



LUXURY TRAVEL REPORT 2024

BY ELITEVOYAGE

How do the wealthiest Czechs* travel?

This unique survey, conducted by the luxury travel agency EliteVoyage, offers insights into the habits and desires of affluent travelers. It also includes global data on the travel preferences of the wealthy, sourced from information published by the professional travel advisor networks Serandipians and Virtuoso, as well as research firm Skift Research.

**Data analysis is based on travel by 90 EliteVoyage clients who traveled between September 2023 and September 2024 and belong to the categories of Ultra-High-Net-Worth Individuals and High-Net-Worth Individuals. These are people whose wealth is at least 30 million USD (UHNWI) or at least 1 million USD (HNWI).*

Where do they go most often, what do they consider important when traveling, and how are their preferences changing? You'll find all this and more in the second annual Luxury Travel Report by EliteVoyage. Just like last year, we analyzed our clients' holiday travels and discovered intriguing data and trends.

We also wanted to present the world of high-end travel in both a European and a global context. That's why the report includes selected data from international companies and networks monitoring the travel habits of the world's wealthiest individuals. It's interesting to see how Czech dollar millionaires sometimes think like their foreign counterparts and how they differ.

In conversations with our clients and foreign colleagues, I perceive that luxury travel can take a thousand forms, and everyone sees luxury in something different. Some are satisfied by spending their holiday in a 300-square-meter villa with a pool and an ocean view. Another client might appreciate the chance to meet indigenous people in the jungle. For the wives of some clients, luxury is being able to savor coffee on a terrace without the sound of screaming children. Often, it's about unique, one-of-a-kind experiences.

Personally, I measure luxury in emotions. Sometimes a smile on your face and a memory are shaped more by the atmosphere in an off-the-beaten-path local restaurant than by riding in a Bentley to a private jet. From my perspective, a luxury holiday isn't just about staying at great hotels, having seamless logistics, and enjoying top-notch gastronomy—these are standard



features expected in high-end travel. At EliteVoyage, we go far beyond that and strive to create moments through various personalized experiences that evoke precisely the kind of emotions that transform lived moments into lasting memories.

Enjoy your reading and travels.

Petr Udavský, CEO & Co-owner EliteVoyage

Our Clients

Where they come from:

Most clients hail from Prague and larger Czech cities (Brno, Ostrava). We see an increasing number of clients from other regions, and more people flying out of Vienna and Krakow. A significant number of clients come from Slovakia, and we also serve clients from the USA, the UK, and Italy.

Clients' age composition: 35–70 years old

Average client age: 53

We're receiving more requests from younger clients aged 30 to 40.

What they do:

High-level managerial positions: 3%

Entrepreneurs: 97%

Sectors they're most often involved in:

Energy, investments, real estate, construction, technology, healthcare

Loyal clients:

A loyal client travels with us for many consecutive years and uses our services at least twice a year.

Planning a Vacation

What's included in the trip preparation:

- Communication with clients
- Communication with local suppliers
- Booking and securing airline tickets and transfers
- Arranging check-in or verifying the private jet contract
- Preparing and checking travel documents
- Verifying booked services (restaurant reservations, event tickets, etc.)

- Reviewing yacht or private villa/chalet contracts

Typical timeframe from booking to departure:

Popular timeframes like holidays (summer, Christmas, Easter) are often booked six months or more in advance. A year or more ahead for special trips like riding the Orient Express or a stratospheric balloon flight. However, it's not unusual to have trips booked and prepared just a few hours before departure.

Common: 1–6 weeks

Ideal timeframe: 6 months

For certain requests (specific hotel room, specific seat on a plane, a guide the client liked before), starting earlier ensures better availability and pricing. For yacht rentals, six months in advance is sufficient.

Average preparation time per trip: 10–20 hours

This depends on the itinerary's complexity and the availability of a travel designer during the entire trip.

What kind of travel services do the wealthiest Czechs book?

