Session 2: How to boost the growth of Premium Tourism in mountain areas all year round
FROM CLASSIC TO PREMIUM

EVOLUTION OR BALANCE
PREMIUM TRENDS
The travel industry, and especially the luxury segment, is continuing to bounce back with renewed energy in the wake of the pandemic. The pace is gathering for longer and bigger trips and new luxury travel priorities are emerging. As such, the concept of luxury is being redefined and consumers are seeking more meaningful, purposeful travel experiences during their trips. Affluent travelers are after unique and memorable travel experiences, that are one of a kind, and create lasting impressions. They are also approaching travel in a more conscious and sustainable way.

Travel gains greater importance amongst affluent and younger consumers

Changes to travel activities in the last 12 months, since the pandemic

Source: YouGov Global travel & tourism whitepaper 2023
Focus on affluents

Identified as a key target for luxury travel, we shine a light on this highly desirable affluent segment to gain a deeper understanding of who they are, their travel behavior, attitude to travel and most importantly their luxury travel expectations and aspirations.

Who are they?

Demographically, affluents skew slightly male (53%) and slightly older than the global total; almost seven in ten (69%) are aged over 35 with 45% aged 45+. They are more likely to be graduates (66% vs 46% global total) and more than eight in ten are working (82% vs 62% global total) with almost three quarters working full time (72% vs 48% global total).

57% vs. 51% global total

43% vs. 48% global total

65% vs. 48% global total

82% vs. 62% global total

52% consider travel and vacations their #1 topic of interest vs. 35% global total

75% are passionate about traveling vs. 64% global total

38% plan to take 3+ trips in the next 12 months vs. 28% global total

50% plan to take an international trip for business or leisure in the next 12 months vs. 36% global total

Travel is integral to their lives

Planning a key role in their lives, they are not only passionate about traveling but travel and vacations rank as their top general topic of interest ahead of personal finance. Their enthusiasm is reflected in planning on taking more trips than average in the next 12 months. Their future travel plans both business and leisure (if a blend of both) and they have a higher propensity to be taking both domestic and international trips in the next year. They are twice as likely as the global total to be hopping overseas and taking an international trip.

Types of vacations they have taken in the last 12 months

With a thirst for travel they embrace all manner of different types of vacations be it on the beach, a city break or a combination of relaxing and sightseeing/activity vacations. They differ from the masses and over index by +50% or more in taking: safari and wildlife trips, winter sports vacations, multi-centred vacations, activities/sport vacations and equal proportions enjoy taking to the sea either on a cruise liner or a sailing/boat vacation.

Source: YouGov Global travel & tourism whitepaper 2023
The changing face of premium travel

Delving into our affluent segment (whom we have already seen place a higher level of importance on travel generally and particularly since the pandemic), how do their travel activities in the last 12 months compare to the global average?

What inspires them?

And what makes the affluent traveler stand out?

Source: YouGov Global travel & tourism whitepaper 2023
Focus on premium travel experiences

Eco luxury accommodation has high appeal
Focus on premium travel experiences

Luxury travel experiences affluents are prepared to pay more for

**Meaningful travel**
- A unique experience to get close to nature/product destination: 31% (affluents) vs 20% (affluents aged 18-34)
- Unique tours to learn about historical sites: 24% (affluents) vs 24% (affluents aged 18-34)
- Eco-friendly/sustainable hotels or resorts: 22% (affluents) vs 20% (affluents aged 18-34)

**Food and travel**
- Fine dining or unique gastronomy experiences: 28% (affluents) vs 28% (affluents aged 18-34)
- First-class travel: 26% (affluents) vs 26% (affluents aged 18-34)
- A private yacht or luxury cruise experience: 16% (affluents) vs 14% (affluents aged 18-34)
- A private jet or helicopter experience: 10% (affluents) vs 10% (affluents aged 18-34)

**Unique and personalized**
- Unique luxury accommodation in popular city destinations: 24% (affluents) vs 27% (affluents aged 18-34)
- Unique private excursions: 21% (affluents) vs 21% (affluents aged 18-34)
- Custom health & wellness itineraries: 13% (affluents) vs 15% (affluents aged 18-34)

*Source: YouGov Global travel & tourism whitepaper 2023*
Premium travel in the future

Factors looked for in next travel destination

Global affluent

- Safety
- Enrichment travel
- Quality
- Personalization

Q: What are you looking for in your next travel destination?

Source: YouGov Global travel & tourism whitepaper 2023
IN FIGURES
2013-2023
TOURISTS

2013: 2,286,974
2023: 4,031,588

+76% vs 2013

ROOMNIGHTS

2013: 6,902,804
2023: 11,794,018

+71% vs 2013

Source: Department of Statistics of the Government of Andorra
**CMTNMB 2024**

**VISITOR PROFILE**

**2013**

- **70%** Same-day visitors
  - 5,397,655
- **30%** Tourists
  - 2,286,974

**Visitors 7,684,629**

**2023**

- **57%** Same-day visitors
  - 5,297,901
- **43%** Tourists
  - 4,031,588

**Visitors 9,329,489**

**Data source:** Department of Statistics, Government of Andorra.
Source: Visitor profile survey Andorra Turisme: December 2022 – November 2023
Product definition
ANDORRA TASTE
Gastronomia d'Alta Muntanya
International marketing and communication plan
Strategic partnership
#AndorraMovieDestination
World known events all year round
OPPORTUNITIES IN ANDORRA

COUNTRY CONCEPT
Original & Authentic

ENVIROMENT
Protected & Recognised (UNESCO/BIOSFERA)

SAFETY
One of the safest countries in the world

CONNECTIVITY
Airport
Seu d’Urgell Andorra

OFFER
“Casual Luxury”

WELLNESS
Exclusive treatments
OBJECTIVES

- Increase the average spending/tourist
- De-seasonalize
- Differentiation
- Diversification of the potential markets
- Global Premium Brand
- Unify the trade sector interests
- Increase the Offer
Thank you