



MAXIMIZING REVENUE IN THE LUXURY TRAVEL SPACE WITH MINIMAL INVESTMENT

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WHO IS THE NEW LUXURY TRAVELER?

THE MILLENNIAL

- Typically born in the 1980s or 1990s
- Range in ages from their early 20's to late 30's
- Perceive luxury in a very different way
- Focus on details and “experiential” travel, and will pay for a unique, one-of-a-kind experience

MID-LIFERS

- People in their early 50's to early 60's
- Are recently retired
- Are excited to start the next chapter of their life
- Are willing to spend money on what they deem worthy and “comfortable” travel
- Will research online, or through traditional media to find their next destination

DIFFERENCE BETWEEN A MID-LIFER AND MILLENNIAL TRAVELER

- Millennial travelers are **spontaneous**, **adventurous** and like to find and **share** travel experiences through **social media**. They take the lead and will **self-plan** a trip on a whim
- Mid-Lifers tend to find their next adventure through **traditional** media and advertisements, are more **planned** and don't like stressful travel. They will **pay** to have all their details coordinated and handled

WHAT DO THEY HAVE IN COMMON?

- Both groups are triggered by **emotion**, travel with an emotional connection
- Both groups pay extreme attention to **detail**
- Both groups respond to **service**, and employees that make them feel like they're on their side – an advocate
- Both groups look for **communication** – millennials through **social media** and mid-lifers through targeted **emails** and **personal notes**

HOW DO I REACH THESE TWO DIFFERENT LUXURY TRAVELER SEGMENTS WITHOUT SPENDING MORE MONEY?

KNOW YOUR AUDIENCE

- Realize that millennials will pay for **photographable**, special and **social media-worthy** experiences.
 - Are you targeting the next generation correctly?
 - Does your travel product appeal to them and speak their language?
- Mid-Lifers want their details **taken-care** of and their travel to be **hassle free**. Are you offering this?

WAYS TO UPSELL LUXURY TRAVELERS WITHOUT SPENDING MORE MONEY

- **Know** your product well, and then completely **rethink** it
- If you're a destination with a rainy season, like many of you are here in Estonia, **why discount** that season or write it off as your low-income period? Does it have to be?
- If you're a hotel on the sea in Estonia, is selling the "beach experience" the only way you can make money?

CREATE HIGH PERCEIVED VALUE EXPERIENCES

- What local businesses or organizations are willing to **partner** with you at **no charge** to create a one-of-a-kind experience that will resonate and sell - in return for leading your guests, or their “new business” to them?
- Can you partner with luxury hotels in Tallinn to create an incredible experience, since that will be most people’s first point of entry into the country?

CREATE HIGH PERCEIVED VALUE EXPERIENCES

- What do you **offer** that no one else does in the region that you can build an **experience** from?
- Are you a destination known something **unique**, like foraging for mushrooms and berries?
- A tour company that takes guests on the ice roads in winter?
- A hotel with an incredible resident chef making ancient Estonian recipes?
- How can you **create** an “event” around these things to help you sell?

- If you're a hotel with competing properties in the area, what can you offer that is so **noteworthy** and **different**, even if it's small, that you can use it as a selling tool?
- Can you offer **complimentary** transport from the shore to your island for guests?
 - A **gift** on arrival that is made by a **local artisan** willing to make these items at cost for you in return for the new client exposure?
 - Offer therapeutic Estonian mud at check-out as a unique **gift**?
 - Use these **low-cost additions** as branding tools, and then use that brand to market and sell

- DMOs, **know your destination** inside and out. Paying attention to things that might not be an obvious sell. Since we're in Estonia, **sell your stormy season**.
 - What experience can you create around this to sell?
- Is your destination not really known for food?
 - How can you change that, and turn it into the new **foodie paradise**?
 - Can you **promote** the **ancient recipes** of West Estonia?
 - The unique ingredients found here?
- How can you promote the aristocratic and architectural history here, the manor houses, to become a destinations for architecture lovers? What “**hidden-gems**” are left to be uncovered?

GLOBAL HOTELS RETHOUGHT

- [The Mansion At Forsyth Park](#), in Savannah, Georgia, created a “Keeping A Southern Home” experience, where their “expert housekeepers” taught guests how to appropriately make beds, fluff pillows, press linens and layer scent in your environment
- Course was charged at \$150 per person and sold heavily

- The Resort At Paws Up, in Greenough, Montana, partnered with a retired local photographer who worked for years with National Geographic.
- The photographer offered to teach wildlife and landscape photography workshops for a nominal fee to keep himself busy and lead hotel guests to his studio with photography for sale.
- Hotel sold expert photo classes at \$750 a person

DESTINATIONS RETHOUGHT

- **Detroit, Michigan** isn't known as the prettiest city. It's now having a resurgence in part because it has become a brand that stands for something tough, "authentic" and reemerging
- There hasn't been much to sell there until recently, so **Pure Michigan** worked with the city to create **experiences** like "haunted houses" around Halloween in abandoned warehouses to **attract attention** and visits to the city for Halloween enthusiasts

- The province of **British Columbia in Canada** has many coastal islands, like in Western Estonia, and many storms that roll-in during the storm season. They began selling a “storm watchers” package – which included **activities** and informational talks based around the **weather patterns and storms**
- How could they promote themselves **differently** to **attract** visitors throughout the year?
- **Highlight** experiences where sun isn't needed – hiking to their rivers and rainforests and bird watching with local experts

- **Pantelleria**, the tiny island off the coast of Sicily, in Italy, is a hidden gem. It's a volcanic island with a beautiful Mediterranean coastline, but no real beaches. This could be very bad for summer tourism as visitors to islands often look for beaches in the summer
- The local tour companies and hotels have **reimagined** their offerings and created **marketing efforts** around their vineyards, ancient villas, or Dammusi, “rock jumping” and North African food culture
- They worked with local vineyard owners and caper farmers to **promote summer tours** around these food-related products, and promoted their rocky coast as a **unique way** to enjoy the sea without crowds

HOTELS AND DESTINATIONS

- Don't discount the **small things**
- Soap in the bathroom matters, tiny villages, food, heritage, tradition, nature – they are all **sellable experiences**
- Wrap anything and everything you do in a **story**, an **authentic** tale of some sort. Good **stories sell** and people will pay for that. What story are you selling?

KEEP THEM RETURNING

- See what sells and works each season and then change it – **don't be afraid** of change
- Make the experiences you offer **limited**, **exclusive** and available for a **short time**
- **Reimagine** successful experiences in new ways constantly, please try **not to be complaisant**
- If a package or item or story sells, how can you tell it **differently** to keep it **exciting** at all times

COMMUNICATE YOUR OFFERINGS AND ASK THEM WHAT THEY WANT

- If you're targeting **millennials**, follow them on **social media**. Comment, like and encourage them to **share** their experience for a special **prize**. Encourage them to return for a new, unique experience
- If you're targeting **mid-lifers**, let them know their comforts and experiences will be **stable** and similar when they return, but **highlight** all your newness through email and handwritten direct mail. **Service** is **EVERYTHING!**

NOTHING IS TOO OUT OF THE BOX

- Going back to **social media**, I would continue to look at what your customer **is sharing and posting**. What excites them?
- Don't be afraid to **step outside the box** to offer and sell something totally off-the-wall, as long as it ties back to your brand in some way. You're Estonia. You're **unique**. You're **beautiful**. And, there is nowhere else like you in the world.