



PELORUS

*Luxury Travel and Yachting Trends*  
*For the next five years (2023-2027)*

IN ASSOCIATION WITH  
GLOBETRENDER™

# Contents



INTRODUCTION .....	3-4
METHODOLOGY HOW IS IT POSSIBLE TO PREDICT THE FUTURE? .....	5
TREND ONE GEN ALPHA DESIGN .....	6-8
TREND TWO HIGH-IMPACT CONSERVATION .....	9-11
CASE STUDY PELORUS FOUNDATION BLUE CARBON .....	12-13
TREND THREE GAMMA DESTINATIONS .....	14-16
CASE STUDY SAUDIA ARABIA .....	17-18
TREND FOUR OCEAN EXPLORATION .....	19-21
TREND FIVE METAVERSE PREVIEWS .....	22-24
TREND SIX CLEAN TECH EXPEDITIONS .....	25-27
CASE STUDY OCEANSKY CRUISES .....	28-29
TREND SEVEN GRAND TOURS .....	30-32
SUMMARY KEY TAKEAWAYS .....	33

# Welcome to “Luxury Travel and Yachting Trends for the next five years (2023-2027)”, a Pelorus trend report that has been produced in association with the UK’s leading travel trend forecasting agency, Globetrender

During the pandemic, Credit Suisse observed that there was an “explosion of wealth” amongst the world’s richest people – in fact, the number of people with more than US\$50 million in assets climbed to a record high in 2021 (218,200 globally including almost 3,000 billionaires).

Although many countries are facing a short-term cost-of-living crisis, and there is a worldwide recession forecast, as we have seen from the Covid-19 crisis, the most privileged people are usually able to carry on as normal – or even benefit from a downturn.

With this in mind, Pelorus and Globetrender predict that demand for luxury travel will be healthier than ever over the next five years.

In fact, with millionaires and billionaires being made every day (especially in Asia, which will be a huge outbound source market), there will be no better time to cater to the elite and their offspring.

In this report, we have chosen to focus on seven key trends that we think will be key to shaping the future of luxury travel between 2023 and 2027. First off, we look at Gen Alpha Design, and the significance of this youthful demographic as passive consumers who rely on their parents to spend on their behalf. In addition, we explore High-Impact Conservation, Clean Tech Expedition, Ocean Exploration, Meta Previews, Grand Tours and Gamma Destinations.

Geordie Mackay-Lewis, Co-founder and CEO of Pelorus says:

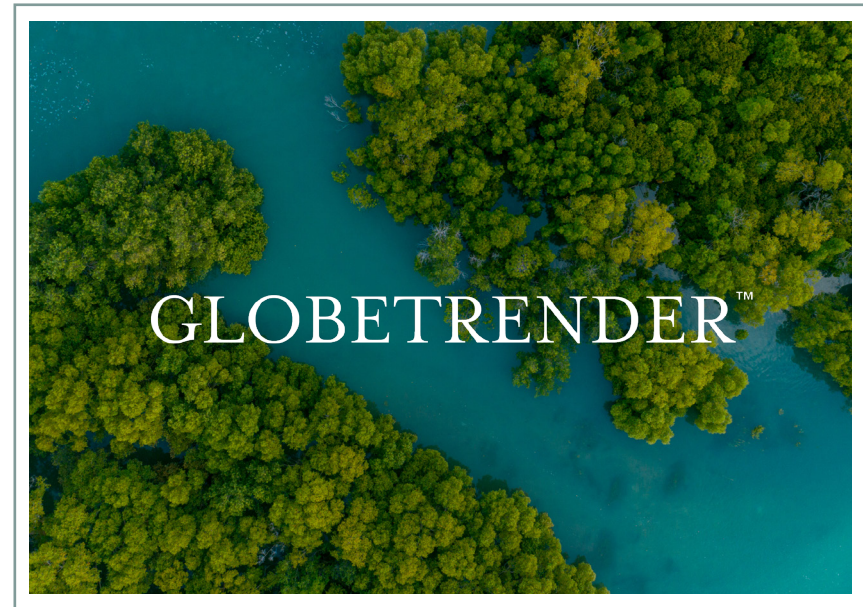
“In joining forces with Globetrender, we have been able to produce a mind-expanding piece of thought-leadership that provides legitimate and trustworthy signals of the trends shaping the future of luxury travel. As a highly innovative travel provider; we always aim to be ahead of the curve, and provide our clients with visionary experiences that are unparalleled. Over the coming five years, we will be leading the way with crypto payments for trips, pioneering clean tech expeditions and new technology, among many other initiatives. We hope this report inspires other brands to think creatively too.”



*Pelorus has been changing the travel game for the last five years, shaking up the pick-and-pay way of the past and creating bespoke itineraries for those seeking something different.*

*It's a passion to transform people's perspectives on the world that drives Pelorus. Instead of focusing on the destination, they focus on the experience, designing individual holidays according to the client's brief. Pelorus' network of industry leaders allows for innovative thinking, considering areas and adventures that most travel companies might not think about.*

*Pelorus prides itself on its attention to detail, creativity and due diligence. Whether travelling to a region that very few others have experienced or visiting a country that is well-established on the tourist trail, Pelorus will ensure the journey is different.*



*Globetrender is the UK's leading travel trend forecasting agency and online magazine dedicated to the future of travel.*

*Founded by award-winning travel journalist Jenny Southan, Globetrender delivers cutting-edge intelligence on how people will be travelling in the 21st century, giving professionals the knowledge they need to future-proof their businesses.*

*In addition to providing bespoke consulting and trend-based strategy sessions to brands, Globetrender publishes trend reports that are read by thousands of travel industry professionals globally, as well as executives from a wide variety of multinational corporations looking for insights into the future of travel and consumer behaviour.*

# How is it possible to predict the future?



The future is all around us - you just have to know where to look,” says Jenny Southan, editor, founder and CEO of Globetrender. Through a combination of qualitative and quantitative research, underpinned by expert interviews and case studies, this report gives a reliable forecast for what’s coming next in luxury travel.

Southan says: “At Globetrender, we always consider how the life cycle of a trend moves from the innovators that trigger them on the minority fringes to the early adopters, early majority, late majority and, finally, the laggards. “When searching for trends, we apply the ‘three times’ rule. A one-time occurrence is an anomaly, twice is a coincidence and three times is a trend, worthy of further exploration. This is both an academic and creative process based on IOI (Intuition, Observation and Investigation). After

identification, we then give the trends unique names that can be tracked online. “For every ‘micro’ trend, we also consider the ‘macro’ trends that represent the wider cultural shifts in consumer desires, motivations, values and behaviours around the world. These are based on STEEP – Social, Technological, Economic, Environmental and Political – forces.” For this report, Globetrender worked closely with Pelorus by conducting a series of consultations to identify what trends Pelorus itself is giving rise to through innovations of its own, as well as what its clients are asking for, where they are planning to travel to and how their needs are evolving. After drawing up a long list of themes, concepts and drivers, we formed a short-list of trends and complementary case studies.