42% leisure/relaxation vacations

20% adventure/expeditions

13% standalone booked services (VIP tickets, lounges, transfers, private tours, restaurant reservations) without accommodation or transport

8% standalone flight bookings with regular airlines

8% extended European weekends

5% yacht cruises

4% private flights booked separately (not as part of a bigger trip)

Average holiday length: 9 nights

How often they travel: On average 6 times a year

Transportation

How they travel (2024 vs. 2023): Regular airlines: 60% in 2024 vs. 58% in 2023

Private jet: 32% in 2024 vs. 34% in 2023

Own car, boat, train: 8% in 2024 vs. 8% in 2023

More direct flights have become available from the Czech Republic to various European locations, so clients slightly shifted from private jets to regular airlines compared to last year.



Most frequently used airlines by EliteVoyage clients (by number of tickets):

2023/2024:

1. Emirates – avg. CZK 73,279 (round-trip ticket)
2. Austrian Airlines – CZK 28,762
3. Smartwings – CZK 8,213
4. Qatar Airways – CZK 40,089
5. Lufthansa – CZK 35,765

2022/2023:

1. Emirates – CZK 73,633
2. Smartwings – CZK 7,787
3. Lufthansa – CZK 29,800
4. Austrian Airlines – CZK 35,891
5. Turkish Airlines – CZK 35,130

Cost of a Holiday

Average nightly accommodation cost: CZK 54,000

Average round-trip airline ticket: CZK 35,000

Average private jet round trip: CZK 523,000

The most expensive holiday this year: CZK 6.5 million

A family holiday in the Seychelles for 11 nights

On Board the Private Jet

This Year's Trends in High-End Travel

Most popular private jets:

Hawker BeechJet 400A, Phenom 300, Cessna XLS+, Cessna Citation Mustang

European airports where our clients most frequently land:

- Innsbruck
- Chambéry
- Salzburg
- London Biggin Hill
- Nice
- Malaga



- Palma de Mallorca
- Bodrum

Preferred private jet capacity: 6–8 persons

Current Trends:

Active Vacations: Growing interest in active exploration and adventure destinations. Clients want lifetime experiences.

Wellbeing and Longevity: Increasing interest in wellness stays, longevity therapies, and even longer rehabilitation stays. High-end wellness stays to regenerate the body and mind.

Local Experiences: Clients seek deeper connections with local culture. They want to immerse themselves in local life, cuisine, and traditions.

Longer Holidays: Trips are getting longer. Clients now opt for 10–14 days instead of a week to experience more.

Villas, Chalets, and Boutique Hotels: While top five-star hotels and resorts remain the base, there's growing interest in boutique-style accommodations, unique independent properties connected to local culture, as well as private villas and chalets for privacy and comfort.

Hot List: New Destinations

India: The world's most populous country, still facing many prejudices, is increasingly on our clients' radar. They're attracted by its rich culture, historic monuments, and the possibility of experiencing something truly unusual. India offers a sensory feast, hospitality, and high-end luxury services.

Finland: Known for possibly the world's cleanest air, Finland offers a range of outdoor activities and unique accommodation (like glass igloos). It appeals to those seeking a connection with nature, authentic experiences, and tranquility. Clients love Lapland for the Northern Lights, reindeer safaris, dog sledding, and guaranteed snow.

Japan: Extremely popular in recent years, both globally and among our clients. Attracts travelers with its distinct culture, traditions, cuisine, and high service standards. From April to October 2025, the Osaka Expo 2025 will boost interest further.

Most Popular Destinations for the Wealthiest Czechs (by number of trips):

1. Italy (Amalfi Coast, Portofino, Rome, Tuscany, Sardinia, Sicily, Lakes Como & Garda) – Last year: 1
2. USA (California, New York, Las Vegas, Hawaii, Utah, Alaska, Florida) – Last year: 2



ELITE VOYAGE

3. Spain (Marbella, Basque Country, Balearic Islands, Tenerife, Barcelona, Madrid) – Last year: 7
4. Greece (Crete, Corfu, Zakynthos, Athens, Santorini, Mykonos) – Last year: 6
5. France (Côte d’Azur, Burgundy, Champagne, Bordeaux, Paris, Courchevel) – Last year: 3
6. Maldives – Last year: 9
7. Austria (Fiss, Ladis, Lech, Sölden, Jochberg, Kitzbühel) – Last year: 5
8. UAE – Dubai – Last year: 4
9. UK (London, Scotland) – Last year: 8
10. Switzerland (Verbier, Andermatt, Arosa, Crans-Montana, Zermatt, St. Moritz, Geneva) – Last year: 11

Italy remains top due to its variety: great gastronomy, sea, diverse locations, good services, private villas, and year-round travel potential (cities in spring, seaside in summer, mountains in winter). Greece rose due to newly opened hotels. Dubai dropped slightly because clients already know it well or visited during the pandemic, now looking elsewhere. Mauritius fell off, possibly due to distance and a more limited selection of truly top hotels.

