

THE EVOLUTION OF LUXURY

From Glamour To Grounding

PoB Hotels' 2026
Luxury Travel Trends and Insights



POB
HOTELS

In collaboration with
ALTIAN
Powering Luxury & Wealth Insights

INTRODUCTION

Uncovering guest expectations for UK luxury travel

The meaning of luxury has never been static, but the pace of change we are now witnessing is extraordinary. This year's whitepaper shows us that the traditional markers of indulgence such as grandeur, spectacle, and excess, are being quietly replaced by values that feel more human: **time, space, authenticity, and emotional connection**. Affluent travellers are telling us, with striking clarity, that true luxury today is not about what can be displayed, but about how deeply an experience makes them feel.

The findings confirm a profound rebalancing of priorities. **The British Isles are no longer seen as a second choice**: more than half of affluent travellers took three or more domestic breaks last year, and nearly six in ten plan to do the same in 2026. Climate shifts, geopolitical uncertainty, and the rediscovery of heritage have elevated Britain into a destination of choice, where castles, coastlines, and countryside rival the appeal of international escapes.

Beyond where people travel, it is **how and why they travel** that is shifting most dramatically. Heritage has emerged as the most compelling driver of luxury travel, ahead even of food and wellness, because it offers a grounding in place and meaning in a world that feels increasingly fragmented.

Food has become the lens through which a stay is judged, not just for taste but for provenance, creativity, and storytelling. Comfort and quiet are now viewed as status symbols, with guests craving space, stillness, and wellbeing more than chandeliers or logos.

Perhaps most thought-provoking is the rise of **spontaneity and conscious detail**. Last-minute bookings are no longer a quirk of behaviour; they are a new form of indulgence, the freedom to decide today and depart tomorrow. And while guests may not seek out hotels because of environmental claims, they are deeply influenced by details that reflect care, a kitchen garden, refillable amenities, partnerships with local makers. These subtle gestures of integrity resonate at a subconscious level, creating trust and loyalty in ways that glossy branding cannot.

This report is not just a reflection of current trends; it is an invitation to consider what the **future of luxury** could look like. If the past defined luxury

by accumulation, the present and indeed the future, define it by **discernment,**

depth, and connection. The insights here challenge us all to think differently, to meet expectations that are higher and more nuanced than ever, and to reimagine British luxury in a way that is both timeless and unmistakably modern.



Kalindi Juneja

Kalindi Juneja
CHIEF EXECUTIVE



KEY FINDINGS

In this third edition of PoB Hotels' annual report, we uncover how luxury travel in Britain is evolving for affluent and high-net-worth travellers. From heritage and hidden gems to spontaneity and quiet luxury, these findings show what truly resonates with today's discerning guest and how UK hotels are leading the way.



3. Homegrown Luxury: Why the UK Now Leads the Way

Domestic tourism has outgrown its reputation as a fallback. More than half (54%) took three or more UK breaks in the past year, and 59% plan to repeat this in 2026. Climate confidence, global disruption, and rediscovery of the UK's treasures are making the British Isles the modern playground for luxury travel.

1. Heritage Takes Centre Stage

Heritage is the most powerful driver of luxury travel. Three-quarters (75%) of affluent travellers say historic and cultural experiences are their top priority when booking, ahead of food (66%), wellness (56%), and even nature (56%). Britain's story-rich hotels and landscapes have become the ultimate differentiator in a crowded luxury market.



4. Travel Budgets Remain Protected

Despite wider economic uncertainty, travel is treated as a non-negotiable investment in wellbeing and relationships. Four in ten (42%) expect to spend more on UK breaks next year, and only 5% plan to cut back. Domestic trips remain the most resilient category.

2. Comfort and Quiet Are the New Status Symbols

Nearly 8 in 10 travellers (79%) say comfort and quiet are "essential" or "very important" to their holiday choice, making peace and rest the defining luxuries of our time. Hidden gems and undiscovered places are also on the rise, with 37% saying they are a key priority.

5. Together, Apart, and Everything in Between

Couple travel still dominates (79%), but trips with friends are rising (28%) and multi-generational holidays are booming (19%, up 7 points year-on-year). Solo travel remains modest at 9% but holds potential, with many citing reduced single supplements and safe, welcoming dining as game-changers.





6. Spontaneity Is the New Luxury

Flexibility and impulse now define indulgence. While 47% say they “usually” book 1–3 months ahead, hotels report up to three-quarters of bookings happening last-minute. Spontaneity has become a status symbol: the ability to decide today and depart tomorrow.

