



REACHING THE LUXURY CONSUMER

LUXURY FIRSTLOOK: STRATEGY 2016



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JANUARY 2016



TRAVEL+LEISURE



AGENDA

- + ALIGNING PLATFORMS TO AUDIENCE BEHAVIOR
 - + A CASE STUDY: THE NEW TRAVEL + LEISURE
- + THE LUXURY CONSUMER + TRAVEL
 - + THE OUTLOOK
 - + MACRO TRENDS

INTRODUCING THE NEW
TRAVEL+LEISURE

THE T+L AUDIENCE



MEDIAN AGE

50
YEARS OLD

MALE
49%

FEMALE
51%

THE MEANS

\$254K AVERAGE HHI

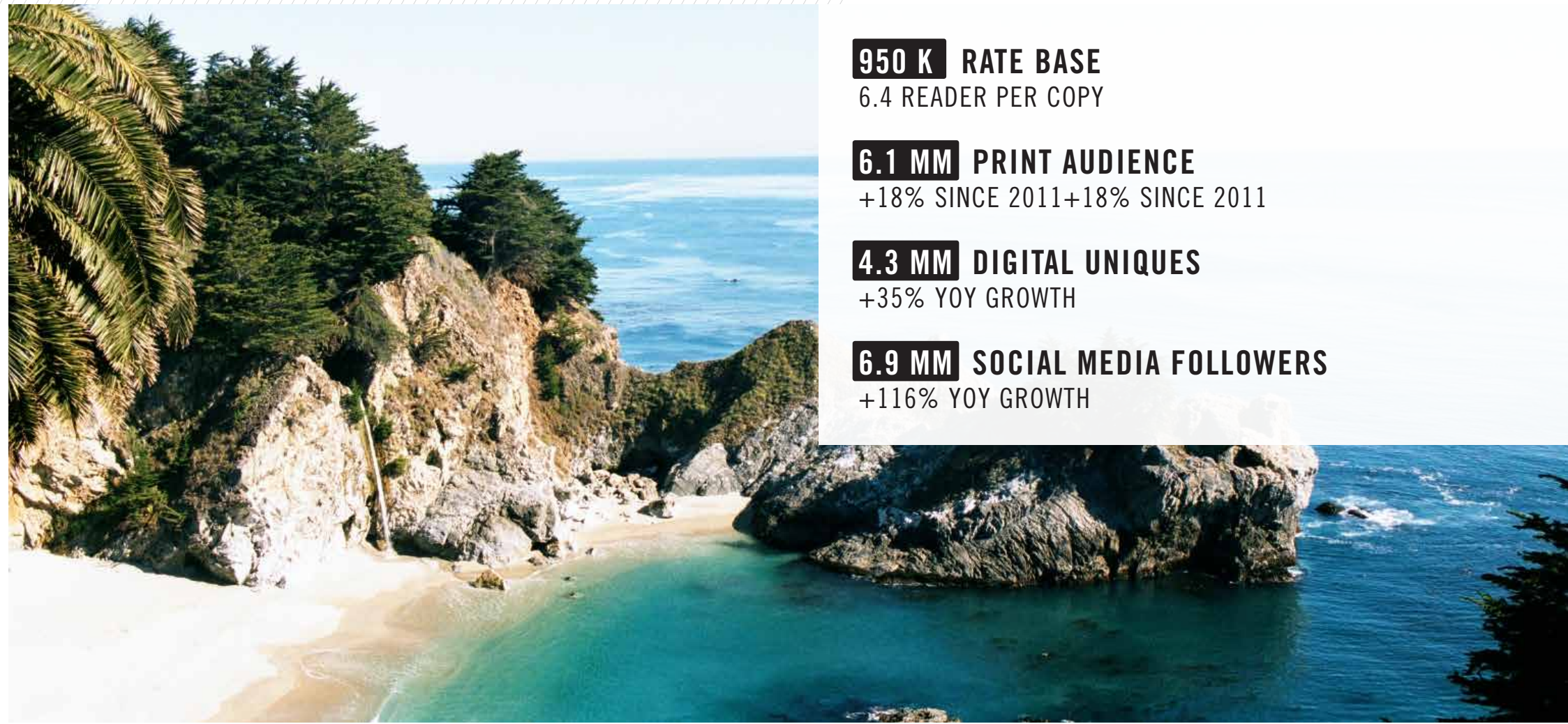
