

TRAVEL AND HOSPITALITY

TCS World Travel recruits teenagers to consult on multi-generational luxury travel

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The Teen Advisory Board will help curate luxury travel itineraries for young people. Image credit: TCS World Travel

By DANNY PARISI

Luxury travel company TCS World Travel is giving a voice to one of the most influential segments in travel today: teenagers.

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TCS has created the Teen Advisory Panel, a group of well-traveled adolescents, to help consult with the company on how to improve luxury travel for families that include teenagers. Luxury travelers who bring their whole families along need to be able to find experiences that fit everyone's desires, something TCS World Travel is hoping to streamline.

Teen advisory board

Teenagers exist at a unique moment in their lives, being old enough to have their opinions on family matters seriously respected while still being young enough to require dependence on their parents.

This translates to them having a large influence on a family's decision-making, particularly when it comes to travel.

TCS World Travel is hoping to help affluent families who are looking to go on a luxury trip with teenagers by advising them on how best to meet their travel needs.



FIS expects \$30 trillion to be transferred from old to young soon. Image credit: FIS

The group created the Teen Advisory Panel, consisting of eight well-traveled teenagers who have visited a minimum of 15 different countries.

TCS specializes in creating curated itineraries for luxury travelers to help them get the most out of their trips. With the addition of the Teen Advisory Panel, these itineraries can now be curated with teenagers in mind to help families plan trips that are enticing for everyone involved.

Some of the teen-friendly experiences suggested by TCS include experiencing unique cuisine with a local food blogger, shopping with a fashion influencer or outdoor adventures such as surfing or mountaineering.

Up-and-coming consumers

Family-friendly travel is evolving as younger generations become parents. For instance, Starwood Hotels & Resorts' Le Meridien is reimagining play time to "redefine the future of family travel."

The brand rolled out a number of kid-friendly initiatives across global locations that connect children to culture, art and design. With family and multigenerational travel on the rise, hotels will need to implement far-ranging initiatives to ensure that the grandchildren, the grandparents and those in between are all satisfied ([see story](#)).

Beyond travel, younger people have different opinions and views on how to engage with the luxury world than their older counterparts. This is something that brands need to understand if they want to engage with those young people.

Luxury brands should consider their social and environmental impact, not only for their own values but to attract affluents who are more concerned with social contributions in terms of legacy.



Affluents take care of their parents' investments. Image credit: Merrill Lynch

A report from The Economist shows that more than 66 percent of high-net-worth individuals in younger generations in the United States believe it is their duty to use their wealth for social benefit. They want their legacy to be more rooted in family and social contributions, says the survey commissioned by RBC Wealth Management ([see story](#)).