9. Inspiration Is Everywhere, but Trust Decides

Hotel websites (76%), friends and family (56%), and trusted collections like PoB Hotels remain the most influential sources of inspiration. While social media inspires 31%, trust in a brand or direct booking benefits (best price cited by 85%) are what secure the booking.

7. Dining as the Core of Experience

Food is now the lens through which a stay is judged. Guests expect variety, moving seamlessly from casual pub comfort (70%) to fine dining (41% overall, 56% among HNWIs). Provenance, seasonality, and experiential dining such as chef’s tables and foraging walks are shaping the new luxury palate.



10. Britain as a Curated Collection of Experiences

Guests no longer view the UK as “home turf” but as a destination of discovery. From castles and coastlines to kitchen gardens and spas, the variety rivals international travel.

8. Quiet Luxury and Conscious Detail

Travellers are not seeking “eco-hotels” but they resonate deeply with conscious choices. Local sourcing (69%), minimal plastic (48%), and visible support for communities (47%) leave lasting impressions. Quiet, thoughtful gestures are becoming markers of refinement and drivers of loyalty.



Luxury. Redefined

COMFORT, CONNECTION, AND QUIET CONFIDENCE

How travellers think about luxury has changed forever

The markers of luxury are shifting. Where once status symbols and extravagance defined high-end travel, today it is about emotional fulfilment, wellness, and authenticity. Nearly half (48%) of affluent and high-net-worth (HNW) travellers say their definition of luxury has changed in recent years.

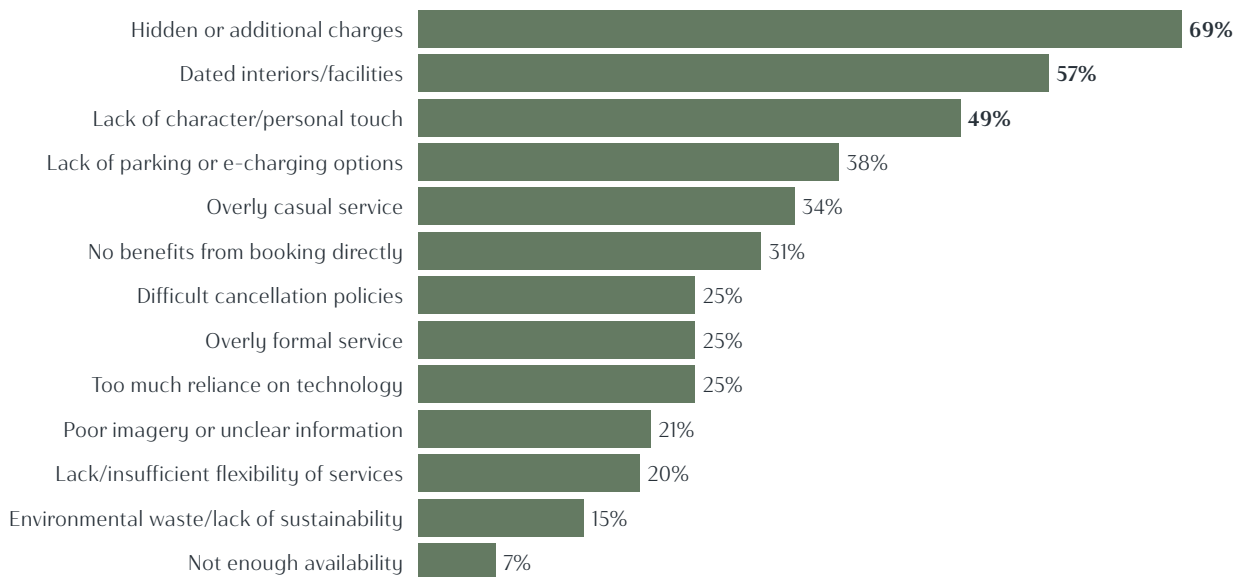
Today's affluent travellers are no longer seduced by chandeliers or designer labels; instead, they are seeking experiences that feel **personal, restorative, and real**. What matters most is the ability to find **time to pause without pressure**, and **space to stretch out in rooms that feel expansive and private**, offering

true freedom from the demands of daily life. Guests also want **personal recognition**, where they are remembered, welcomed by name, and valued as individuals rather than anonymous visitors.