What Are the Wealthiest Czechs Looking For on Holiday?

PRIVACY, EXCLUSIVITY, SERVICE LEVEL

PRIVACY: Clients want peace and quiet, maximum privacy, not just physical separation (at airports, accommodation, transport) but the feeling of discretion. They prefer places allowing them to remain anonymous while enjoying luxury. Private suites, villas, personal chefs, massage therapists, or a private concierge service all help deliver this.

EXCLUSIVITY: It’s about unique access, personalized experiences, and limited numbers of guests. Clients value authentic locations, distinctive design, private tours, VIP access to attractions, and a staff dedicated solely to them.

SERVICE LEVEL: They expect proactive, personalized, and anticipatory service. The staff should be discreet, attentive, and adapt without disturbing their privacy. Personalization is key—everything from the welcome package to flexible activity planning. Clients appreciate professional, empathetic handling of unexpected situations, seamless service, and attention to detail.

20 Favorite Hotels of the Wealthiest Czechs

Atlantis The Royal, Dubai

An iconic 2023 opening on the Palm Island, merging modern design with Dubai’s grandeur—gourmet experiences, Cloud 22 lounge, spectacular fountains.



Bulgari Dubai

Popular for personalized service, intimacy, and sophistication. Located on Jumeira Bay Island, it blends Italian elegance with exclusivity.

Bijal, Antalya, Turkey

An intimate villa-only resort, a fresh breeze compared to the typical all-inclusive giants of this region. Great cuisine and the extended warm season until late October.

Cheval Blanc Paris

Praised for attention to detail in service, design, and amenities. Dior Spa, rooftop bar with Seine views, and a three-Michelin-star restaurant (Plénitude).

Borgo Santandrea, Amalfi Coast, Italy

Most popular hotel on the Amalfi Coast due to its design and rare private beach club. Situated on a steep cliff 90m above sea level with fantastic views.

Forestis Dolomites, Italy

A design hotel for adults only, set at 1800m in the forests of South Tyrol. Strong focus on sustainability, wellness, and local cuisine. Clients love the penthouse suite with a rooftop pool and sauna.

Four Seasons Seychelles

A tropical paradise on Mahé Island with villas set in greenery and ocean views, combining natural beauty with a high standard of service.

Joali, Maldives

A client favorite known for fantastic service, top-notch gastronomy, unique villa design, and the option to connect to sister resort Joali Being focused on wellness.

Jumeirah Al Naseem, Dubai

A contemporary design leaning away from heavy Arabian style. Clients return here yearly. Close to Burj Al Arab. Enjoy the Summersalt Beach Club and Il Boro Tuscan Bistro.

Mandarin Oriental, New York

Situated at Columbus Circle, with some of the best Central Park views. Clients prefer Park-facing rooms. Has an indoor pool. Some areas need refurbishment.

Nana Princess, Crete

Favorite for holidays with small children due to proximity to Heraklion Airport, calm sandy beach, kids' facilities. Opened in 2018, one of Crete's newest top hotels.



One&Only Aesthesis, Athens, Greece

First One&Only in Greece, opened recently and quickly became highly demanded. Easy flight to Athens, modern design, beach relaxation combined with exploring a historic city.

One&Only Le Saint Géran, Mauritius

A legendary resort that maintained and even elevated its standards post-pandemic. Recently renovated spa and private homes bring investment opportunities.

Constance Lemuria, Seychelles

On Praslin Island, it's better than the other Constance property. Its main attraction is Seychelles' only 18-hole golf course and the beautiful Anse Georgette beach.

Patina Maldives

A design-driven resort accessible by boat from Male (no seaplane needed). Emphasizes sustainability, modern biophilic design. Loved or rejected for its style, but top-notch service and environmental respect.

Schlosshotel Fiss, Austria

Meets all alpine vacation needs—various rooms/suites, excellent gastronomy, extensive spa, kids' facilities, and ski-in/ski-out on the slopes.