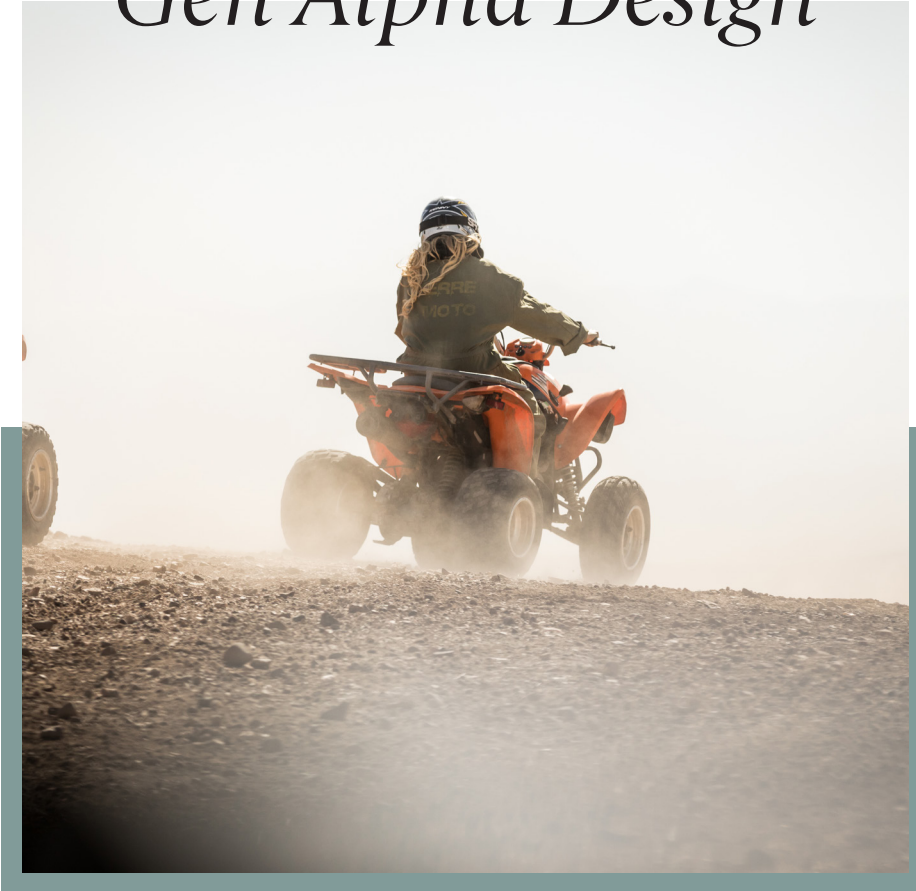


---

## TREND 1: *Gen Alpha Design*



# Gen Alpha Design



Up until recently, the luxury travel industry has been largely focused on catering to Millennials (Gen Y), but now that many of them have become parents to Gen Alpha, their needs are changing. Not only are Millennials the most travelled generation on Earth but a large proportion of them are exploring the world with their offspring, which means Gen Alpha Design will increasingly take precedence when it comes to vacation planning. (As every parent knows, if the kids are happy, everyone's happy...)

By 2027, Generation Alpha will be aged between two and 16, which means luxury travel companies have a huge opportunity to recalibrate their offerings to better cater to this youthful demographic and their Gen Y parents. It's also worth noting that a growing number of parents are now part of the LGBTQ+ community and that, in

the UK, 23% of families are now headed up by a lone parent (about 90% of whom are women), so hospitality companies need to challenge their assumptions of what a modern family looks like and what their needs are.

Whether it's riding purebred Nordic horses across Icelandic lava fields or going fossil hunting in Madagascar, Pelorus is noticing an increasing demand for more adventurous and intrepid family holidays. With the pandemic behind us, the company is now able to create long-term travel plans for clients, scheduling trips abroad for forthcoming school holidays that will complement the education they receive on home soil. After all, what better way to learn about climate change and conservation, for example, than seeing icebergs first-hand or endangered animals in the wild?

Although downtime with parents on a relaxing beach holiday will always be valuable, Pelorus says that demand for educational family trips has increased 185% between 2021 and 2022, and it anticipates a continuation of this trend over the next five years as Gen Alphas transition through the school system. With many members of the Pelorus team being parents of young children themselves, the company has a unique advantage in being able to plan epic experiences for clients based on their own personal knowledge and expertise.

For Pelorus, the key to successful Gen Alpha Design is pegging trips to concepts that are age-appropriate and relevant to children. For example, teenagers are able to explore the Peruvian jungle with wildlife experts, inspired by David Attenborough's nature documentaries. Younger children, on the other hand, will get a thrill from searching for pirate treasure on yacht adventures around Sardinia, Antigua, Barbuda and Indonesia. Staged and produced in partnership

with Luxury Treasure Hunts, each quest is inspired by real historical figures such as Captain John Rackham and dramatised by a team of actors, screenwriters, prop makers and location managers – some who have worked at Disney, Marvel and National Geographic.

*Inspiring young travellers through unique and life-changing experiences has always been core to Pelorus' experience planning. We have planned and delivered some incredible trips for children of all ages, immersing them in local cultures and helping them to see different perspectives. Experiences for these younger generations can and should be fun, challenging designers to be creative with new and unique ways to bring trip ideas to life.*



Hannah Cornforth,  
Head of Marketing for Pelorus

Generation Alpha: born 2011-2025  
Generation Z: born 1995-2010  
Generation Y: born 1980-1994

1.8 billion - number of Millennials on Earth - the largest adult cohort on Earth, representing 23% of the global population  
[Source: World Economic Forum]  
55% - percentage of Millennial women globally who had given birth to a child by 2018 [Source: Pew Research]



---

TREND 2:  
*High-Impact Conservation*



# High-Impact *Conservation*



During the pandemic there was a lot of talk about “building back better”, but has anything really changed? For all the talk of making travel more sustainable, there is just as much “greenwashing” taking place. At Pelorus, we believe in the power of travel as a force for good but tokenistic actions that make people feel less guilty about their impact on the planet are not helpful. Over the next five years, we anticipate growing demand for High-Impact Conservation from high-net-worth clients who really want to make a difference. Not only do they want to actively learn about the flora and fauna of Earth, but they also want to ensure that their presence contributes to its preservation, protection and future flourishing.

As the world faces a crisis of human-made consequences with habitat destruction, biodiversity loss and climate change, there is a growing sense of urgency to not only undo some of this damage but to witness wildlife and places of outstanding natural beauty that could one day be gone forever. For discerning high-net-worth travellers who are no longer impressed by gold taps and caviar, “luxury” has taken on new meaning. With scarcity always integral to its definition, it makes sense that “luxury” is becoming associated with exploring remote wildernesses or tracking rare animals. After all, what greater privilege could there be?

