



# Luxury travelers will take 8 leisure trips on average in 2025, report says

While [economic uncertainty](#) and [anxiety around international travel](#) may put some vacation plans on pause this year, a new report found demand for upscale trips is strong.

Preferred Hotels & Resorts released its first Luxury Travel Report on Wednesday – developed in partnership with The Harris Poll – which found the average luxury traveler has eight leisure trips planned in the next 12 months. The hotel brand surveyed 503 affluent U.S. adults between late February and early March, defined as those with household income of at least \$250,000; a minimum of \$1 million in total assets, and those who typically spend \$10,000 or more on leisure travel annually. Respondents also had a leisure trip planned within the following year.

“The Luxury Travel Report by Preferred Hotels & Resorts reveals that today’s affluent travelers are investing not just money but meaning into their journeys,” the brand said in a news release. “Luxury travelers seek immersive, curated experiences that feel personal and enduring – avoiding generic, mass-produced offerings in favor of authenticity and emotional connection.”

## Luxury travelers plan to spend more on travel

Over half of respondents – 55% – plan to spend more on leisure travel in 2025 than they did last year. The survey found 29% expect those costs to

amount to \$50,000 or higher for the year, while 34% anticipate spending between \$25,000 and \$49,999 and 38% said that figure would be less than \$25,000.

That doesn't mean they aren't feeling financial pressures. Per the report, "75% of luxury travelers adapted their travel habits in response to rising costs" and an unclear economic picture. Those tactics include offsetting costs through memberships and loyalty points (47%), traveling to high-end hotels during the off season (36%), and putting quality over quantity of trips (32%).

## **What else are luxury travelers looking for?**

Travelers were also polled on their travel priorities, from the types of trips they're taking to the hotels they're looking for:

- Ninety percent had one or more international trips planned, with France (25%), Italy (23%) and Canada (20%) among the most popular destinations.
- All-ages trips were on the agenda for many surveyed, with 71% of respondents taking at least one multigenerational trip within the next year.
- Respondents were looking for character in their accommodations. Among those surveyed, 67% agreed that "modern luxury hotels have sacrificed soul for standardization," and close to three quarters said they wouldn't pay for generic-looking luxury lodging.
- Travelers were also intent on connecting with the past. The report found that 95% wanted to integrate "historic experiences" into their trips.

The full report is [available here](#).