THE MINDSET

18
AVERAGE TRIPS PER YEAR

97%
HAVE A VALID PASSPORT

SOURCE: 2015 IPSOS AFFLUENT SURVEY USA; TRAVEL+LEISURE TRAVEL TRENDS SURVEY, DECEMBER 2015

A MULTI-PLATFORM UNIVERSE



950 K RATE BASE
6.4 READER PER COPY

6.1 MM PRINT AUDIENCE
+18% SINCE 2011 +18% SINCE 2011

4.3 MM DIGITAL UNIQUES
+35% YOY GROWTH

6.9 MM SOCIAL MEDIA FOLLOWERS
+116% YOY GROWTH

SOURCE: MRI SPRING 2015; OMNITURE OCTOBER 2015; FB, TWT, INSTAGRAM, LINKEDIN, PINTEREST, GOOGLE+ AS OF DECEMBER 2015

UNDERSTANDING THE CONSUMER JOURNEY

INSPIRATION + ENTERTAINMENT

RESEARCH

PLANNING

BOOKING

TRAVELING

SHARING

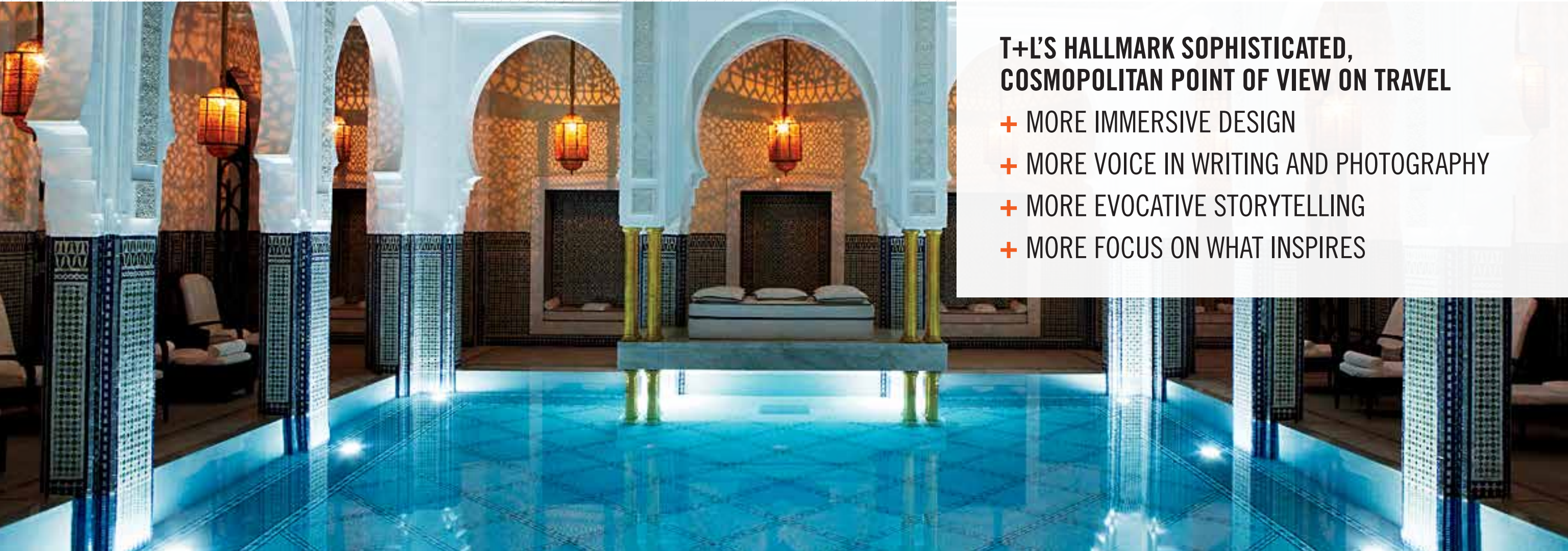
PRINT



DIGITAL + SOCIAL



WHAT WE'VE DONE: THE NEW TRAVEL+LEISURE



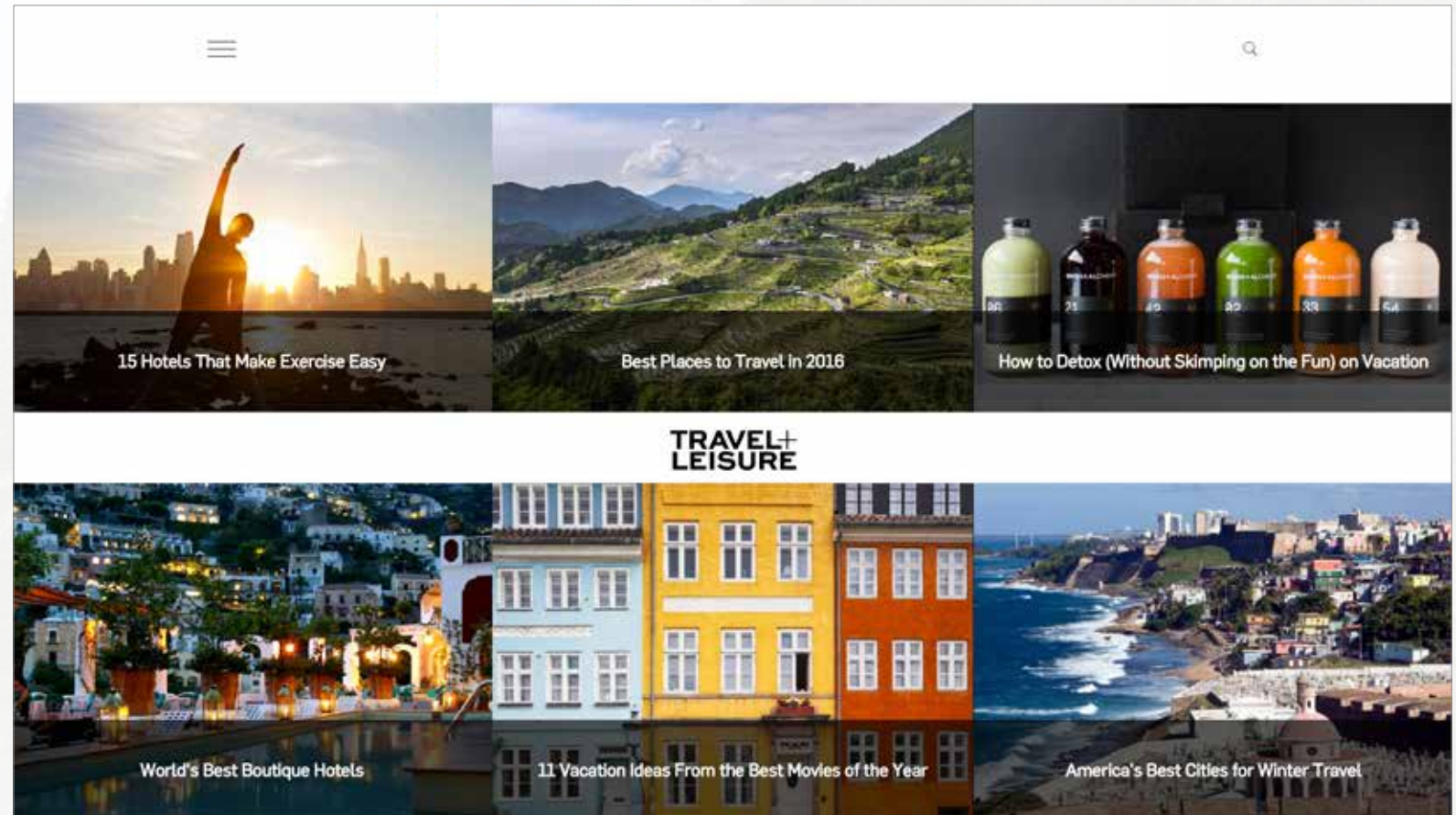
**T+L'S HALLMARK SOPHISTICATED,
COSMOPOLITAN POINT OF VIEW ON TRAVEL**

- + MORE IMMERSIVE DESIGN
- + MORE VOICE IN WRITING AND PHOTOGRAPHY
- + MORE EVOCATIVE STORYTELLING
- + MORE FOCUS ON WHAT INSPIRES

