



LUXURY ESCAPES.COM
THE WORLD'S BEST HOLIDAYS

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A dramatic landscape photograph of a volcanic crater. In the foreground, a large, irregularly shaped turquoise lake sits in a sandy, ash-covered basin. To its left, a smaller, more circular turquoise lake is visible. The surrounding terrain is rugged and brown, with steep slopes leading up to a dark, jagged mountain peak in the background. The sky is filled with soft, golden clouds, suggesting a sunset or sunrise. The overall mood is serene yet powerful, highlighting the beauty of a natural wonder.

COVID-19

- **The Impact on Luxury Escapes**
- **How we reacted**
- **What's next for us**
- **Future of education**





The Impact

- Felt Industry wide
- Revenue quickly dived
- International travel stopped
- 50,000 bookings amended
- 24/7 support to customers
- People impact





How We Reacted

- Experience was on our side
- Prioritized customers
- Focused on flexibility
- Worked with partners to protect revenue
- Pivot to domestic travel
- Protect staff & jobs long term
- Long & shallow vs short & deep





What's Next for LE

- Re-introduced 'Buy Now Book Later'
- Longer travel periods
- Data driven decisions
- Looking to pre-buy
- Introduce new business concepts & distribution channels
- Fill gaps where COVID has permanently impacted businesses





Future of Education

- People & customer focus
- Multi skilling
- Understanding data
- Crisis management
- Health & Safety
- Government lobbying
- Technology
- Cost management



“We are a tough and resilient industry filled with great people who will continue to do great things!”

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