Rosewood Schloss Fuschl, Austria

Despite initial challenges after opening on July 1, 2024, this newly renovated lakeside castle near Salzburg quickly became a favorite. Easy car access, gourmet cuisine, nature, and a lakeside club.

Waldorf Astoria Maldives Ithaafushi

A Maldivian resort reached by private yacht. Offers a wide gastronomic variety with 11 restaurants and bars.

Porto Zante, Zakynthos, Greece

Ideal for those seeking villa comforts and maximum privacy in Greece. Villas offer one to four bedrooms, with highly personalized services made possible by its small size and staff-to-guest ratio.

Splendido, A Belmond Hotel, Portofino, Italy

A legendary Portofino property. Even during multi-year renovations, it remains fully operational and beloved for its unique aura. By summer 2025, renovations complete, with a new private Villa Beatrice.



Favorite World Restaurants

Asador Etxebarri, Spain

In a quiet Basque village, simple ingredients transformed by fire. No molecular gastronomy—just natural flavors from the grill. Visitors come from all over the world.

Gucci Osteria da Massimo Bottura, Florence, Italy

Part of global restaurants by Massimo Bottura. In Florence, Chef Karime Lopez leads the kitchen. À la carte recommended over tasting menus. Private dining rooms available.

Ikarus, Austria

In Hangar-7 at Salzburg Airport, two Michelin stars, rotating guest chefs monthly, offering diverse gastronomic styles.

Iris, Norway

“Expedition dining” on the floating Salmon Eye installation in Hardangerfjord. Access only by boat. Chef Anika Madsen focuses on fresh seafood and local ingredients.

Le Manoir aux Quat’Saisons, A Belmond Hotel, UK

Two Michelin stars near Oxford, farm-to-table philosophy, local bio produce, and a picturesque countryside setting.

The French Laundry, USA

A three-Michelin-star restaurant in California’s Napa Valley, headed by Thomas Keller. Daily changing menus, set in a historic stone building.

Romantic Vacations

The Most Romantic Hotels According to EliteVoyage Clients:

Aman Venice, Italy:

A 24-room boutique hotel in a 16th-century palazzo on the Grand Canal, intimate atmosphere, Alcova Tiepolo suite with 18th-century frescoes.

Venice Simplon-Orient-Express, A Belmond Train, Europe:

An iconic overnight train journey back to the Golden Age of travel, gourmet dining, music, one-night or six-day routes (Paris to Istanbul).

Cavo Tagoo Santorini, Greece:

On Santorini (synonymous with stunning views and sunsets), chosen for elegant design and privacy. Located near Imerovigli, away from tourist crowds.

San Domenico Palace, Taormina, A Four Seasons Hotel, Italy:
Featured in “The White Lotus,” a former monastery turned luxury hotel with incredible atmosphere and views of Mount Etna.

Kudadoo Maldives Private Island:
A tiny adults-oriented Maldivian resort with 15 villas, ideal for couples seeking privacy, romantic dinners, dolphin cruises, and spa treatments.

Six Most Romantic Activities:

- One-day private yacht trips (Amalfi-Capri, Greek islands, Côte d’Azur) with swimming on secluded beaches and dining on board.
- One-day classic or supercar rentals (France, Italy) plus a romantic scenic drive with a lunch stop.
- Private dining in extraordinary places (e.g., in a tower in San Gimignano or on a deserted Maldivian island).
- Private early-morning hot-air balloon rides over African safari (e.g., Amboseli, Kenya), watching sunrise and wildlife.
- Private visits to famous landmarks outside opening hours (Sistine Chapel, Versailles).
- Viewing the Northern Lights from a luxury glass igloo in Finnish Lapland.

Family Vacations

Top Hotels for Family Vacations:

Joali, Maldives:
Perfect for parents and children. Kids’ club with educational activities, gastronomy, and well-tuned services.

Porto Zante, Greece:
On Zakynthos, all villas, top privacy and comfort, families return yearly.

Nana Princess, Crete:
No absolute ultra-luxury on Crete, but several hotels offering good family facilities. Nana Princess is top: sandy beach, private pools in all rooms, kids’ club, and water park in a sister resort.

