

TRAVEL AND HOSPITALITY

Gen Z influencing luxury travel trends

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Virtuoso is seeing an uptick in active travel. Image credit: Virtuoso

By STAFF REPORT'S

Affluent travelers are picking more adventurous itineraries and destinations, as Gen Z consumers sway family travel plans.

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According to the 2019 Virtuoso Luxe Report, while Gen Zers are still in their teens, they have a more global perspective from a younger age and they wield significant influence over their peers and parents. As a result, consumers are traveling to more off-the-beaten-path locales and adventure trips have become the top trend in family vacations.

Travel trends

Virtuoso notes that Gen Z both influences others via social media and looks for trips that will provide visual social media content.

While destinations such as Italy, Mexico and Hawaii top the list for family vacations, unexpected locations such as Iceland, the Galapagos Islands and Antarctica are becoming more popular.



Silversea's Couture Collection includes an Antarctic package. Image credit: Silversea

Consumers are also seeking authentic cultural experiences in places such as Cuba, Japan and Egypt.

Another travel trend this year is multigenerational trips. There is also a growing trend of grandparents traveling with their grandchildren while the parents stay home.

Other travel companies have also sought to tap into the influence of Gen Z.

TCS World Travel recently gave a voice to one of the most influential segments in travel today: teenagers.

The firm 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 ([see story](#)).

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