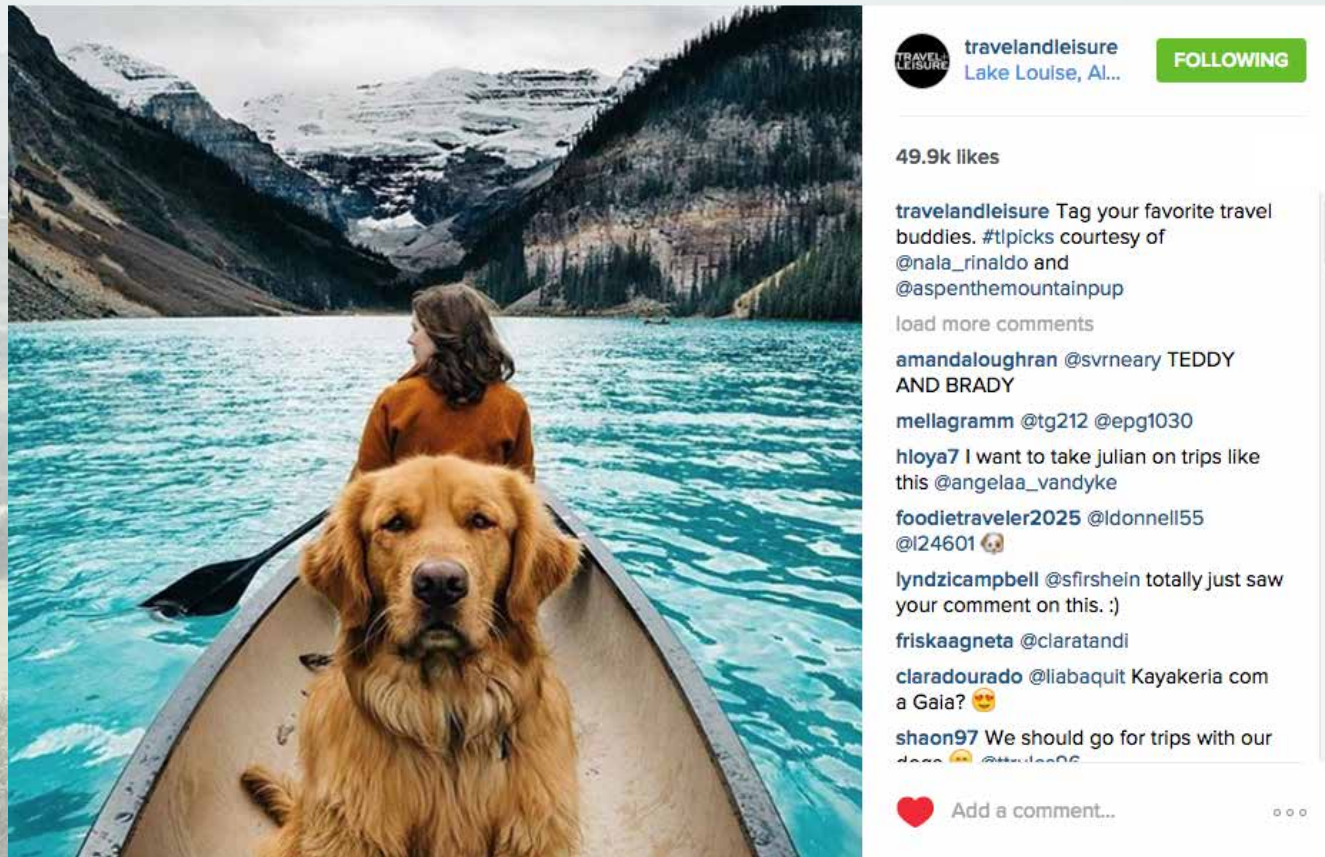
THE NEW TRAVELANDLEISURE.COM

T+L'S HALLMARK SOPHISTICATED, COSMOPOLITAN POINT OF VIEW ON TRAVEL

- + HIGH-VELOCITY PUBLISHING VOLUME
- + HEIGHTENED FOCUS ON VISUALS
- + RANGE OF CONTENT TYPES



THE NEW TRAVEL + LEISURE SOCIAL



SOCIAL CHANNEL.