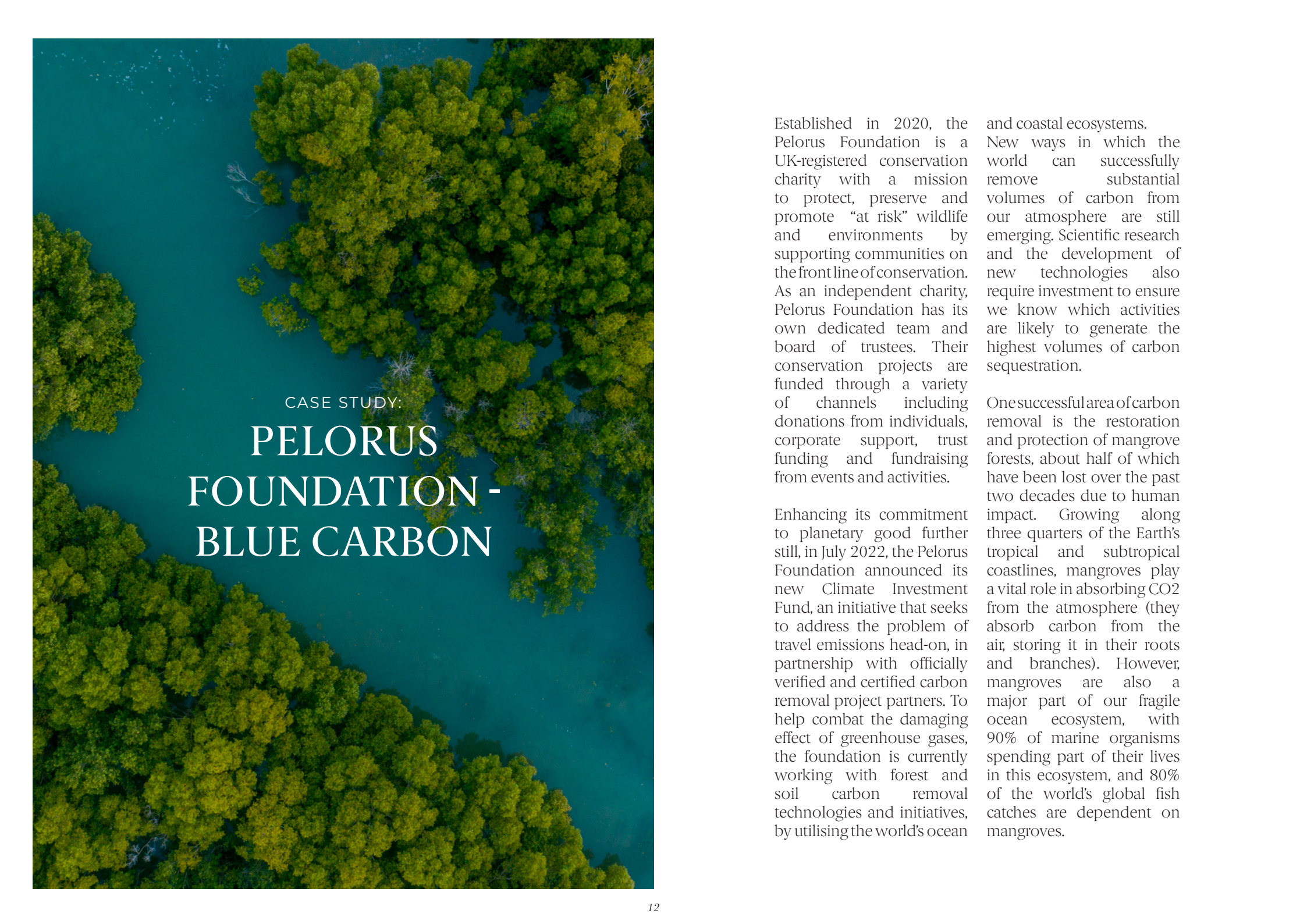


A travel company with a conscience, Pelorus is leading the way with High-Impact Conservation trips that provide a blueprint for high-budget ethical tourism of the future. For example, clients can become “Citizen Scientists” by spending time with marine biologists in French Polynesia, where they can study coral reefs, monitor the breeding habits of tiger sharks and log the nesting sites of sea turtles. Over in Africa, clients can do more than participate in a passive safari - they can join conservation scientists and anti-poaching units to track collared elephants to understand how their migratory patterns are shifting. In many cases, without the funds provided by travellers, this research will not happen.

(Read our case study on page 12 to learn more.)

*“Travel has the power to shift perspectives immeasurably, and in doing so, alter the legacy we choose to leave on the world. As a traveller who is passionate about wild places, I am intrinsically concerned about the protection and preservation of our expanses of rainforests, the health of our oceans and peculiar animals, like the pangolin, which future generations may never see. With this in mind, over the next five years Pelorus will be driving environmental protection through experiences that have been designed in collaboration with the Pelorus Foundation.”*

**Geordie Mackay-Lewis,**  
Pelorus Co-founder and CEO



CASE STUDY:  
**PELORUS  
FOUNDATION -  
BLUE CARBON**

Established in 2020, the Pelorus Foundation is a UK-registered conservation charity with a mission to protect, preserve and promote “at risk” wildlife and environments by supporting communities on the front line of conservation. As an independent charity, Pelorus Foundation has its own dedicated team and board of trustees. Their conservation projects are funded through a variety of channels including donations from individuals, corporate support, trust funding and fundraising from events and activities.

Enhancing its commitment to planetary good further still, in July 2022, the Pelorus Foundation announced its new Climate Investment Fund, an initiative that seeks to address the problem of travel emissions head-on, in partnership with officially verified and certified carbon removal project partners. To help combat the damaging effect of greenhouse gases, the foundation is currently working with forest and soil carbon removal technologies and initiatives, by utilising the world’s ocean

and coastal ecosystems. New ways in which the world can successfully remove substantial volumes of carbon from our atmosphere are still emerging. Scientific research and the development of new technologies also require investment to ensure we know which activities are likely to generate the highest volumes of carbon sequestration.

One successful area of carbon removal is the restoration and protection of mangrove forests, about half of which have been lost over the past two decades due to human impact. Growing along three quarters of the Earth’s tropical and subtropical coastlines, mangroves play a vital role in absorbing CO<sub>2</sub> from the atmosphere (they absorb carbon from the air, storing it in their roots and branches). However, mangroves are also a major part of our fragile ocean ecosystem, with 90% of marine organisms spending part of their lives in this ecosystem, and 80% of the world’s global fish catches are dependent on mangroves.

“Unlike ‘green carbon’ rainforests, which store carbon in biomass and therefore release it when the trees die, mangroves store most of the carbon in their soil and sediment. If undisturbed, it stays there for millennia. This superpower means “blue carbon” (the sequestration and storage of carbon by ocean ecosystems) is gaining attention in the race towards net zero. And the ‘big three’ stores of blue carbon – mangroves, salt marshes and seagrass – are suddenly urgent new areas of conservation.”

The Guardian

Recognising the enormous potential of scaling up blue carbon to achieve the United Nations goal of keeping the global temperature increase below 1.5 degrees, the Pelorus Foundation, through their Climate Investment Fund, has partnered with global ocean health company Running Tide, to cultivate kelp (one of the largest species of seaweed) in Iceland, which is also highly efficient at absorbing carbon.

Justine Williams, Head of Pelorus Foundation says: “We are delighted to be working with Running Tide and supporting their work to rebalance the carbon cycle by harnessing the natural restorative power of the ocean. There is an urgent need to invest in novel technology that pioneers new methods needed to reverse climate change. This is a responsibility we all share if we are to keep the global temperature increase below 1.5 degrees. By working together with local project partners, we are also investing in other areas

of marine conservation. Currently, this involves the reinvigoration and promotion of a community-led marine protected area in Kenya. The project is working together with the local fishing community to enhance marine ecosystems whilst developing alternative sources of livelihood. Additionally, this work will also increase local ocean awareness, fulfilling our mission to empower communities in the protection of their own environments.

