property offers direct access to the Corviglia ski area and winter activities including an ice rink on property and ski shop that provides everything you need for a day on the slopes. Step onto your private balcony and take in your beautiful lake view. You'll love the comfortable size of these stylish, open-space accommodations, each with its own bespoke design. For an intimate, private experience, Badrutt's Palace Hotel's "secret places" boasts the smallest restaurant in St. Moritz and a historic wine cellar with more than 30,000 bottles, including many treasures and rarities.

<https://www.forbes.com/sites/rogersands/2024/01/11/young-high-income-earners-consider-travel-a-top-priority/?sh=30b4441e28d9>