MONTHLY REACH

g+

2.26 MM

Twitter

1.8 MM

Instagram

1.4 MM

f

1.4 MM

Pin

146K

t

FOURSQUARE

152K

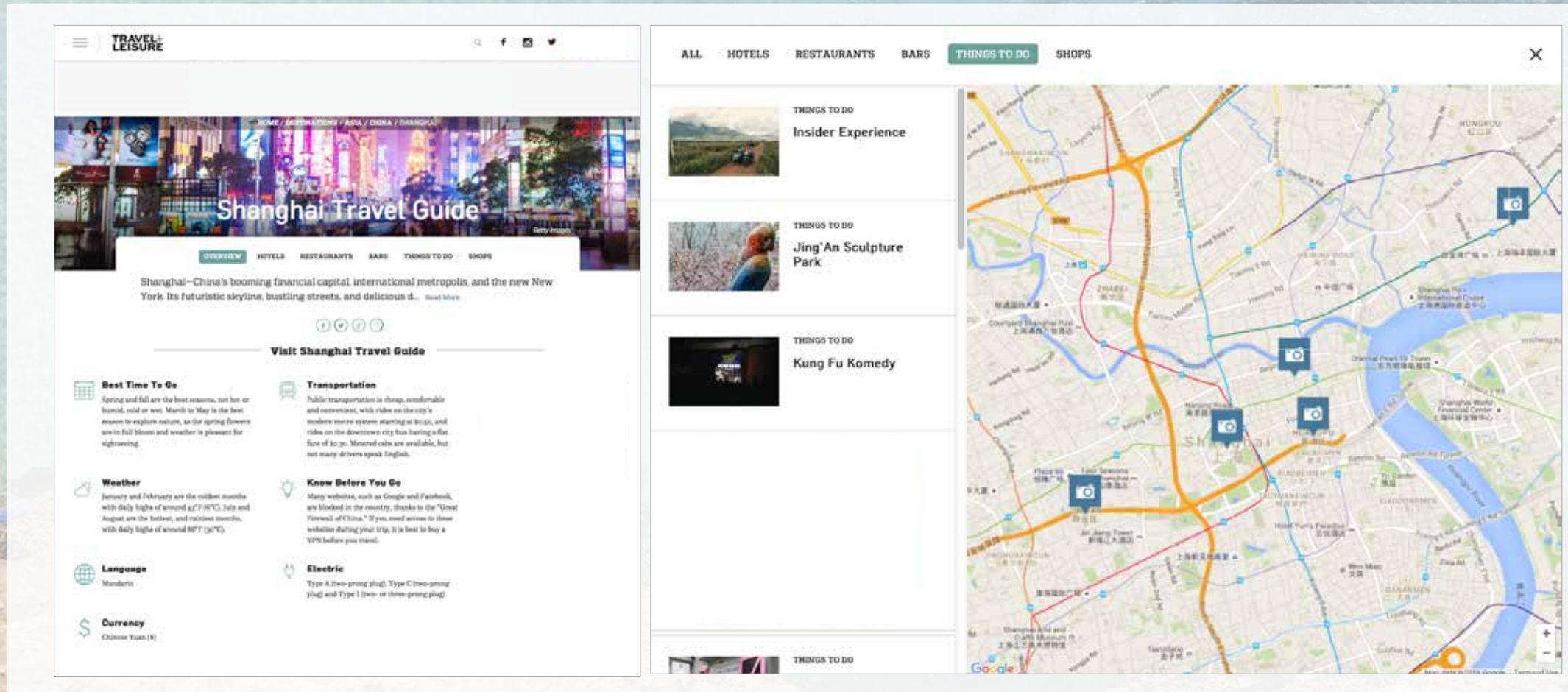
You Tube

2K

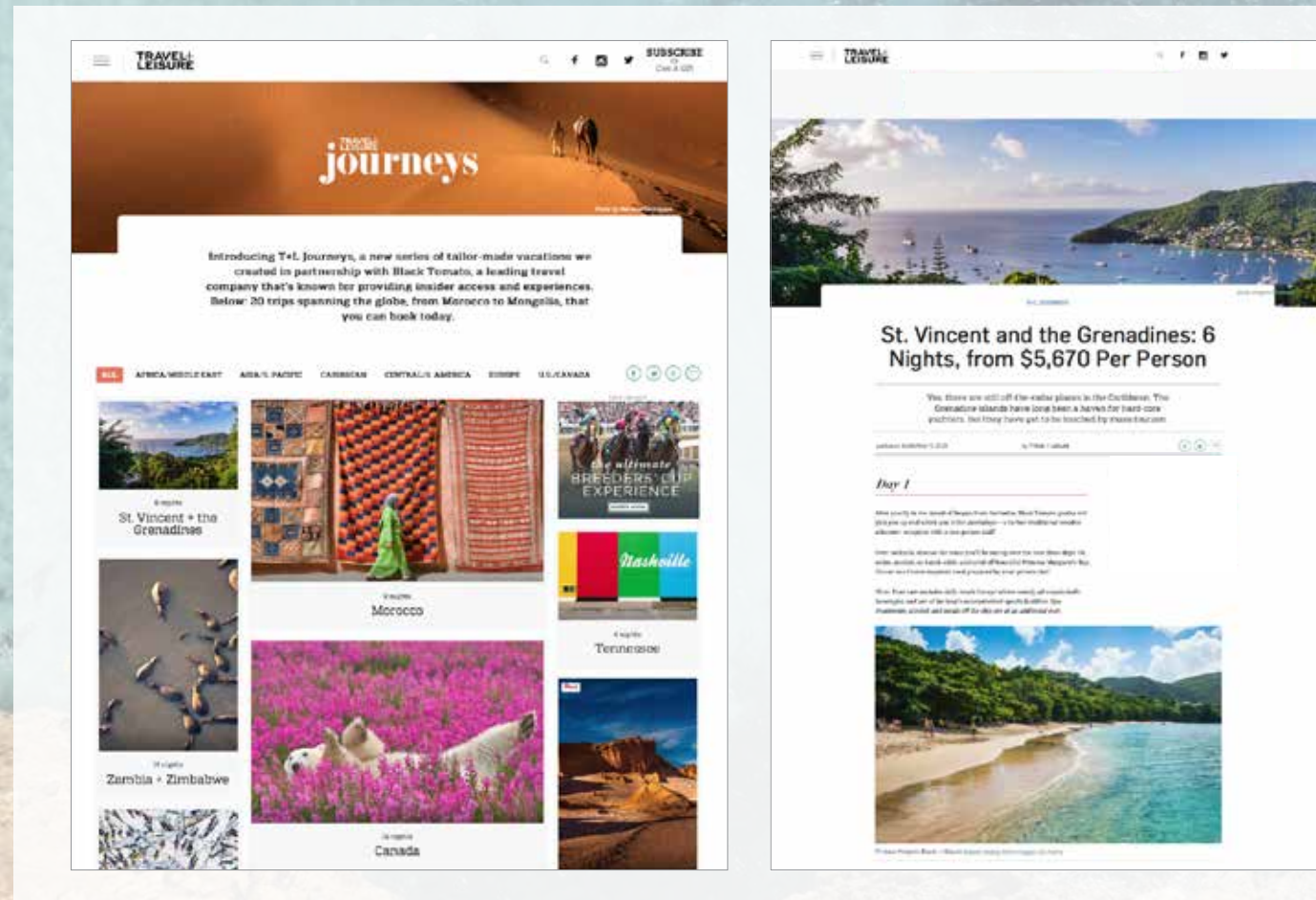
ENGAGING IN NEW WAYS



SERVING IN NEW WAYS



SERVING IN NEW WAYS