It is only through working with local people and understanding the daily challenges they face that we can really help make a lasting difference to our planet’s flora and fauna. Pelorus Foundation completely relies upon the kind and generous support of our donors to ensure we can continue to work together with local environmental and conservation projects, and we simply couldn’t do what we do without their help.”



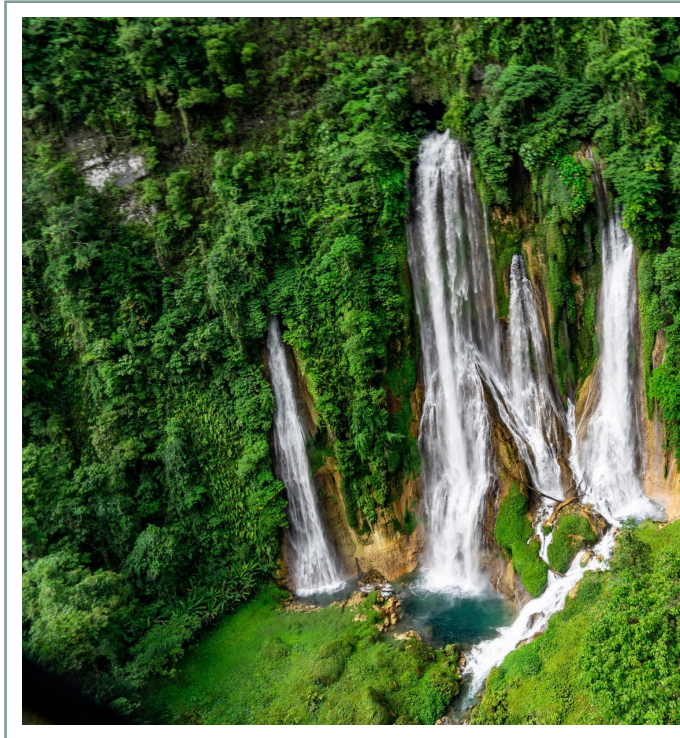


---

TREND 3:  
*Gamma Destinations*



# Gamma Destinations



Over the next five years and beyond, high-net-worth explorers will increasingly be avoiding over-crowded “Alpha Destinations” such as Machu Picchu in Peru, Angkor Wat in Cambodia, Uluru in Australia and famous peaks such as Mount Everest and Kilimanjaro. With China likely reopening in 2023, opening the flood-gates to a vast outbound travel market, as well as the rise of the middle classes in Asia (by 2030, 13% of Singaporeans are expected to be millionaires), competition to see the world’s most recognisable destinations (spurred on by social media promotion) will become fierce. Even “Beta Destinations” such as Bhutan, Rwanda and Antarctica will start to become overly busy at certain times of year.

Pelorus has always been a leader in seeking out the “rare” and “extraordinary” so is well-placed to cater to the rising demand for new discoveries. As luxury travellers dream of even more extreme adventures, there is a greater opportunity to devise trips to emerging Gamma Destinations that offer an array of entirely new experiences. For the worldly wealthy who have “seen it all before”, there will be a growing appetite to see previously unheard of or overlooked countries. There will even be a thirst among a particularly curious minority to set foot in new frontier destinations such as Socotra in Yemen.

“Our logistical and operational excellence allows us to operate in environments and destinations that are as of yet unexplored. Our coalition of expert guides and operators allows us to give our clients the very best experiences, but it’s also important that in these far-flung locations we encourage our clients to travel with respect for the environment. This is something that’s at the heart of what we do – working and engaging with the local community to give back.”

Pelorus Co-founder and CEO,  
Geordie Mackay-Lewis

Feeding an addiction to crossing new frontiers, what are the Gamma Destinations of tomorrow that Pelorus will be taking clients to? Located on the Atlantic coast of Central Africa, Gabon has more than a dozen under-the-radar national parks that are rich in wildlife, which will be complemented by the construction of high-end eco camps (with more being announced in 2023). Another African country that is quietly on the up is Chad, which features volcanic mountains, windswept deserts, petroglyphs and rock paintings. Enabling clients to experience the barren UNESCO-protected Ennedi Massif in comfort, Camp Warda is the first semi-permanent tented camp to open in the region.

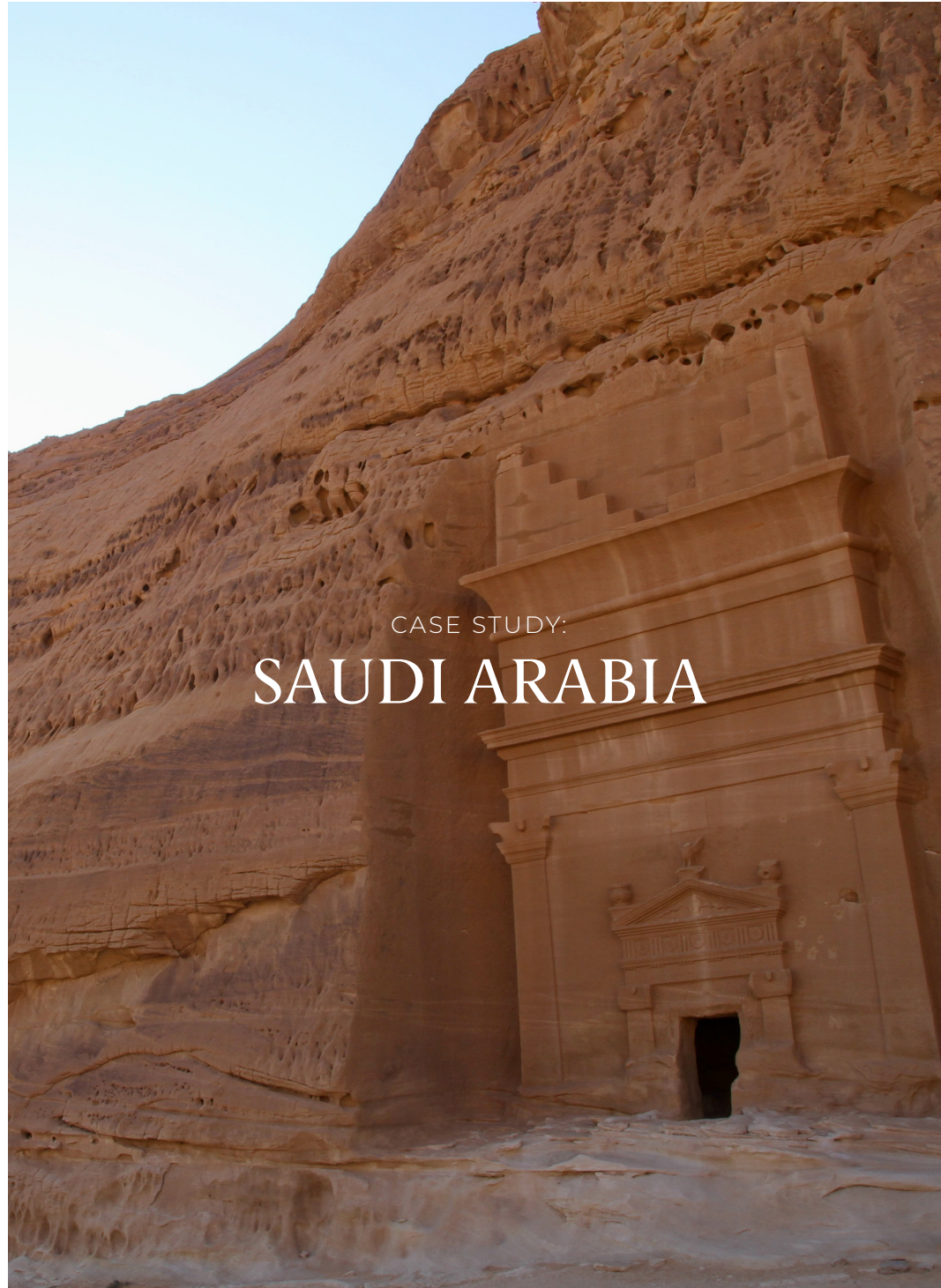
Due to their lack of accessibility, many Gamma