IKOS Porto Petro, Mallorca, Spain:
Opened in June 2023, quickly became popular for families seeking five-star all-inclusive right on the beach. Resort is large, we recommend deluxe collection accommodations or villas with private pools.



Maxx Royal Belek, Turkey:

Ideal for families due to kids' clubs, water parks, all-inclusive concept, suitable for kids' dining, and a golf course for golf-loving families.

Favorite family activity: Visiting Disneyland

Five Most Common Requirements for Families:

- Direct flight
- Short transfer from the airport (max 30 minutes)
- On-site kids' clubs
- Quality children's meals
- Variety of family suites/villas

Yachting Vacations

Most Popular Sea Routes for Our Clients:

- Greek islands
- Sardinia & Corsica
- Croatian islands
- The Great Barrier Reef

Typical length of a yacht vacation: 7 nights

Typical price for a 30-40m yacht per week: CZK 4-5 million including the deposit for operating costs (20-30% of charter price)

Favorite type of boat: Private motor yacht

Favorite water activity: Jet skiing

Wellness Vacations

Top Wellness Hotels for Our Clients:

Forestis Dolomites, Italy:

Design, adults-only, wellness, 1800m altitude, sustainable focus, local cuisine.

Joali Being, Maldives:

Focus on longevity and holistic health. Personalized programs based on mind, skin, microbiome, and energy. Watsu, Ayurveda, sound therapy.

Krallerhof, Austria:

Traditional family hotel in Leogang with a new Atmosphere Spa offering therapies, relaxation, and activities.

SHA Wellness, Spain:

A clinic in Alicante focused on detox, weight management, anti-aging, and overall well-being.

VIVAMAYR, Austria:

Medical approach to wellness, comprehensive diagnostics, cleansing cures, specialized diets, therapies, and lakeside tranquility.

Ski Vacations

Top Hotels for Winter Holidays:

Schlosshotel Fiss, Austria:

Ski-in/ski-out in Serfaus-Fiss-Ladis (214 km of slopes), extensive spa, family-friendly, gourmet dining.

Ultima Hotel Courchevel, France:

Private chalets near the Belvédère slope in Courchevel, upscale skiing, dining, and après-ski scene.

Das Edelweiss Salzburg, Austria:

In Grossarlal, convenient access by car, slopes, large spa, ideal for families.

Kempinski St. Moritz, Switzerland:

Close to Corviglia slopes (155 km), indoor pool, Michelin-starred dining, good value for money.

Das Central Sölden, Austria:

Sölden ski area up to 3340m altitude. Offers new summit spa, infinity pool, and a James Bond filming location with a dedicated exhibit.

Most Popular Adrenaline Experiences:

- Driving supercars or Formula cars on racing circuits (Portimão, Barcelona)
- Ultralight flights or paragliding (Six Senses Zighy Bay, Oman)
- Canyoning in Madeira
- Xline in Dubai (one of the steepest/fastest ziplines)
- Heliskiing in Lech Zürs, Austria (the only Austrian resort offering heliskiing)



Nature-Focused Travel

Top Nature Destinations:

Galapagos (Ecuador):

Volcanic Pacific islands famous for unique wildlife. Clients enjoy multi-day cruises and wildlife viewing.

Iceland:

Raw nature easily accessible, good high-end accommodations, nearly 24 hours of daylight, glamping on glaciers, whale watching, volcano visits.

Bhutan:

Authentic Himalayan destination, spiritual experiences, temple/monastery visits, and top-notch luxury hotels.

Rwanda:

Gorilla trekking in small groups. Observe mountain gorillas at close range for about one hour.

New Zealand:

Outdoor paradise (trekking, cycling, kayaking, whale watching, helicopter tours), diverse landscapes, top adventure activities.

City Vacations in Europe and Worldwide

Favorite European Cities:

Rome, Paris, London

Activities: Sightseeing, shopping, attending cultural/sporting events, gourmet dining.

Typical European city stay: 3 nights

Favorite Global Cities:

Dubai, New York, Miami

Typical long-haul city stay: 5 nights

Sustainable Vacations

How Luxury Hotels Are Embracing Sustainability:

- Reducing carbon footprint with renewables and efficiency
- Minimizing plastics
- Using local, organic produce
- Seeking sustainability certifications (Green Key, LEED)



- Eco-friendly design (green roofs, recycled materials)
- Sustainable transportation (EVs, bikes)
- Zero-waste principles

Clients view basic eco-steps as standard now and watch out for greenwashing. Some adopt eco-practices at home after an inspiring trip.

