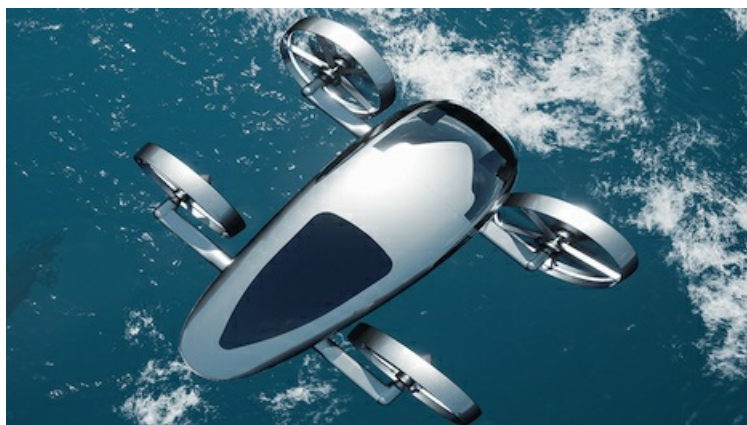


TRAVEL AND HOSPITALITY

## Lesser-known lands, ocean exploration to skyrocket by 2027: report

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*Pelorus' luxury travel forecast points to electric aerial taxis as innovative apparatuses representative of a shift in consumer demand toward clean tech expeditions. Image credit: Pelorus*

By AMIRAH KEATON

Travel trend forecasters are identifying the role of remote work in enhancing multi-destination travel itineraries, per a new report.

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Bespoke travel experience agency Pelorus marks its fifth anniversary this month with the release of the report, which analyzes the industry's trajectory for the next five years. The 34-page report expands on future trends such as next-gen travel, pinpoints a rise in explorer yachts, introduces the idea of travel trial by way of virtual reality and so much more.

"In joining forces with Globetrender, we have been able to produce a mind-expanding piece of thought-leadership that provides legitimate and trustworthy signals of the trends shaping the future of luxury travel," said Georgie Mackay-Lewis, cofounder and CEO at **Pelorus**, London.

"As a highly innovative travel provider; we always aim to be ahead of the curve, and provide our clients with visionary experiences that are unparalleled," he said. "Over the coming five years, we will be leading the way with crypto payments for trips, pioneering clean tech expeditions and new technology, among many other initiatives.

"We hope this report inspires other brands to think creatively too."

For this report, Pelorus teamed up with Globetrender to conduct a series of consultations, taking a look at client asks, planned travel destinations and exactly how luxury travelers' needs are evolving. After drawing up a long list of themes, concepts and drivers, the partners formed a shortlist of trends and complementary case studies.

Future tenants of luxury travel

Luxury Travel and Yachting Trends: 2023-2027 presents detailed analysis of the travel industry's exciting trajectory spanning the next five years.

Seven subjects frame the UK-based luxury travel agency's trend propositions, while two case studies further illuminate findings.

First, Pelorus and partner Globetrender zoom in on Gen Alpha.

Pelorus's report shares that the demand for educational family trips has increased 185 percent between 2021 and 2022, anticipating a continuation of this trend over the next five years as Gen Alphas filters through the school system.



*Experts recognize millennials are now raising youngsters under 12 years of age, and are spending accordingly. Image credit: Pelorus*

"Inspiring young travelers through unique and life-changing experiences has always been core to Pelorus' experience planning," said Hannah Cornforth, head of marketing at Pelorus, in a statement.

"We have planned and delivered some incredible trips for children of all ages, immersing them in local cultures and helping them to see different perspectives," Ms. Cornforth said. "Experiences for these younger generations can and should be fun, challenging designers to be creative with new and unique ways to bring trip ideas to life."

Next, Pelorus' report raises that UHNWIs are eager to make a difference during their journeys. The firm anticipates growing demand for high-impact conservation efforts for future trips.

In the wake of the global health crisis, the meaning of luxury has shifted from more traditional expectations of caviar dinners and shopping sprees to experiences with expressed purpose and in the interest of preserving nature's irreplaceable gifts.

Thus, travelers seek to lend a hand in habitat restoration, strengthening biodiversity and engineering climate change effect reversals with haste.

Pelorus outlines how it answers this call with offerings like "Citizen Scientists," a program wherein travelers can spend time with marine biologists in French Polynesia studying coral reefs, monitoring the breeding habits of tiger sharks and logging the nesting sites of sea turtles.



*Pelorus experts previewed key report findings panelstyle during a companywide presentation. Image credit: Pelorus*

The report's third trend, "Gamma Destinations," sees UHNWIs avoiding overcrowded "Alpha Destinations" from the peaks of Machu Picchu to the heights of Kilimanjaro in favor of new, less-visited frontiers such as Socotra in Yemen.

According to the company, travelers are progressively requesting to explore new destinations, the rate of which went up 350 percent between 2021 and 2022.

"Our logistical and operational excellence allows us to operate in environments and destinations that are as of yet unexplored," Mr. Mackay-Lewis said.

"Our coalition of expert guides and operators allows us to give our clients the very best experiences, but it's also important that in these far-flung locations we encourage our clients to travel with respect for the environment," he said. "This is something that's at the heart of what we do working and engaging with the local community to give back."

Remaining trends explore "Meta Previews," which embrace travel trials by way of virtual reality testing, and "Grand Tours" highly personalized, complex agendas with multiple stops.

Pelorus trips with stays longer than 14 nights rose 200 percent between 2021 and 2022. Trips with more than three stops during the same time frame were also up 160 percent, says the servicer.

The report's penultimate "Ocean Exploration" states that studies show a steady increase in demand for explorer yachts. According to Boat International, the global expedition yacht market grew 33 percent last year.

"The future is all around us you just have to know where to look," said Jenny Southan, editor, founder and CEO at Globetrender, in a statement.

"When searching for trends, we apply the three times' rule," Ms. Southan said. "A one-time occurrence is an anomaly, twice is a coincidence and three times is a trend, worthy of further exploration."

Sustainable airship travel

With this report, Pelorus and Globetrender are charting the industry's path forward.

Pelorus' "Clean Tech Expeditions" trend, which aims to minimize the environmental impact of getting from A to B," completes the picture.

The company shares news of a North Pole luxury travel offering, where zero-emission aircraft filled with lift-giving helium gas and powered by four propellers, allowing the airship to fly continuously for days, will be tapped for travel.

"The future of travel must be sustainable," Mr. Mackay-Lewis said.

"There is no other alternative."