

# Cashing in on the luxury tourism market

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Cashing in on the Luxury Tourism Industry Cashing in on the Luxury Tourism Industry Introduction The luxury tourism industry is a massive industry that hinges on accessibility of leisure time and disposable time. Luxury industry entails a broad range of fields within the service industry centering on areas such as food and beverage, meeting and events, accommodation, spa, cruise line, entertainment and recreation, gaming and gambling, among others (Page, 2009). My specialization centres on the service oriented business (tourism luxury industry) concentrating in event planning and management for upscale clients. Luxury tourism is a prominent field awash with an ever growing stature. In the discussion, I have adopted the position of events planning manager specializing in organizing high-end events such as concerts, product launch, and showroom facilities. My job entails putting together ideas for making an event successful. The events may encompass private parties, dinner cruises, and corporate events depending on the needs of the elite guests. One of the outstanding roles is to understand and advance the client's global brand by availing a suitable platform to launch luxury brands. The key clientele in my proposal centres on premium and luxury segment. The chief focus of the project encompasses upmarket domestic and foreign leisure travellers who pursue high quality and a wide range of services (Fennell, 2006). Armani hotels have a rich experience in event management and marketing, meeting planning, corporate promotions, destination management, and corporate hospitality. The main focus is delivering exceptional creativity and attention to detail in a wide range of events; this ensures the success of every facet of the client's objectives.

Overview of Luxury Tourism Industry Upscale tourism is determined by a range of products such as classic scenery and cuisine, splendid decors, and <https://assignbuster.com/cashing-in-on-the-luxury-tourism-market/>

integrated travel experience. The upper segmentation pursues exclusivity and unique experiences to match their financial power. The high pricing of the product should be justified by the service that is offered. The principal consumer segments in the luxury tourism industry include business travellers, encompassing business people or corporate executives travelling for business purposes. This segment integrates corporate world and leisure travellers who may be foreigners, or domestic travelers whose principal purpose is holiday making and site seeing. The motivation of leisure travellers is largely cultural attraction, conferences and conventions, wildlife, and beaches (Page, 2009). The luxury industry of tourism encompasses high end travellers and holiday makers pursuing distinct experience and with certain expectations. Clients in the luxury industry seek qualitative experiences and demand personalized, individualized, and confidential service (Conrady & Buck, 2011). The luxury industry has two defining elements, which include time and money. In a contemporary globalized world, the clients within the luxury tourism industry are not only experienced and informed, but also adventurous, which raises the bar of service provision. Luxury Brand Events planning and Management Luxury brand events offer the best customer-centric experiences to participants by ensuring that the events meet the client's expectations in availing high quality service. In organizing the events, focus will be geared towards availing first class performance venues that entail functional elegance combined with taste and tradition. The venues are adjustable to any banqueting occasion aided by a portable stage, banquet-style lighting, and a wide range of audio-visual equipments. Armani Hotels offer luxurious destination for holding diverse and unique events such as launching of new

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products, concerts, and organizing fairs or exhibitions in an efficient way. The exhibition will be geared at either introducing new products into the market. Events avail a perfect platform for rewarding visitors with broad entertainment options, inclusive of full bar services, breathtaking sights and sounds, and magnificent flower arrangements. As the events manager, the chief goal is to be the leading provider and facilitator in the area of value-based luxury, leisure and business experiences across the world (Conrady & Buck, 2011). Armani Hotels lavishly decorated venues and ballroom has played host to diverse, prestigious gala dinners and award ceremonies in the past. Armani Hotels also acts as preferred venues for remarkable international forums, cultural events, and business seminars. My job will entail delivery of impeccable services to customers, which will match the value for their money and expected lifestyle. I plan to sell the product through application of images, sounds, and the uniqueness of the destination and making the clientele experience that they are part of an exclusive club for the select few. Upscale tourists expect high levels of innovation coupled with steady high-quality services, as well as security and safety. Conclusion The core business in luxury tourism should be fulfilling the expectations of clients and availing value for the clients' money. Dynamism and creativity in the field of event planning and management is critical. Armani Hotels offer the right combination of consistent quality and outstanding service. As the events manager, I have set fresh heights in the world of events and entertaining. The main focus in my job is to utilize strategic events in delivery of targeted results that promote the company's brand image.

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