

High Yield Travellers

CNBC Catalyst Tourism Insights: Part 2 of 7

Flights, hotels and motivation for travel.

We spoke to our CNBC Catalyst Connect research community to understand more about high yield traveller behaviour – this is what we learnt about their travel over the last 12 months:



of CNBC users travelled Business / First class
An uplift of 31% vs. users of other news media brands

Why?



Bigger and better seats



Better on-board dining



Greater privacy



of CNBC users stayed in 5, 6, or 7 Star Hotels

CNBC users are 19% more likely to choose a luxury hotel when taking a city break vs. competitor users

'I really like the Four Seasons and Ritz Carlton hotels, as I know the service and quality of the hotels will be excellent all around the world.'

- CEO, UK

'Consistency of standards and service, recognition through loyalty program, comfortable dependable facilities and rooms.'

- Entrepreneur, US

Experiential affluence

76%

of CNBC viewers go for premium travel experiences

(uplift of 36% vs. competitor brands)

High quality as a default

81%

value high quality and exclusivity when travelling

(uplift of 27% vs. competitor brands)

Higher yield per traveller

82%

are willing to pay extra for quality and comfort

(uplift of 24% vs. competitor brands)

CNBC: The Definitive Destination for High-Yield Travellers

CNBC consumers are **2.7x more likely to always travel 1st class** for pleasure vs. the average affluent adult