WHAT ALL THIS MEANS FOR THE BRAND



LUXURY +
TRAVEL

THE OUTLOOK



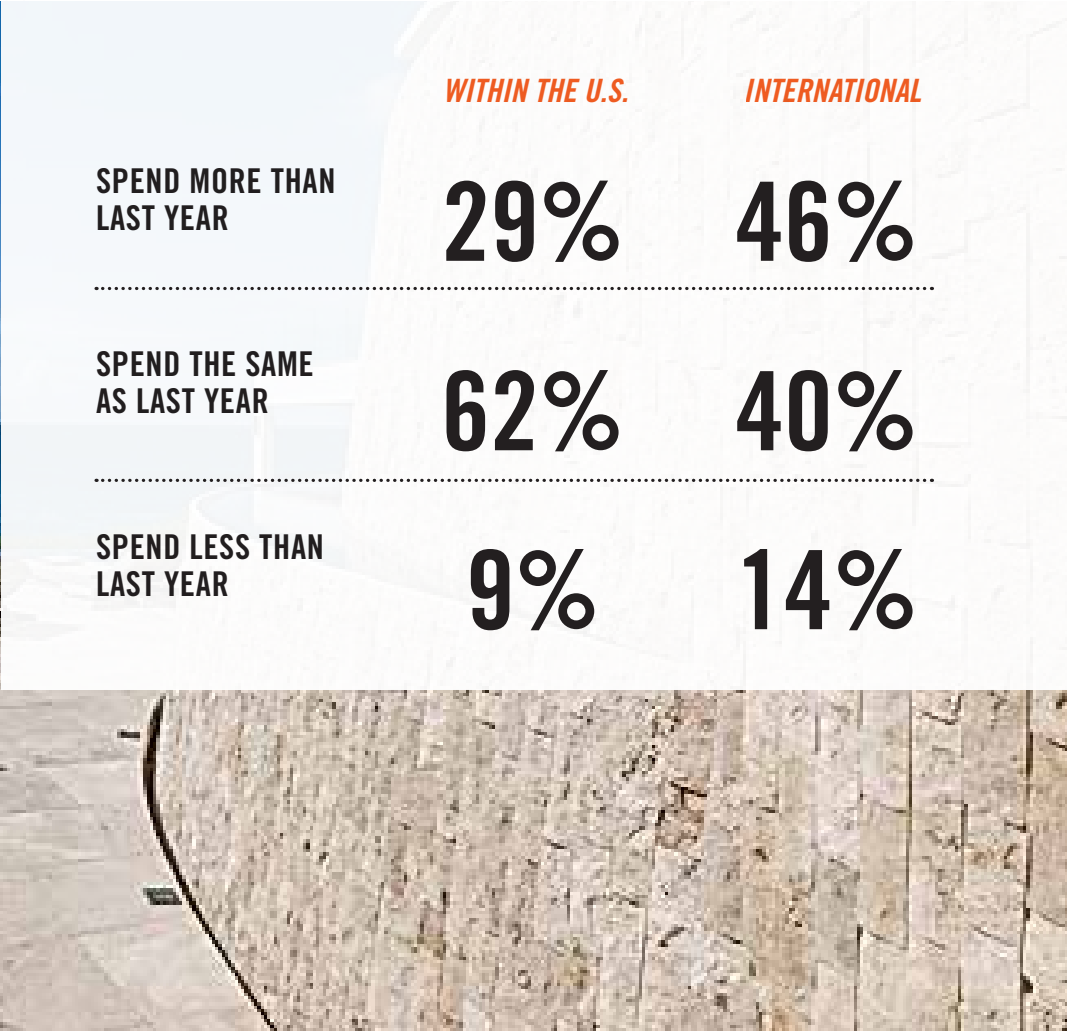
#1
TRAVEL IS THE TOP
DISCRETIONARY SPENDING
CATEGORY AMONG U.S.
AFFLUENT CONSUMERS

28%
OF HOUSEHOLD
DISCRETIONARY SPEND

6.6% INCREASE IN LUXURY
SPENDING IN THE U.S.
(COMPARED TO 2.9% GDP GROWTH)

2015 U.S. FORECAST	\$ BILLIONS	% CHANGE
NEW AUTOMOBILE	\$130.0	7.2%
LEISURE TRAVEL	\$115.2	15.9%
DINING OUT	\$53.9	4.8%
ITEMS FOR HOME	\$53.6	-0.4%
APPAREL + ACCESSORIES	\$37.5	7.5%
FINE WATCHES + JEWELRY	\$16.6	-13.8%

