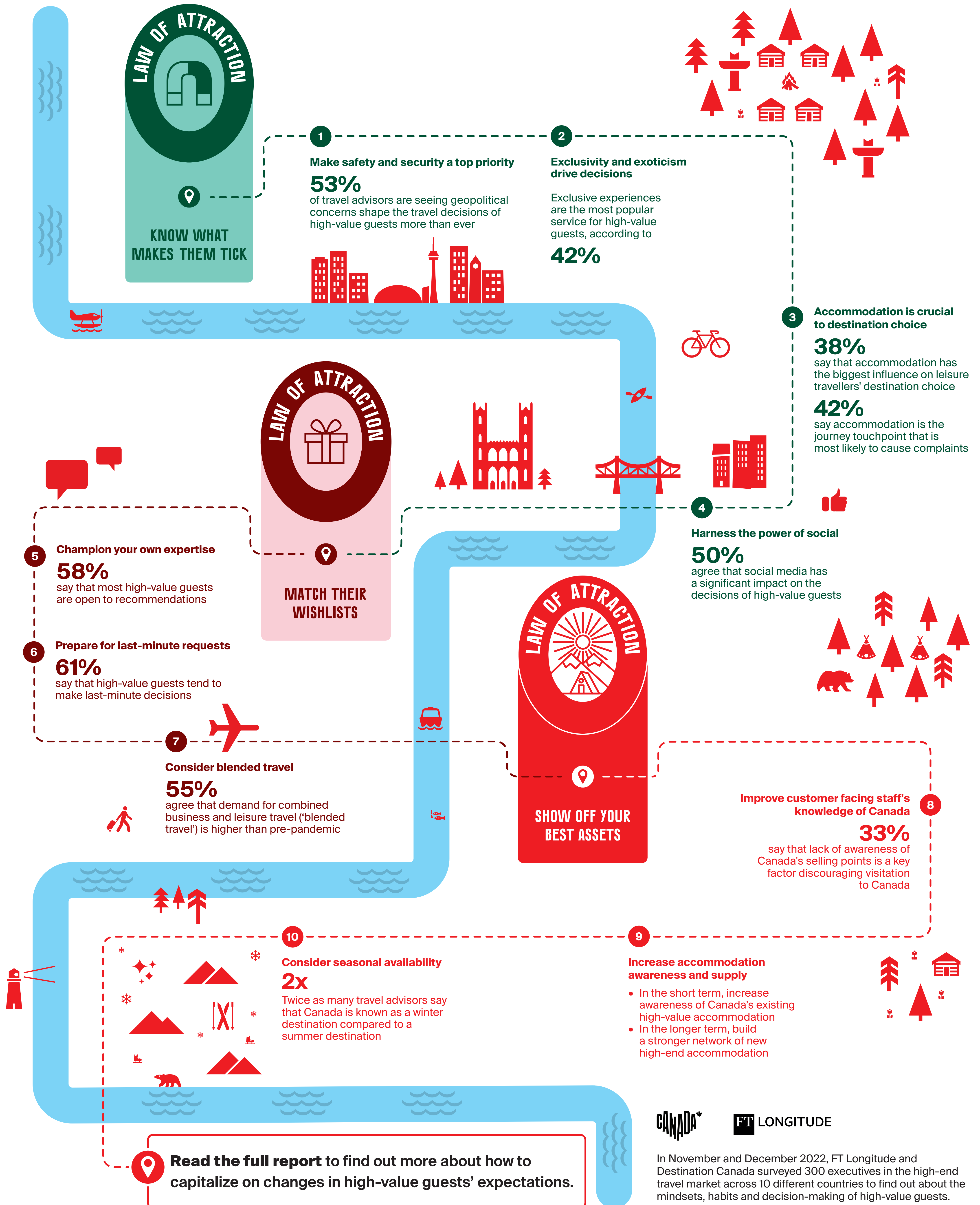


THE LAWS OF ATTRACTION FOR HIGH-VALUE GUESTS

10 tactics to appeal to high-value guests

Destination Canada surveyed 300 travel advisors across the high-end travel market. The research found 10 ways to keep high-value guests coming back for more.



In November and December 2022, FT Longitude and Destination Canada surveyed 300 executives in the high-end travel market across 10 different countries to find out about the mindsets, habits and decision-making of high-value guests.