Destinations will be best explored by yacht, something that Pelorus excels in thanks to its own dedicated yacht division. Examples of some of the most unreachable places that Pelorus will facilitate trips to include Papua New Guinea in the southwestern Pacific; the Mergui Archipelago, off the far south coast of Myanmar; the Andaman Islands in the northeastern Indian Ocean; and the Nicobar Islands in the eastern Indian Ocean. Mackay-Lewis, says: “Yachts are an amazing asset that can act as a base from which to explore. They open up so many opportunities as it allows travellers to gain access to areas and experiences that are otherwise inaccessible.”



350% - percentage growth in travellers requesting to explore new destinations between 2021 and 2022

[Source: Pelorus]



CASE STUDY:

# SAUDI ARABIA

By 2030, Saudi Arabia plans to become a major international tourism destination, with an ambitious target of 100 million inbound visitors per year. This will be no mean feat for a Gamma Destination that only began issuing tourist visas in 2019 – and since autumn 2022, people from the UK, US and EU have been able to easily get one on arrival.

Central to the country's transformation will be a slew of mind-blowing “giga projects” (such as “smart city” Neom) that will firmly put Saudi Arabia on the map as an emerging luxury travel destination. And with the help of partnerships with key travel companies such as Pelorus, who believe in the power of tourism as a force for good, travellers from around the world will soon be able to discover that this multifaceted destination offers so much more than they assumed.

Although alcohol will remain off limits, more liberal

resort enclaves are being developed for travellers to relax and rejuvenate (women will be able to wear swimming costumes, for example). Even in the rest of the country, women (both locals and visitors) no longer have to be fully covered with an abaya and headscarf. The dress code is far more relaxed than you'd expect but people still need to dress modestly.

From next year, a major draw will be the Red Sea Project, which is already well underway. The first resorts to debut will be from Rosewood and Ritz-Carlton Reserve. By the end of 2023, there will be a total of 16 hotels representing every major luxury brand, from Six Senses, Edition and St Regis to SLS, Fairmont and Raffles. Providing easy access to the destination, the Red Sea International airport will also be opening in a matter of months. Local airline Saudia is also planning to operate flights from Neom to London.

Interestingly, in preparation for a future without oil, Saudi Arabia is investing heavily in sustainability and regenerative tourism - in the case of the Red Sea Project, which will encompass an archipelago of 90 islands (just 22 of which will be developed), initiatives will include mangrove restoration, floating coral nurseries and a 100-hectare Landscape Nursery for the cultivation of more than 15 million plants. John Pagano, CEO of the Red Sea Global, says they are “creating a world-leading barefoot luxury destination which will soon serve as a gateway to one of the last undiscovered places on the planet”.

History and culture will also play an important part in the experience of visiting Saudi Arabia. For more adventurous travellers,

itineraries could include a visit to the UNESCO-protected site of AlUla, an ancient walled city on the Arabian Peninsula that was once a major outpost on the incense, spice and silk trade routes. Sitting among dramatic wind-blasted sculpted sandstone edifices, there are abundant archaeological sites to explore.

Travelling across vast, dusty plains by camel, helicopter, Land Rover or dune buggy, visitors will also witness the rock tombs of the ancient Nabatean city of Hegra, led by a dedicated historian. Described as the “world’s largest living museum”, activities will range from ziplining, quad biking through canyons and stargazing, to private dinners on date farms and sleeping desert camps.



“Being part of Vision 2030 presents a unique opportunity to develop a sustainable tourism model in the youngest and fastest growing tourism market in the world. Done correctly, we will apply lessons learned from developed markets and influence the direction of travel.”

Pelorus Co-founder and CEO,  
Geordie Mackay-Lewis

50 - number of luxury resorts expected to be open by 2030 as part of the Red Sea Project.

1 million - number of visitors permitted to visit the Red Sea Project annually, a cap that is being implemented to avoid “overtourism”.

US\$500 billion - cost of building forthcoming Neom giga project, which will also host the Asian Winter Games in 2029 at a site that will offer outdoor skiing, an artificial freshwater lake and a nature reserve. [Source: The Guardian]



---

TREND 4:  
*Ocean Exploration*



# Ocean *Exploration*



Even though oceans cover about 70 per cent of the Earth, only 10 per cent of these vast bodies of water have ever been explored by humans. For the wealthy, experiencing the freedom and beauty of life above the waves on superior sailing vessels and superyachts provides the ultimate antidote to the stresses of modern life. Not only that but delving beneath the surface opens up a window to another world, especially with the help of new technology in the form of state-of-the-art private submersibles that can allow aquatic explorers to explore the wreck of the Titanic ship, for example. Off the coast of Kea in the Greek Cyclades Islands, Pelorus can organise for a submarine to view the Titanic's "twin sister", The Britannic, up close. It's not

just shipwrecks that are waiting to be uncovered. Echoing the great sailing voyages of yore, intrepid travellers will increasingly be investing in explorer yachts to take them to off-the-beaten-track locations (such as Alaska, Raja Ampat and Vanuatu), away from the usual showy hotspots in the Med and Caribbean. According to Boat International, the global expedition yacht market grew 33 per cent in 2021, with 85 expedition vessels recorded as being built or on order. Overall, there is increasing demand for yachts with more autonomy, range and capability, as well as growing acceptance of more semi-custom, standardised explorer yachts and support vessels. These insights are backed up by Research and Markets, which

states: "Explorer yachts are a popular demand for yacht enthusiasts. Whether a client is keen to purchase or charter, explorer yachts are among the most demanded vessels, due to their peculiarity, great cruising performance, and immense ability to travel in remote locations. Changing demographics among HNW and UHNW individuals have ushered in a new and exciting demand for explorer yachts and adventure travel excursions. This trend is expected to further propel the growth of the yacht industry in the coming years."



