



FAIRMONT LUXURY INSIGHTS REPORT

GATEWAY TO HOME

HOTELS AS THE HEART OF THEIR COMMUNITIES

REGIONAL REPORT: UNITED KINGDOM





The Luxury Insights Report: Gateway to Home - Hotels as the Heart of their Communities is the latest volume in a series of ongoing research-led, data-driven reports. Findings explore luxury travel trends, revealing that affluent travelers perceive hotels and resorts as established authorities and trusted travel guides.

A closer look was taken to understand the priorities of savvy travelers in key markets across the globe. The following report dives deeper into the preferences of luxury travelers from the United Kingdom to understand how they differ from their international counterparts.

EXPERIENCE

Travelers from the United Kingdom look for unique experiences and are eager to explore new territories.

STEPPING OUT OF THEIR COMFORT ZONE

Luxury travelers want more than manufactured tourism; they are looking to experience new destinations to the fullest by making real connections. Connections that are genuine, local, and authentic. Similar to other Europeans, travelers from the United Kingdom are more comfortable going out of their comfort zones and exploring new destinations in order to capitalize on the opportunity to have unique and immersive experiences. Interestingly, men in the United Kingdom are more likely than women to prefer to avoid overly 'touristy' destinations (80% vs. 68%). The same is true for travelers 55 and older (82% vs. 68% millennial travelers and 74% among 35-54).



FAIRMONT LE MONTREUX PALACE



THE IMPORTANCE OF A LUXURY HOTEL

On average, 93% of affluent travelers globally agree that the hotel they stay at is an important part of their vacation experience. This rings even truer for those from the United Kingdom, with 95% agreeing.

CASE STUDY:

Scotland, known as the Home of Golf, is recognized internationally for having some of the best courses in the world. The economic value of the golf tourism industry is over £285 million. Those looking for an authentic golf experience can take in the magnificent landscapes in one of the two award-winning courses available at Fairmont St Andrews.

Millennial travelers from the United Kingdom stay an average of 17 nights at a luxury hotel a year, which is the highest among millennial travelers across the seven regions studied.

FAIRMONT ST ANDREWS



COLLEAGUE CONNECTIONS

For luxury travelers from the United Kingdom, their view of the hotel colleagues is not solely measured on the quality of their service, but additionally the access to their insider knowledge.

FIRST-CLASS SERVICE

Experienced travelers from the United Kingdom perceive high-caliber service to be an especially important factor when choosing a hotel. Eighty-two per cent of affluent travelers from the United Kingdom agree that the high-caliber service found in hotels influences their decision to stay there.

Ninety per cent of affluent travelers from the United Kingdom agree that the best hotels have colleagues who are familiar with the area and can provide intel that only the locals know. This is above average and higher than the other European countries, such as France (86%) and Germany (84%). Ninety-one per cent are also likely to trust recommendations from hotel colleagues (vs. 86% in Germany).

CASE STUDY:

The Savoy's Kaspar's Seafood Bar and Grill is the only five-star London hotel restaurant to receive a three-star Sustainable Restaurant Association (SRA) Sustainability Rating. This award recognizes the restaurant's excellence in sourcing quality ingredients; their commitment to the wellbeing of staff, guests, and community; and their vow to participate in environmentally sustainable practices.

SUSTAINABILITY

Travelers from the United Kingdom can be considered “locavores” with their sustainability preferences focusing on where hotels source their food.

EATING LOCAL

When it comes to environmental stewardship, European luxury travelers place high importance on locally-sourced kitchen ingredients. This differs from their American counterparts, of which only 57% value locally-sourced ingredients vs. 75% in the United Kingdom.



THE SAVOY, A FAIRMONT MANAGED HOTEL



FAMILY MEMORIES

Travelers from the United Kingdom seek out luxury hotels for momentous occasions, even when they are not staying overnight.

MAKING FAMILY MEMORIES WITH LOCAL TRADITIONS

Luxury hotels are often iconic institutions in their community, making them ideal destinations for marking momentous occasions. Whether it be a celebratory dinner or extravagant afternoon tea, 65% of travelers from the United Kingdom seek out a hotel in their home country to enjoy the experiences they offer. Seventy-seven per cent of UK affluent travelers have enjoyed a special occasion in a luxury hotel without staying overnight. This is higher than any other European or North American countries.

COMMUNITY

Luxury hotels have an important role to play in preserving cultural heritage and sustaining local economies.

TOURISM AS A PILLAR OF ECONOMIC GROWTH

When it comes to the impact that a hotel has on the sustainable development of its community, 85% of United Kingdom affluent travelers deem it especially important that a hotel employs people from a local community, more than all other European and North American countries and second only to United Arab Emirates (86%).



“We had afternoon tea at a Fairmont hotel to celebrate a family member’s special birthday. It was The Savoy in London and the service and whole experience made it special”

– Fairmont Guest from the United Kingdom



FAIRMONT REY JUAN CARLOS I, BARCELONA