



BLACKTIE

— DREAMS CRAFTED —

lux.u.ry

/'lʌkʃH(ə)rē,'lʌgZH(ə)rē/

something **desirable** but costly or hard to get
something adding to **pleasure** or **comfort** but not absolutely necessary

Defining Luxury Travel

It's all about you...

Enjoying special and expensive things, particularly food and drink, clothes and places.

To this, we can now add experiences and relationships (introductions, shared passions), but most importantly, service, customisation, knowledge and personalisation

Luxury travel has evolved, but ultimately
it remains **YOURS** to define.



What Luxury is NOT

common

standard

easy to access

one of many

mass produced

public

one-size-fits-all

transactional

A Post-Pandemic Landscape

How has luxury changed since the pandemic?

How has its dynamic with the following been affected?

- Tourism
- Big/Global brands
- Corporate Travel (MICE)
- City versus Rural



How does this apply to my business
and how do we measure success?

“...but we’ve always done it this way”

- 1) Over-tourism
 - 2) Quality over quantity
 - 3) A second tier of revenue
 - 4) Utilization of different resources
 - 5) Access to HNW/UHNW who can, and do, make a difference
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The Future of Luxury

- Privately guided (high quality), maximum 4 to 6 people
- Personally met by representative
- Special access/unique experience
- Fun! (scandal, gossip, drama, murder and mayhem)
- Unique introductions or cameos
- Quality refreshments in special location
- Customised/personalised
- Element of 'surprise and delight'
- High perceived value
- Exclusive - do not put these experiences on your kiosk notice board!

Above all, show me you know me.

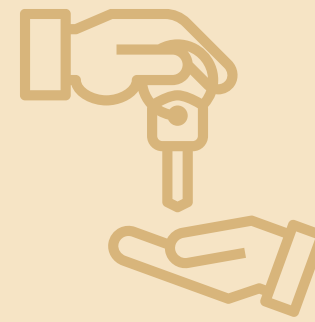




**VALUE
OVER 'BLING"**



**PARTICIPATION &
IMMERSION**



**ACCESS &
PRIVILEGE**



**ENRICHMENT &
EXPERIENCE**

The Numbers

The rate for a small group sits between £750 and £1,000, for 4 hours, 4 to 6 pax

The revenue from 2 small groups/day, 5 days/week, from April to mid-October averages £875 GBP

2 small groups/day x 5 days/week x 30 weeks = £262,500

Add in 1 night's accommodation (2 small groups, 2 rooms for 1 night at an average of £300/night)

2 groups x 2 rooms x £300 GBP x 100 nights = £120,000

This is a total revenue increase of £362,500

What are your direct costs? Tea/coffee/drinks and a guide – plus time

Additional revenue opportunities exist such as Afternoon Tea at £50/person

Revenue share with vendor partners (Inns/restaurants/vehicle hire, not taxis)

A New Definition of Luxury

*A feeling that comes
from living well and
taking pleasure in
surroundings and
experiences*



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