What EliteVoyage Does for Sustainability:

We believe sustainable vacations are better for clients, society, and the planet. In 2022, we obtained Pristine Mood sustainability qualification and joined a program by Serandipians. We implemented 60+ sustainability measures, including partnerships with NGOs and greener suppliers. We purchased 500 tons of CO2 offsets, and our website offers a CO2 calculator, a unique feature among European high-end travel agencies.

Most Popular Sustainable Hotels

Forestis Dolomites, Italy:

Locally sourced materials, zero-waste kitchen, powered by renewable energy, carbon neutrality.

Waldorf Astoria Seychelles Platte Island:

Largest solar farm in the Indian Ocean, desalination on-site, vegetarian restaurant with island-grown produce, villas built away from turtle nesting sites.

Six Senses Rome, Italy:

Six Senses leads in sustainability. On-site EarthLab, composting, vendor product return, 100% solar power, LEED Gold certified.

andBeyond Lodges, Africa:

Sustainability is inherent in African safaris. Park fees support wildlife conservation and local communities.

The Brando, French Polynesia:

LEED Platinum, solar with battery storage, deep ocean water cooling, on-island food production, circular economy for water and waste.

Challenges to Sustainability: Overtourism

As post-pandemic travel boomed, overtourism emerged, crowding popular spots like Barcelona and the Amalfi Coast. This caused limited availability, higher prices, and loss of exclusivity. Overtourism isn't sustainable.

Solutions:

- Off-season travel (e.g., Maldivian summer can offer better value and exclusivity than Mediterranean hotspots).
- Discovering new, less crowded destinations (e.g., Sumba instead of Bali, Apulia instead of Amalfi, Panamanian islands instead of Caribbean classics).
- Highlighting private, capacity-limited places (private islands, private safari areas).

Challenges to Sustainability: Ignoring Local Communities

Tourism should benefit local communities. Without that, it can create tension. Example: Aman Sveti Stefan in Montenegro was forced to stop services due to local community resistance over private beaches.

Solutions:

- Authentic experiences with local experts
- Resorts that lease land from local tribes, ensuring tourism profits fund community projects (schools, clinics)

How Europe's Wealthiest Travel

Average trip length: 9 nights

Average cost for four people: CZK 1.25 million

Most popular destinations: Maldives, France, Italy, USA, UAE

Favorite hotels of Europe's wealthiest: Soneva Fushi, One&Only Reethi Rah, Soneva Jani, Joali Maldives, Atlantis The Royal

European Trends (Serandipians):

- Emotional connections with family and friends
- Return of pioneering expeditions (adventures with comfort and safety)
- Privacy and intimacy (private homes, islands, yachts)
- Slow travel (appreciating the moment)
- Seeing endangered species and places before they vanish

Trends Shaping High-End Travel in 2025 (Virtuoso Luxury Travel Trend Watch: 2025)

Health First:

Wellness tourism is growing rapidly. Beyond spa treatments, it focuses on long-term health and



longevity. Clinics and resorts worldwide are offering preventive and regenerative therapies. Demand for health-focused travel is set to rise globally.

Multigenerational Travel:

Seven generations traveling simultaneously in 2025. Gen Z parents with their children join older generations. Gen Z travelers, often wealthy and younger, spend more freely on travel.

Immediate Experiences:

Less about “bucket lists,” more about spontaneous, fun, extraordinary experiences. Yacht charters are booming. People want big adventures now—such as diving with hammerhead sharks in unexplored Costa Rican waters or survival courses on deserted tropical islands.

Women on the Move:

Women of all ages travel solo more frequently and take on more physically challenging trips. According to Virtuoso, 71% of their solo travelers are women, often divorced or widowed. Hotels respond by dropping single supplements and curating offerings for solo female travelers.

EliteVoyage s.r.o.

Thámová 136/8, Prague 8 - Karlín, 186 00

www.elitevoyage.com

Authors of the report:

Petr Udavský, CEO & Co-owner EliteVoyage

Štěpán Borovec, Operations Director EliteVoyage

Stephen Bailey, Marketing Director EliteVoyage