

ELEGANT RESORTS

Why Purpose-Led Travel Is Replacing Bucket Lists as Elegant Resorts Reports Strong Growth in Africa and Asia

Chester, September 2026

Luxury travellers are increasingly prioritising purpose-driven and personalised journeys over traditional bucket-list travel, according to new booking data from Elegant Resorts. The luxury tour operator has seen **bookings to Africa increase by 33% year-on-year**, while **Asia revenue has risen by 49% over the last four weeks**, reflecting growing demand for more immersive travel experiences and renewed confidence in long-haul destinations.

For decades, luxury travel was often defined by the destinations travellers could tick off a list. Today, Elegant Resorts is seeing a shift in priorities, with affluent travellers increasingly seeking journeys that offer authentic engagement with local cultures, opportunities for personal fulfilment and experiences that create lasting memories.

Rather than focusing solely on where they travel, today's luxury travellers are placing greater importance on why they travel. Celebrating life's milestones, reconnecting with loved ones and gaining a deeper understanding of the world are increasingly shaping travel decisions, reflecting a desire for experiences that leave a lasting impact long after returning home.

Simon Jeffries, Product Director at Elegant Resorts, said:

"The definition of luxury travel is evolving. While exceptional hotels and extraordinary destinations remain important, we're seeing more clients seeking journeys with genuine purpose. They want experiences that inspire, educate and connect them to a destination in a more meaningful way. Increasingly, the value of a trip is measured not by how many places you've visited, but by how it made you feel and what you take away from it."

This shift is evident across Elegant Resorts' portfolio, where carefully curated experiences are enabling travellers to connect more deeply with the destinations they visit and gain a richer understanding of local cultures and traditions.

In Morocco, guests staying at [Kasbah Tamadot](#), Sir Richard Branson's acclaimed retreat in the Atlas Mountains, can engage directly with local traditions through authentic community-led experiences. Learning traditional breadmaking techniques alongside local women or meeting Berber artisans provides valuable insight into the heritage and customs that continue to shape daily life in the region.

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In Sri Lanka, travellers can move beyond traditional sightseeing through experiences that connect them with local communities, heritage and everyday life. Exploring centuries-old traditions, meeting local people and gaining insight into regional customs offers a richer perspective on the destination, creating memories and connections that extend far beyond the holiday itself.

The growing appeal of these experiences is also reflected in Elegant Resorts' broader booking trends, with **tailor-made bookings increasing by 29% over the last eight weeks**. The rise highlights continued demand for bespoke journeys designed around individual interests, allowing travellers to explore the world in a way that feels more personal, rewarding and authentic.

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About Elegant Resorts

For over 35 years, Elegant Resorts has been creating exceptional luxury holidays tailored to the individual needs of its guests. With access to some of the world's most exclusive destinations, hotels, villas and experiences, the award-winning luxury tour operator specialises in crafting personalised journeys that go beyond expectations.

At the heart of the Elegant Resorts experience is a commitment to delivering outstanding service and expert knowledge. Its team of highly experienced Luxury Travel Specialists offer first-hand insight and trusted advice, designing bespoke itineraries that reflect each client's interests and aspirations.

From securing exclusive experiences to arranging every detail before and during travel, Elegant Resorts' dedicated concierge team provides seamless support, ensuring every holiday is effortless, unique and memorable.

Combining decades of expertise with a deep understanding of today's luxury traveller, Elegant Resorts continues to create meaningful travel experiences that inspire, enrich and delight.

For further press information on Elegant Resorts please contact us at
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