

MEET THE SIX KEY AFFLUENT EXPERIENTIAL TRAVELER TYPES

Travel is evolving, becoming more and more experiential. But, there are a wide variety of the types of travel experiences people seek. Ipsos Affluent Intelligence uncovered six key types of affluent travelers and the attitudes, desires and expectations of each. For more information on the types of travel experiences people choose, and how they differ from each other, download our white paper.

Link to White Paper: <http://bit.ly/2Kn3nBf>

Source: IAI Q2 2018 Barometer; Psychographics: Two Box Agreement; All Indexes Against Total Affluent; IAS Study, Spring 2018



01. WELLNESS SEEKERS

MEDIAN NET WORTH: \$983K
MEDIAN HH: \$204K
MEDIAN AGE: 38.3

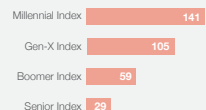
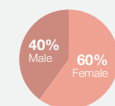


This group wants it all and seeks out wellness-focused experiences that also include great food, adventure, culture, etc. While this group tends to be female, the next Wellness Seekers will include more men - over 50% of those currently planning a vacation of this type are male.

THEY ARE:

- Confident risk takers and opinion leaders
- Stylish and design-driven
- Tech savvy early adopters

DEMOGRAPHICS



02. ACTIVE CHALLENGERS

MEDIAN NET WORTH: \$961K
MEDIAN HH: \$189K
MEDIAN AGE: 42.6

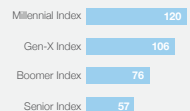
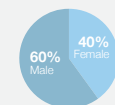


Appearances matter to this group and they stand out from the average affluent when it comes to physical activity, adventure and learning new things. The next Active Challengers will continue to look the same - 35% of Millennial males are currently planning an Active Challenger trip.

THEY ARE:

- Risk takers who like to stand out
- Environmentally conscious
- Interested in sports and autos

DEMOGRAPHICS



03. SIGHTSEERS

MEDIAN NET WORTH: \$981K
MEDIAN HH: \$180K
MEDIAN AGE: 45.1

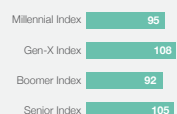
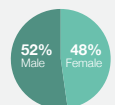


The largest segment of all affluent experiential travelers, this group is less interested in relaxing and more keen to see, collect new experiences and learn while traveling. Gen-Xers with children are more likely to explore and 41% of them are currently planning a trip of this type.

THEY ARE:

- Largest segment of affluent experiential travelers
- Environmentally conscious
- Focused on the home and entertaining

DEMOGRAPHICS



04. CRUISERS

MEDIAN NET WORTH: \$1,124K

MEDIAN HH: \$187K

MEDIAN AGE: 47.7

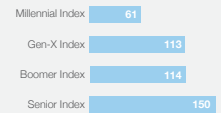
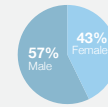


Cruisers are seeking to connect with family while doing and learning new things from the safety of the boat. While 72% of affluents say they're more interested in cruises than in the past, only a third of interested Cruisers are currently planning a trip of this type – suggesting growth opportunity.

THEY ARE:

- More "traditional" than other groups
- Interested in all-inclusive, group travel
- Interested in style, fashion and design

DEMOGRAPHICS



05. HISTORIANS

MEDIAN NET WORTH: \$1,363K

MEDIAN HH: \$191K

MEDIAN AGE: 48.4

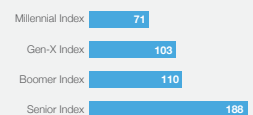
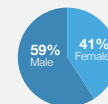


Historians would rather expand their minds than indulge their senses. A small group, they are very culturally savvy and interested in the arts. The next Historians are high income men, with affluents having incomes over \$250K the most likely to be planning history or learning oriented trips.

THEY ARE:

- The most open to charting new territory
- Highly educated
- Very interested in exploring new cultures

DEMOGRAPHICS

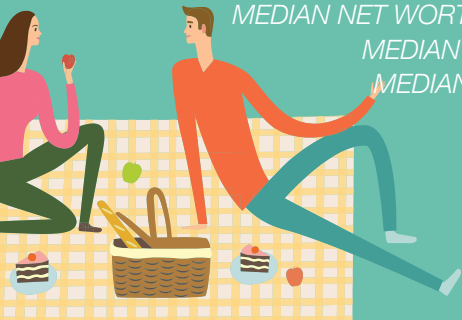


06. GOURMANDS

MEDIAN NET WORTH: \$1,047K

MEDIAN HH: \$187K

MEDIAN AGE: 43.3

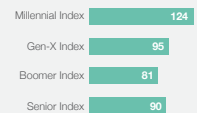
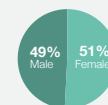


Less interested in traditional forms of relaxation than the average affluent, Gourmands view relaxation through the lens of food and use their tastebuds as a way of exploring new cultures. 15% of Millennial men are currently planning a culinary-focused trip.

THEY ARE:

- Willing to spend more for gourmet food
- Interested in purchasing foods grown and produced locally
- Seeking personalized attention

DEMOGRAPHICS



**FOR MORE
INFORMATION
CONTACT YOUR
IPSOS CLIENT
SERVICE
REPRESENTATIVE
OR:**

GREG DEPALMA

Head of Business Development

646.313.6128

Greg.DePalma@ipsos.com



GAME CHANGERS