Gayle Patterson, Director of Yachting for Pelorus, says: “Travelling with family and loved ones has never been more important and, with new destinations such as Saudi Arabia, Ecuador and Papua New Guinea becoming accessible to yachts wishing to adventure off the beaten track, a new era of explorers is emerging. More of our clients wish to travel responsibly, setting an example to their children and showing them that change can be achieved and that future generations need to travel more sustainably. They are seeking truly transformative experiences, something that will feed their mind and soul, rather than hedonistic activities or superficially visiting a bucket list of locations. Ocean exploration is an opportunity to truly experience every possible

facet of a destination through innovative activities, unique education and conservation, in a safe and managed environment.”

Patterson adds: “Shipyards are offering yacht owners affordable, modern explorer yachts, high in the latest technology and low on fuel consumption with enough range for world circumnavigation, constructed with sustainability at the forefront of the design phase. New technology in yachting such as solar and hybrid options, electric tenders, all-electric toys, and more dynamic entertainment facilities such as zen rooms with immersive experiences may all become the norm over the next few years as the yachting industry embraces this evolution.”

US\$10.80 billion - value of global yacht market in 2021  
 US\$15.15 billion - predicted value of global yacht market in 2026

[Source: Research and Markets]



---

TREND 5:  
*Metaverse Previews*



# Metaverse *Previews*

Virtual reality has been around for years but with the dawn of the metaverse (driven by companies such as Meta, formerly Facebook), not only is consumer uptake expected to increase but so will the diversity of its applications. The metaverse may still be in its infancy but innovative travel companies such as Pelorus are already noticing how virtual reality can be used, not as a way to replace travel but to sell it. Mark Zuckerberg says: “The defining quality of the metaverse will be a feeling of presence - like you are right there with another person or in another place.” When it comes to putting together ambitious itineraries, being able to offer a Metaverse Preview will help boost confidence among high-spending clients.

By enabling prospective travellers to immerse themselves in a 360-degree version of the place they are considering going to,

they can essentially “try before they buy”. And when customers are spending large amounts of money on trips, this kind of technology will help ensure they are never disappointed. For an industry such as travel which centres on “real life” experiences and is historically slow to adopt new technology, it might seem unnatural to be looking deeply into a space that is purely digital. However, when looking at specific use cases, the rise of virtual worlds opens up many new opportunities for operators to build closer relationships with their customers and service them in more meaningful or inspirational ways.

This could be via virtual travel consultancy sessions that feel much more intimate, to providing an avatar-led tour of a remote hotel or location, delivered through a VR headset. When Apple debuts its forthcoming

VR/AR headset in 2023, this will likely be a game-changer. In the meantime, Meta announced pre-sales of its new “mixed reality” headset – Meta Quest Pro – in October 2022.

As far as we know, there is no large travel agency with its HQ in the metaverse, but with companies such as JP Morgan building virtual offices designed to service metaverse-based customers from anywhere in the world (Onyx), it is easy to see this being adopted in a similar fashion with tour operators looking to offer a similarly high level of personal service in a more efficient and scalable manner. Whilst the technology needs wider-scale development, innovative companies such as Imageen which takes history buffs on walks around ancient sites suggest it won't be long until this kind of creative storytelling will become part of the sales processes.



IMAGE CREDIT: OTHERWORLD



IMAGE CREDIT: OTHERWORLD

Also related to the shift to Web3 (a new iteration of the internet) is the rise of crypto. As cryptocurrency moves beyond the early adopters and enters the mainstream, innovators in the luxury travel space are creating ways for the 320 million crypto owners globally to spend their digital wealth. Showing its commitment to this new shift, Pelorus started accepting Bitcoin, Ethereum, USD Coin and USD Tether for bookings in September 2022, via a partnership with Hayvn. Jonathan Wood, chief commercial officer for Hayvn, says: “Our business solutions enable businesses such as Pelorus to receive cryptocurrency payments from anywhere in the world in a matter of seconds. Allowing clients to pay using cryptocurrency opens up a new market for global luxury travel and experiences.”

“Although blockchain-based technology has been around for several years, the practical implications and use cases in the travel industry are only now starting to be really explored in any detail within the travel space. On the one hand, we have the rise of NFTs which allow for new revenue streams and a closer relationship with your community of clients. On the other, we have incredible momentum and investment into more immersive and inspiring metaverse worlds. We believe the industry will start to widely adopt Web3 technology and are already involved with a number of projects that, over the next few years, aims to bring massive improvements when it comes to operational efficiency and, most importantly, our ability to inspire a new generation of ultra-luxury traveller.”

Pelorus Co-founder  
Jimmy Carroll

21 million - number of people who visited Nike's virtual metaverse store Nikeland, in the first five months of its existence in 2022.

US\$42 billion - estimated value of the global metaverse market by 2026.  
[Source: Strategy Analytics]



---

TREND 6:  
*Clean Tech Expeditions*



# Clean Tech *Expeditions*

Over the next five years and beyond, Pelorus will be investing in companies and kit that help minimise the environmental impact of getting from A to B, especially in wilderness locations. With the emergence of various forms of emission-free electric transport – both on the ground and in the air – luxury travellers will soon find they are able to avail of a fleet of new Clean Tech toys on their adventure. What this means is that, finally, there will be tangible ways to make journeys more sustainable, allowing responsible travellers to align their beliefs with their behaviour.

Jimmy Carroll, Co-founder of Pelorus, says: “Moving around the planet is an unavoidable aspect of travel. It’s often

the most difficult to justify when looking at the environmental cost of ultra-bespoke experiences and is a long-standing issue that we – along with the rest of the industry – are acutely aware of. Thankfully, we are seeing transport and logistic providers on land, sea and in the air working incredibly hard to develop cutting-edge technology that allows for massive improvements in this area, whilst also maintaining the standards that UHNWIs are used to. In the very near future, we expect more and more of these clean transport options to feature heavily in luxury travel itineraries and have already started to work with innovative partners to bring these new technological capabilities to market.”

A huge amount of innovation is already happening in the “clean mobility” space, including the development of “sustainable aviation fuel” (SAF) that can be made from the likes of used cooking fats, algae or (controversially) palm oil. (Palm trees are often planted in place of rainforests.) Many airlines such as British Airways, Emirates and United are investing in SAF, and when Boom Supersonic brings back planes that can fly faster than the speed of sound before the end of the decade, they will be powered by SAF too. For those flying privately, jet charter company Victor is leading the way by enabling customers to buy SAF, via a partnership with Finnish oil refining company Neste.

We will also see the debut of entirely new modes of emission-free transport such as the Virgin Hyperloop train, stratospheric balloon flights from Space Perspective and even airships from OceanSky Cruises (see our case study on page 28).

