



## Cash-Rich Ultra Luxury Travelers Boost Spend, Seek Wellness in 2025, Flywire Survey Reveals

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*80% of those surveyed are planning to spend more on trips next year; almost half of those who spend \$25K per vacation plan to spend much more than before*

*97% ultra luxury travelers say they are likely to take a trip to reduce stress, reduce anxiety and/or fully unplug in the next year*

*Discerning travelers continue to prioritize simplicity and security for high-value payments*

BOSTON, March 31, 2025 (GLOBE NEWSWIRE) -- Elite travelers are seeking highly-personalized, exclusive and high-end travel experiences that will enhance their own wellbeing, according to a new report from [Flywire Corporation](#) (Nasdaq: FLYW), a global payments enablement and software company. And on a quest to feel recharged and enriched, these ultra luxury travelers are prepared to pay what it takes to have unique access to experiences. Among those who spend more than \$25,000 per vacation, almost half say they are prepared to spend much more than before for once in a lifetime travel experiences.

Flywire's new report, [Unlocking ultra luxury travel in 2025](#), based on a survey of more than 500 ultra luxury travelers from the U.S., details the preferences of this elite class of travelers and the implications for the travel providers who cater to this market. Exploring topics from accommodation preferences and high-end advisors to payment security and choice, the findings suggest that to meet travelers' demands, providers will need to offer seamless customer experiences and exclusive experiences that are personalized, high-touch and frictionless from start to finish.

*"Our research shows us that ultra luxury travelers are as motivated by the ability to unplug from the world in their travels as they are to have once-in-a-lifetime experiences. More so, many of them are planning to spend more in pursuit of these experiences than before, reflecting luxury travel's resilience and expanding global appeal,"* said Colin Smyth, SVP and GM of Travel at Flywire.

### **Ultra luxury travelers value tailor made experiences and highly personalized service interaction, relying on advisors for true luxury experience**

Luxury travel is about more than just exclusive accommodations, according to 92% of respondents it's more the access to people, places and experiences that represent all that is authentic about a destination. Moreover, half of respondents said that, for them, luxury travel is defined by once in a lifetime and personalized experiences.

Key to curating these experiences, according to 96% of ultra luxury travelers, are travel agents or advisors. In fact, nearly 9 in 10 working with travel experts believe it is the only way to have a truly luxury travel experience. Among the reasons respondents gave for using a travel agent/advisor is their expert advice on destinations, activities or operators, and the deep understanding of personal travel preferences travel agents have.

### **Wellness, "Joy of Missing Out" and the ability to unplug are important to ultra luxury travel**

Ultra luxury travelers are prioritizing their mental and physical wellbeing through travel. Nearly all respondents say they are likely to take a trip to reduce stress, reduce anxiety and/or fully unplug in the next year, and 9 in 10 said they are interested in taking a wellness vacation, including self-discovery, spa and nature-based retreats.

Ultra luxury travelers are also embracing slow travel, to really immerse themselves in the experience of their vacation. 93% say they have taken at least one slow travel trip in the past year, and 95% say they are likely to take the same number or more slow travel trips in the coming year. Furthermore, they are focused on doing the things that are important to them, with 84% saying vacations are all about JOMO or the Joy of Missing Out, rather than worrying about what others might be doing.

### **Payment experience is loyalty driver, simplicity and security are top concerns**

Almost all luxury travelers who responded (95%) say that how easy it is for them to pay for all parts of their trip is important to them. Critically, around 9 in 10 say they expect a positive payment experience, and, when booking travel, almost all say they choose who they work with based on a positive payment experience.

Additionally, travelers look to avoid certain pain points when paying for their experiences, such as unexpected fees and exchange rates (34%), the inability to pay in their local currency (24%) or to use their preferred credit card (23%). And security remains top of mind, with 72% of those surveyed concerned about the security of their payments.

To experience the full report with additional data points and key takeaways, please visit [here](#).

### **About Flywire**

Flywire is a global payments enablement and software company. We combine our proprietary global payments network, next-gen payments platform and vertical-specific software to deliver the most important and complex payments for our clients and their customers. Flywire leverages its vertical-specific software and payments technology to deeply embed within the existing A/R workflows for its clients across the education, healthcare and travel vertical markets, as well as in key B2B industries. Flywire also integrates with leading ERP systems, such as NetSuite, so organizations can optimize the payment experience for their customers while eliminating operational challenges.

Flywire supports more than 4,500 clients with diverse payment methods in more than 140 currencies across more than 240 countries and territories around the world. The company is headquartered in Boston, MA, USA with global offices. For more information, visit [www.flywire.com](http://www.flywire.com). Follow Flywire on [X](#), [LinkedIn](#) and [Facebook](#).

### **Forward-Looking Statements**

*This release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including, but not limited to, statements regarding Flywire's expectations regarding the benefits of its travel clients and business, Flywire's business strategy and plans, market growth and trends. Flywire intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 21E of the Securities Exchange Act of 1934 and the Private Securities Litigation Reform Act of 1995. In some cases, you can identify forward-looking statements by terms such as, but not limited to, "believe," "may," "will," "potentially," "estimate," "continue," "anticipate," "intend," "could," "would," "project," "target," "plan," "expect," or the negative of these terms, and similar expressions intended to identify forward-looking statements. Such forward-looking statements are based upon current expectations that involve risks, changes in circumstances, assumptions, and uncertainties. Important factors that could cause actual results to differ materially from those reflected in Flywire's forward-looking statements include, among others, the factors that are described in the "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" sections of Flywire's Annual Report on Form 10-K for the year ended December 31, 2024, which is on file with the Securities and Exchange Commission (SEC) and available on the SEC's website at <https://www.sec.gov>. The information in this release is provided only as of the date of this release, and Flywire undertakes no obligation to update any forward-looking statements contained in this release on account of new information, future events, or otherwise, except as required by law.*

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