



Experiential Luxury in the US

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Holistic experiences drive growth in luxury hotels, while luxury foodservice thrives with new healthy and personalised menu options
A successful brand evolution at the right time and place: Marriott International maintains its lead in experiential luxury
Customers look to regenerative travel options to make an impact

PROSPECTS AND OPPORTUNITIES

Experience is king: Customer preference for luxury, memorable experiences will boost the growth of experiential luxury over the forecast period
Wellbeing and sustainability expected to be the focus of new luxury hotel openings
New openings in strategic locations will bring an additional boost to experiential luxury through cultural heritage and unique adventure offerings

CATEGORY DATA

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Luxury Goods in the US - Industry Overview

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DISCLAIMER

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