THE LAWS OF ATTRACTION FOR HIGH-VALUE GUESTS

10 tactics to appeal to high-value guests

Destination Canada surveyed 300 travel advisors across the high-end travel market. The research found 10 ways to keep high-value guests coming back for more.

1. Make safety and security a top priority
53% of travel advisors are seeing geopolitical concerns shape the travel decisions of high-value guests more than ever.

2. Exclusivity and exoticism drive decisions
Exclusive experiences are the most popular service for high-value guests, according to 42%.

3. Match their wishlists

4. Show off your best assets

5. Know what makes them tick

6. Prepare for last-minute requests
61% say that high-value guests tend to make last-minute decisions.

7. Champion your own expertise
58% say that most high-value guests are open to recommendations.

8. Consider blended travel
55% agree that demand for combined business and leisure travel ('blended travel') is higher than pre-pandemic.

9. Consider seasonal availability
Twice as many travel advisors say that Canada is known as a winter destination compared to a summer destination.

10. Improve customer facing staff's knowledge of Canada
33% say that lack of awareness of Canada's selling points is a key factor discouraging visitation to Canada.

1. Accommodation is crucial to destination choice
38% say that accommodation has the biggest influence on leisure travellers’ destination choice.

2. Harness the power of social
50% agree that social media has a significant impact on the decisions of high-value guests.

3. 50%

4. Champion your own expertise
58%
say that most high-value guests are open to recommendations.

5. Prepare for last-minute requests
61% say that high-value guests tend to make last-minute decisions.

6. Champion your own expertise
58% say that most high-value guests are open to recommendations.

7. Consider blended travel
55% agree that demand for combined business and leisure travel ('blended travel') is higher than pre-pandemic.

8. Consider seasonal availability
Twice as many travel advisors say that Canada is known as a winter destination compared to a summer destination.

9. Improve customer facing staff's knowledge of Canada
33% say that lack of awareness of Canada's selling points is a key factor discouraging visitation to Canada.

10. In the short term, increase awareness of Canada's existing high-value accommodation
In the longer term, build a stronger network of new high-end accommodation.

Read the full report to find out more about how to capitalize on changes in high-value guests’ expectations.