THE T+L AUDIENCE: INCREASING THEIR LEISURE TRAVEL SPEND



SOURCE: TRAVEL + LEISURE TRAVEL TRENDS SURVEY CONDUCTED BY WYLEI, JANUARY 2015

WHAT THEY DO



- 1 CULTURAL EXPERIENCES + ATTRACTIONS (E.G., MUSEUMS, HISTORICAL SITES, ETC.)
- 2 SHOPPING
- 3 DINING/CULINARY EXPERIENCES
- 4 FESTIVAL/SHOWS (E.G., FILM, ANTIQUES, FOOD, ETC.)
- 5 SPA TREATMENTS
- 6 CAMPING, HIKING OR NATIONAL PARKS
- 7 FITNESS SPORTS (E.G., SWIMMING, JOGGING, TENNIS, ETC.)
- 8 CASINO/GAMBLING
- 9 BOATING/SAILING
- 10 GOLF

SOURCE: TRAVEL + LEISURE TRAVEL TRENDS SURVEY CONDUCTED BY WYLEI, JANUARY 2015

5 MACRO TRENDS

EXPERIENCE COLLECTORS



THE RISE OF THE EXPERIENCE-FIRST, DESTINATION-SECOND TRAVELER

AUTHENTICITY / UNIQUENESS / DISCOVERY

“PEOPLE ARE FEELING COMFORTABLE ABOUT SPENDING AGAIN, BUT THEY SEEM MOST LIKELY TO WANT TO SHELL OUT FOR **MEMORABLE EXPERIENCES.**”

WASHINGTON POST, REPORTING ON MASTERCARD DATA (2015)

78% OF MILLENNIALS CHOOSE TO SPEND MONEY ON A **DESIRABLE EXPERIENCE** OR EVENT OVER BUYING SOMETHING DESIRABLE.

EVENTBRITE MILLENNIAL SURVEY (2014)

HUMAN PSYCHOLOGY: SATISFACTION WITH THINGS PEOPLE BUY GOES DOWN OVER TIME; SATISFACTION WITH EXPERIENCES THEY SPEND MONEY ON GOES UP.

TRAVEL BY PASSION



FOOD + WINE

86% TRAVEL TO TRY REGIONAL RESTAURANTS AND LOCAL FOOD

41% TRAVEL TO WINE REGIONS

SHOPPING

71% SPEND AS MUCH OR MORE TIME SHOPPING WHILE TRAVELING THAN THEY DO AT HOME THANKS TO “UNIQUE ITEMS AND STORES”

ART, ARCHITECTURE, DESIGN

84% TRAVEL FOR CULTURAL ENRICHMENT

SOURCE: TRAVEL + LEISURE TRAVEL TRENDS SURVEY 2015

VALUE FOR TIME



THE ULTIMATE DETERMINANT OF WORTH

94% WORK AT LEAST 50 HOURS A WEEK;
NEARLY HALF WORK MORE THAN 65 HOURS.

HARVARD BUSINESS SCHOOL STUDY OF PROFESSIONALS

U.S. EMPLOYEES USE ONLY **51%** OF THEIR PAID VACATION TIME.
GLASSDOOR SURVEY 2015

42% OF AMERICANS TOOK ZERO DAYS OFF LAST YEAR.
GOOGLE CONSUMER NEWS SURVEY

FAMILY + GROUP TRAVEL



**BEACH
VACATIONS
#1**
.....
60%

MULTI-GENERATIONAL FAMILIES

66% WILL TAKE A MULTI-GEN TRIP IN THE NEXT 12 MONTHS

... BUT IT'S ALSO

MULTIPLE
FAMILIES

MULTIPLE
COUPLES

GROUPS OF
FRIENDS

SOURCE: TRAVEL + LEISURE TRAVEL TRENDS SURVEY 2015

THE SHARING ECONOMY



UBER



SURFAIR



BEACON.

BlackJet



65%

OF TRAVEL + LEISURE READERS
KNOW AIRBNB

94%

OF THOSE WHO'VE USED AIRBNB
HAVE HAD A POSITIVE EXPERIENCE

25%

HAVE PLANS TO USE IT

SOURCE: TRAVEL + LEISURE TRAVEL TRENDS SURVEY 2014



**THANK YOU
ANY QUESTIONS?**



NATHAN LUMP
JANUARY 2016



TRAVEL+LEISURE