*“Bringing these new, more sustainable innovations to clients and supporting the mass adoption of such practices is something that we at Pelorus see as our duty and a key role we can play in ushering in a more conscious age of luxury travel. We know that our audience wants these things and they have the means to become early adopters. Alongside these advancements in core travel logistics, we are also starting to see a number of exciting experience-based technological advancements come to the fore.”*

Pelorus Co-founder  
Jimmy Carroll

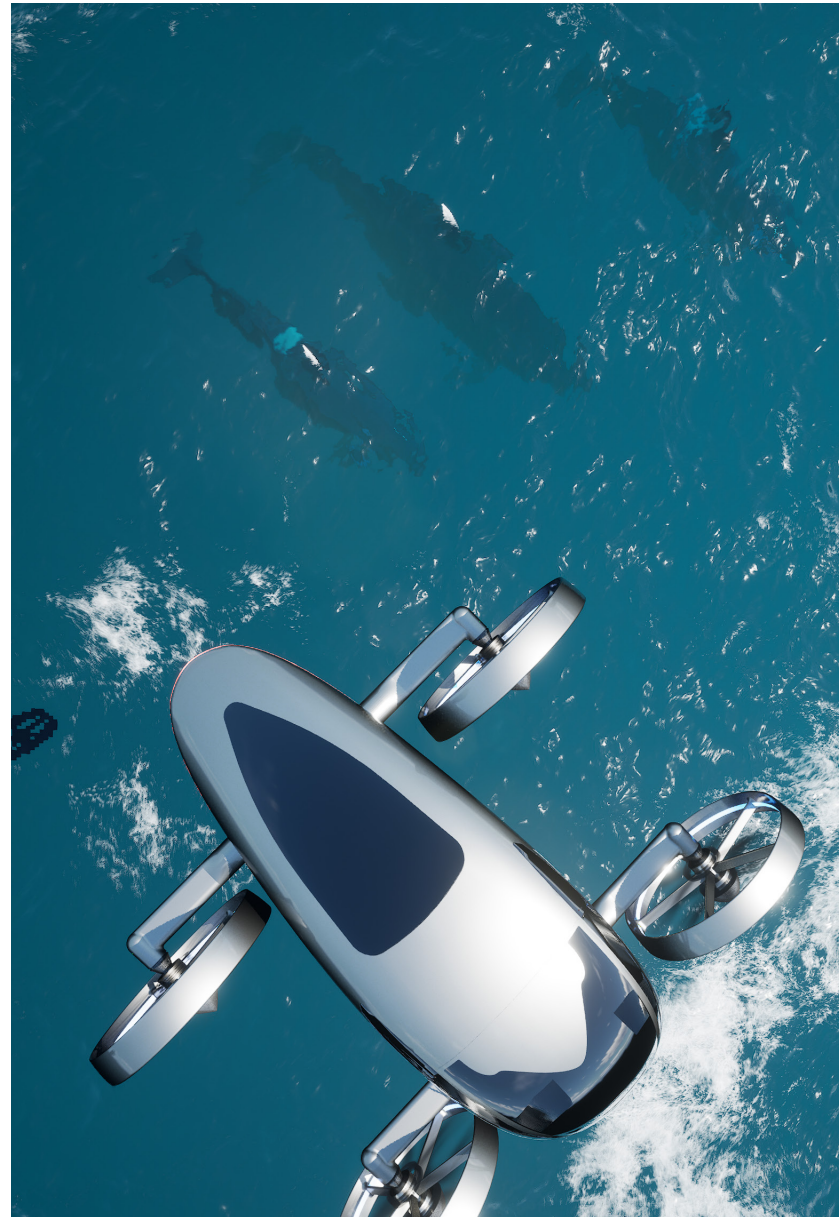
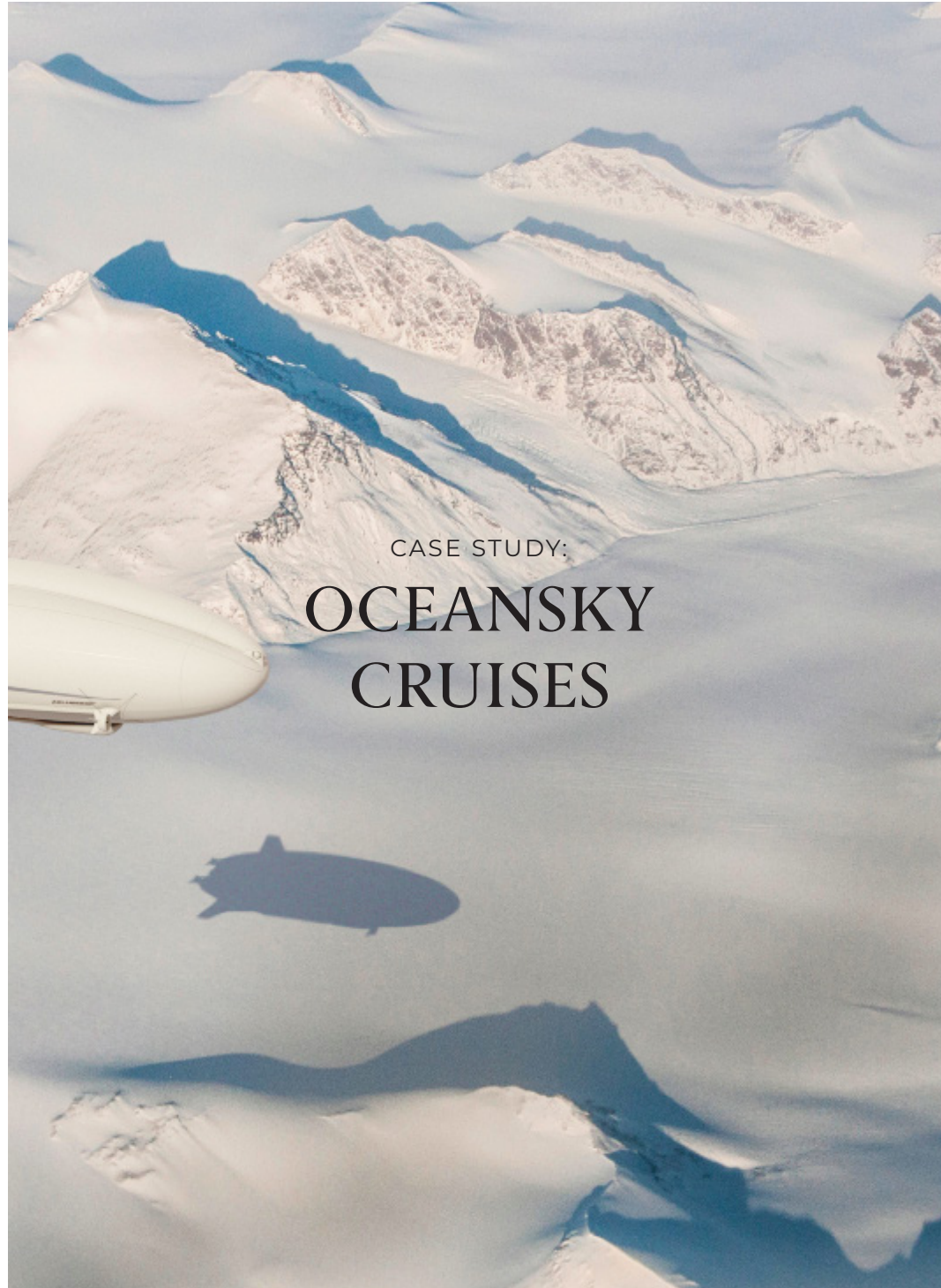


IMAGE CREDIT: VRCO

In addition to the arrival of electric aerial taxis (aka eVTOLs – electric vertical take-off and landing vehicles) from companies such as Vertical Aerospace, Jetson, VRCO and Airspeeder (the last of which has developed a flying racing car), we will also see companies such as Vita bringing electric tenders and jet skis to the sailing community. Proving that marine toys don't have to have a negative impact on our oceans, both Xfoil and Fliteboard have built electric eFoils that look like surfboards and allow riders to fly quietly across the water while standing on them.

