



FAIRMONT COPLEY PLAZA

FAIRMONT LUXURY INSIGHTS REPORT

# GATEWAY TO HOME HOTELS AS THE HEART OF THEIR COMMUNITIES

REGIONAL REPORT: UNITED STATES



*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 States to understand how they differ from their international counterparts.





## EXPERIENCE

Affluent American travelers seek out familiar destinations that provide them with the same level of comfort as being at home.

## FAMILIAR COMFORTS

Travelers from the United States take pleasure in the known, with more than half prioritizing travel to familiar destinations, and 70% looking for experiences that provide the same comforts of home.

Millennials are more willing to explore new destinations with 58% not concerned about finding a familiar destination, vs. 54% among 35-54, and 56% among 55+.

It is this preference that keeps travelers from the United States returning to hotels they have positive experiences with. These guests also seek out hotels that provide all-encompassing experiences, with everything they need to relax and enjoy their holiday.



Luxury travelers from the United States are most likely to look for destinations that provide them with shareable moments



## COLLEAGUE CONNECTIONS

American travelers are looking to hotels for recommendations on unique and fascinating experiences as their first point of entry into the culture of the destination they are exploring.

### HOTELS AS TRUSTED GUIDES

Hotel staff are a trusted resource with 9-in-10 affluent US travelers believing the best hotels have colleagues who are familiar with the area and can provide the inside scoop.

## SUSTAINABILITY

American travelers are in-line with their global counterparts when it comes to the level of value they place on sustainable tourism experiences at a hotel.

### SUSTAINABLE EXPERIENCES

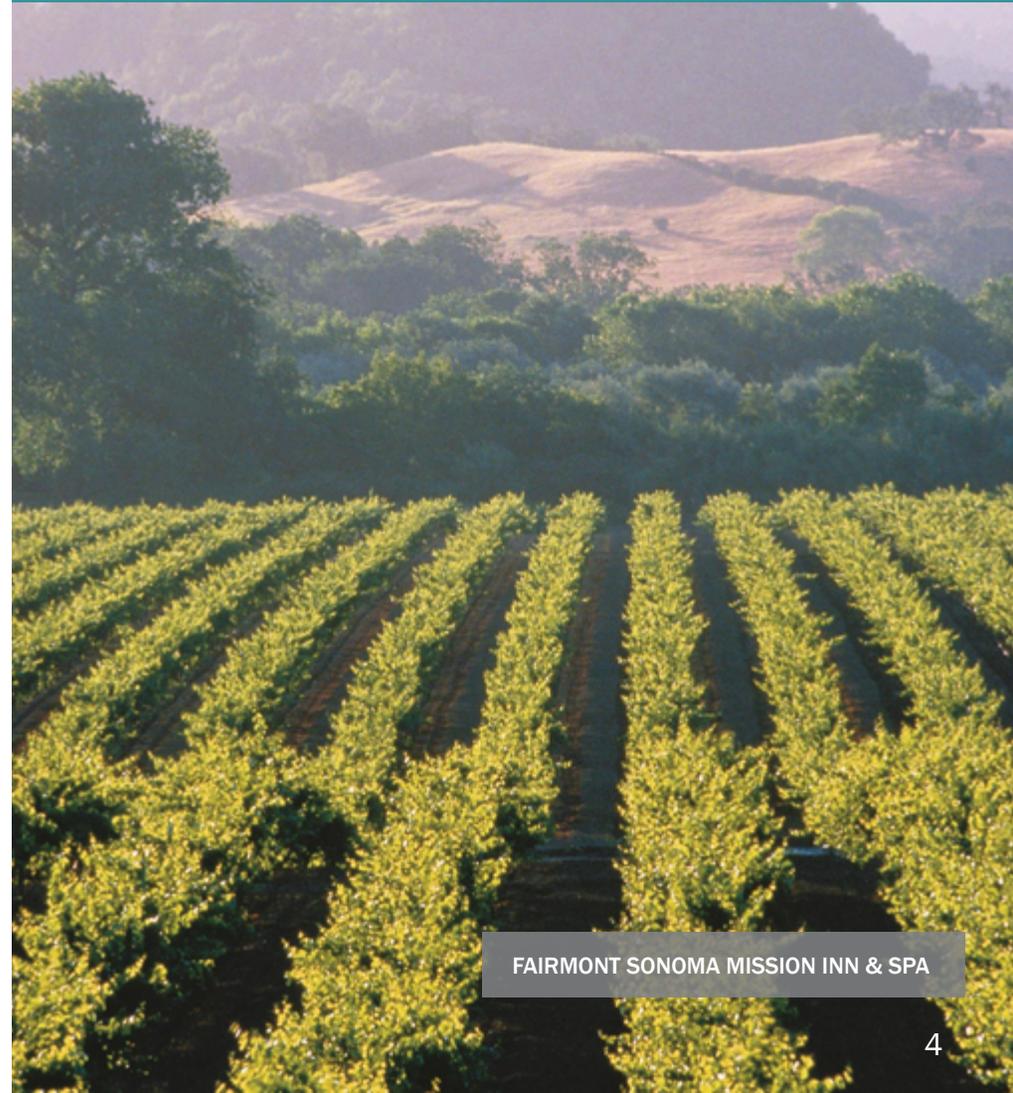
Sustainability is a priority for those from the United States with 8-in-10 noting the importance that a hotel gives recommendations that are not detrimental to the community.



**FAIRMONT SONOMA MISSION INN & SPA** is committed to a sustainable garden in which all plant material is purchased locally. 90% of plant species are drought tolerant and pro-bird and butterfly population. Honey bee and pollinator bee hives onsite also support population growth.

“I have a long association with Fairmont, and feel some loyalty to the brand. I held my wedding reception at the Fairmont Olympic in 1989 and my husband and I have returned every few years to relive the magic.”

- FAIRMONT GUEST



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## FAMILY MEMORIES

Luxury hotels set the scene for life's memorable moments for both travelers from abroad, and locals in their community.

## LUXURIOUS ATTRACTIONS

Luxury hotels are enjoyed around the world as part of everyday life, even by those not traveling, and those from the United States are no exception. For 7-in-10, hotels provide a memorable option for social and business occasions. For 65%, luxury hotels provide the perfect scene to celebrate special occasions and create family memories and traditions.

## COMMUNITY

Hotels can connect travelers to the local community and open the door to a deeper understanding of a destination.

## COLLEAGUES AS A CONNECTION TO LOCAL CULTURE

For travelers from the United States, it is essential that hotels demonstrate a strong connection to their local community. Employing locals is the most important connection across all age groups (80%). Giving back to the community is the second priority at 62%, and jumps in importance among millennials (71%, compared to 59% 35-54, and 58% 55+).



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