




Luxury travel-vacations are growing


Summary: The following recent excerpts indicate that the outlook for luxury travel and vacations is strong.


 The global luxury travel market size was valued at USD 2.72 billion in 2025 and is projected to grow from USD 2.94 billion in 2026 to USD 5.73 billion by 2034, exhibiting a CAGR of 8.68% over the forecast period. North America dominated the luxury travel market with a market share of 32.61% in 2025.



 Luxury travel is thriving in 2025, with high-end travelers spending more ... sales are up 12% compared to the same period in 2024... overall future travel bookings of \$50,000 or more are up 35% compared to 2024.


  The ultra-luxury vacation market is experiencing significant growth, driven by cash-rich travelers seeking personalized and “slow travel” experiences


 The travel industry is riding a wave of elevated demand for ultraluxury vacations, with six-figure getaways becoming standard fare, the number of people able to spend that much shows no sign of decline:

 **Terry Dale, President and CEO**
“bullish . . . with our entire membership projecting growth ahead”

 The luxury travel market is projected to be the **fastest growing segment of the travel industry world wide.**

  Luxury tourism designed to satisfy the lavish travel expectations of high net worth individuals is currently **growing at a faster pace than overall tourism.**


 The Luxury Travel market worldwide will grow by US\$400.8 Billion during next few years.


 Travel – Destinations
The wealthy travel more, and spend more per trip; the luxury market is **growing almost a third faster than the overall travel industry.**


River Cruises Note - Except that one travels on water and the other on railroad tracks, luxury river cruises and Journeys by Rail emulate each other. Higher end river cruises and luxury train vacations sell to the same markets, provide comparable upscale services and travel between en-route destinations where passengers live on board while enjoying nearby things to do. Growth of interest in Journeys by Rail exceeds river cruise demand, which is growing; see the following.


 River cruises are currently one of the **hottest trends** in the cruise industry. River cruises in Europe have seen a **24 to 53 percent year-over-year growth** (depending on routes).

 **Rob Huffman, Vice President Sales, USA, Scenic Group**, reports that - “We’ve seen **tremendous growth** for both of our river cruise brands” (*Same markets as Journeys by Rail*)

 As demand for river cruises grows globally, U.S. river operators are adding ships and extending their season. The **market is growing so fast they (river cruise lines) can’t keep up.** (*Same markets as Journeys by Rail.* The global river cruise market is estimated to grow by 23.7% by 2027.

 Travelers are ready to spend more on luxury travel than ever before . . . Rich and ready to travel.

 **Luxury Vacations Have Changed — This Is How the Ultra-Wealthy Want to Travel**
Luxury travel costs more than ever, but the ultra-wealthy are upgrading . . . not batting an eyelash . . . spending more. Way more . . . budget is not a topic of conversation . . . a lot of money for travel experiences . . . the average tour costing approximately \$22,000 . . . up approximately 40% per client . . . raised its rates each year. . . an increase in occupancy of 10–15% year over year.

 Luxury travel continues to be in high demand. All of the predictions of pent-up demand for travel proved true...no ceiling for what people were willing to pay

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Ultra-rich are taking bigger, better, more expensive trips . . . not holding back with their vacation spending . . . double to triple more on a trip than they would have pre-coronavirus.



Luxury travel outpaces the rest of the travel industry. This trend will continue to accelerate over the next ten years, with luxury travel trips projected to grow at a CAGR of 6.2 per, almost a third faster than overall travel at 4.8 per cent.



Luxury travelers are planning significantly more vacations when compared to all other travelers.



Luxury travel is big and getting bigger . . . Compound at US\$1.2 trillion, with a projected CAGR of 7.6% through 2030.



Luxury travel - Sales are now 36 per cent stronger.



The Global Luxury Travel Market Size was valued at USD 1.67 Trillion in 2022 and the Worldwide Luxury Travel Market Size is Expected to reach USD 3.7 Trillion by 2032.