Yachting will also come with a lower carbon footprint – Rolls-Royce and Italian yacht builder Sanlorenzo, for example, plan to build a large motor yacht with a methanol engine propulsion system able to run on carbon-neutral green methanol. Then there is Cake, which has designed lightweight, high-performance, solar-powered electric motorbikes that have already been adopted by anti-poaching squads in South Africa because they move so quietly. All these innovations will be made available to Pelorus clients for Clean Tech Expeditions over the coming years.

US\$15.15 billion - predicted value of  
global yacht market in 2026  
[Source: Research and Markets]



CASE STUDY:

## OCEANSKY CRUISES

Recognising the dawn of emission-free flight, Pelorus is partnering with Swedish company OceanSky Cruises, which will launch aerial Clean Tech Expeditions from Longyearbyen, Svalbard, to the North Pole aboard next-generation Airlander 10 airships. (Tickets will go on sale in 2023.) Built by Hybrid Air Vehicles in the UK, zero-emission aircraft will be filled with lift-giving helium gas which is lighter than air, and powered by four propellers, allowing the airship to fly continuously for days. With no need for a runway, it will be able to take off and land almost anywhere – hence its suitability for remote locations such as the Arctic.

Inside, OceanSky Cruises' airships will be fitted like a luxury hotel with spacious cabins featuring large panoramic windows that

maximise the view from the beds. Capable of carrying 16 passengers, guests will be served Arctic-inspired cuisine by an award-winning chef. As the cabin isn't pressurised, the flight will be peaceful and quiet, and because it drifts along slowly, there will be no need for seat belts.

Following the footsteps of explorer Roald Amundsen who flew from Svalbard and over the North Pole in 1926 aboard the airship Norge, Pelorus and "airline of airships" OceanSky Cruises will be spearheading a next-generation of air travel. Upon landing at the North Pole, travellers will embark on a day-long excursion across the Arctic plains. During OceanSky Cruises' inaugural season, a number of its expeditions will be led by Arctic expert and climate activist Robert Swan.

Pricing: North Pole Expedition - approx US\$200,000



*“The future of travel must be sustainable. There is no other alternative. I believe comfort and elegance is neglected, and combined with true sustainability, it’s where we’re heading. Airships will lead the way to that future. That’s why we partner with the best experiential companies in the world: to make sure we execute the future of airship travel in the most excellent way possible. Pelorus is a leader in the market curating bespoke adventures, and together we’re pioneering this unique expedition to the North Pole.”*

Founder and CEO of OceanSky Cruises  
Carl-Oscar Lawaczeck

*“The airships themselves have the ability to cruise to previously difficult-to-reach places on Earth and allow people to do so whilst enjoying spectacular scenery in a level of luxury normally associated with super yachts. As OceanSky Cruises’ official ‘Expedition Partner’, Pelorus will be supporting in the execution and delivery of some of the company’s first voyages.”*

Pelorus Co-founder  
Jimmy Carroll





---

TREND 7:  
*Grand Tours*



# Grand Tours



Back in the 17th, 18th and 19th centuries, it was customary for upper-middle-class men to embark on Grand Tours of Europe that would function as a culturally enriching “rite of passage”. In the post-Covid era, extended, multi-destination itineraries will boom, giving top-end travel providers such as Pelorus the opportunity to tailor highly personalised, complex agendas that would be almost impossible to design oneself. While air travel will always be a necessity, there will also be demand for luxurious forms of ground transport – be it glamorous, old-world train journeys aboard the Nostalgie-Istanbul-Orient-Express, which is being reborn in 2025, or radical road trips in the forthcoming Tesla Cybertruck, which could be ready for mass production as soon as 2023.

American road trips are a particular area of focus for Pelorus. Aurelia van Lynden,

Director of Travel for Pelorus, says: “We are seeing more and more requests for Grand Tours in luxury RVs—it seems increasingly like families are looking at this option to get them all closer together. Offering enhanced bonding opportunities and the ability to move around while still being out in nature, they also provide the chance to be completely disconnected from the digital world.”

The US is the ideal location for a Grand Tour as it allows travellers to see more and explore areas previously overlooked. Travellers can journey between various national parks without being constrained by the availability and/or low standard of properties. Alongside the RV, they can also utilise luxury camp set ups to stay off-grid and explore the wide open spaces. Pelorus has extensive experience of operating these trips courtesy of its exceptional support teams. Hosting

seamless journeys, Pelorus takes care of the logistics and provisions behind the scenes, allowing clients to fully immerse themselves in the experience.

Pelorus has already planned many Grand Tours but sees this as a trend that is only going to grow in significance over the next five years. One example was a trip that encompassed 21 countries and took place over four months. Interestingly, it was for a family with children but instead of being limited by travel during school holidays, they took along a private tutor. Instead of being restricted to classroom-based learning, they were given the ultimate education in the form of seeing the world. Among the many experiences they had was participating in an eagle hunter festival in Mongolia, and a tribal fire ceremony with 450 local villagers in Papua New Guinea.



Pelorus has also worked on long-term Grand Tours, taking clients and their children on a series of educational journeys over multiple years. For example, they offer an educational experience in the first year that will then be built upon in subsequent years, which deepens the child's understanding. These trips also serve to give clients' children a feel for the "real" world, giving them some perspective and letting them realise how fortunate they are. With a combination of authentic but rustic accommodations, the clients are able to connect with local communities while still enjoying the comfortable luxury accommodation that they have come to expect from Pelorus.

Round-the-world journeys can also be undertaken by sea, of course, with Pelorus providing charters of explorer superyachts

such as the new long-range Arksen 85, for example, which can endure ice floes and high waves without compromising aesthetics and comfort. Gayle Patterson, Director of Yachting says: "Our yachting team are increasingly seeing yacht owners looking to create bigger and more adventurous charter experiences that span the world, such as heli-skiing in Antarctica, diving with manta rays and whale sharks in Indonesia, or using submersibles to search for lost World War Two vessels around the Solomons."

200% - percentage rise in Pelorus trips with stays longer than 14 nights (between 2021 and 2022).

160% - percentage increase in Pelorus trips with more than three locations (between 2021 and 2022).  
[Source: Pelorus]

# Key Takeaways

*Thank you for taking the time to read this report. It is designed to be a resource and a foundation for trend-based strategy for the next five years of luxury travel.*

## HERE ARE SEVEN KEY TAKEAWAYS:

1 Pay more attention to the unique needs and desires of Generation Alpha.

2 Leverage tourism as a force for good by directing spend towards conservation.

3 Avoid overtourism by inspiring clients to travel to lesser-known destinations.

4 Be more inventive with oceanic voyages and underwater experiences.

5 The metaverse won't replace travel but will be an effective way of selling travel.

6 Embrace zero-emission transport wherever possible.

7 Tap into people's ability to remote work by designing extended multi-destination itineraries.



PELORUS

*Follow Pelorus's future journey*

@PELORUSX

CONTACT US

INFO@PELORUSX.COM | PELORUSX.COM

JENNY@GLOBETRENDER.COM | GLOBETRENDER.COM