

TRAVEL AND HOSPITALITY

Crypto travel agency debuts luxury services

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Travala has a new service for HNW travelers. Image credit: Travala

By LUXURY DAILY NEWS SERVICE

Cryptocurrency-friendly online travel agency Travala has launched a personalized service for high-net-worth travelers.

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Travala Concierge offers ultra-affluent clients on-demand booking, expanded payment options and other exclusive services and benefits. The launch comes as the number of cryptocurrency millionaires continues to climb.

"Lost time over the past year and strong crypto portfolios have led many to put the travel experience above all else," said Juan Otero, CEO of [Travala.com](https://travala.com), in a statement. "That's why we've launched Concierge: to give high-net-worth travelers the luxury experiences they want including tailor-made personalization, exclusive service and high-end experiences and the flexibility to pay for it with crypto, fiat currency or both.

"The convergence of the rise of travel and thousands of newly minted bitcoin millionaires makes this the perfect time to introduce a premium travel service like Concierge," he said.

Crypto travel

To become a Travala Concierge client, travelers must buy \$50,000 worth of travel credit or spend at least the equivalent during a 12-month period. Businesses that meet the minimum spend requirements can also enroll in Concierge for corporate travel.

Travel agents handle the booking process to curate personalized luxury vacations. Among the experiences available are private jets, yachts, private islands and helicopter and limousine transfers.

About 70 percent of Travala's bookings are made in cryptocurrency, an increasingly popular investment among HNWI. The platform saw a record \$1.7 million in reservations in March 2021, up 730 percent year-over-year.

Travala accepts more than 40 cryptocurrencies, with bitcoin and AVA, the company's native utility token, being the most popular. Concierge clients can earn rewards in AVA, which can be used for future bookings or traded for other currencies.

Founded in 2017, Travala is backed by cryptocurrency exchange Binance.

Wanderlust continues to build up among consumers, and many are ready to splurge on travel to make up for lost time during the COVID-19 pandemic.

According to the Global Travel Trends Report from American Express, 61 percent of travelers are planning to spend more on their 2021 trips than they normally would. Luxury accommodations have become more desirable as well, as consumers seek to balance unique experiences with privacy ([see story](#)).

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