Seamless comfort is now a baseline expectation: blackout curtains, soundproofing, well-

FRUSTRATIONS THAT DEFINE WHAT LUXURY IS NOT

Fig. 1 – Which of the following frustrate you when staying at a luxury hotel?



How has your definition of luxury changed over the past few years?

“I have come to appreciate low-key luxury based on comfort, good food, etc, rather than the more opulent or ostentatious places I would have liked when I was younger.”

65-74 male, Established & HNW

“It’s now a more holistic concept and not just about obvious comfort, service levels and appearances. It’s about

an ethos, back story and mission statement. Also, having one’s needs for access to nature with local character/culture being represented in the food and drink, design etc.”

55-64 female, Established & HNW

“I’ve reached the point in life where the experience and atmosphere at the hotel are a major priority. I want to feel valued when

staying at a luxury hotel: a lot of that boils down to pleasant staff, good food and relatively affordable drinks at the bar.”

55-64 male, Emerging

“I used to think luxury was purely handbags and shoes; material items. Luxury to me now is relaxation. Mental wellness. And being in good health”.

35-44 female, Established & HNW

designed lighting, and superior mattresses all contribute to a sense of ease that defines modern luxury. Alongside this, **wellness is no longer an add-on.** Guests expect it to be integrated into their daily experience, from nourishing food and rejuvenating treatments to access to green spaces and opportunities for quiet reflection.

Perhaps the most powerful driver is the search for **authenticity.** Today’s travellers want hotels that showcase their **local character, provenance in food and drink, and a sense of heritage** that roots them in the story of the place.

Several cultural and social dynamics are shaping this redefinition of luxury:

- **The ageing of wealth** means older HNWLs are prioritising peace, predictability, and wellbeing over extravagance.
- **Choice overload online** has made travellers value curated collections and trusted recommendations that cut through the noise.
- **Wellness mainstreaming** has turned rituals like sleep optimisation, mindfulness, and restorative practices into standard expectations rather than indulgent extras.

Luxury has shifted from being about “what you have” to “how you feel.” Time, space, comfort, wellness, and authenticity now define the high-end experience, and brands that embody these values are the ones that will

INTERESTING TAKEAWAYS

- **Transparency defines luxury.** Even small hidden fees can leave a lasting negative impression.
- **Design must stay fresh.** Timeless style still requires regular care and upkeep.
- **Service needs balance.** Too casual can come across as careless; too formal can feel rigid.
- **Technology should enhance, not replace.** Guests want the option, not the obligation, to use it.

resonate most deeply with today’s traveller.

The British Isles

A MODERN HAVEN FOR LUXURY SEEKERS

Why travellers are staying closer to home

Domestic tourism has become the **hero of British travel**. Once seen as a convenient fallback, it is now firmly a **preferred luxury choice**. Affluent travellers are recognising that the British Isles offer as much variety, indulgence and cultural richness as any overseas destination, while removing the stress and uncertainty of international journeys.

A major driver is the rise of **climate confidence**. With summer

2025 confirmed as the hottest on record, travellers now see the UK as reliably warm enough for a summer holiday. At the same

time, Mediterranean resorts are becoming increasingly uncomfortable, with soaring temperatures and overcrowding



PoB HOTELS

Your way to experience it

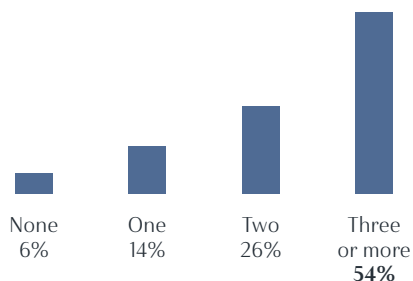
PoB Breaks are curated escapes that showcase the very best of Britain through our collection of independent hotels. They can be built around a theme such as food, wellness, heritage, or the outdoors; inspired by a specific location; or created completely bespoke to your interests. Each break goes beyond a simple stay, offering memorable

experiences and authentic stories to take home.

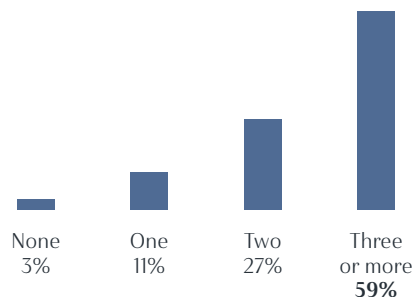
PoB Breaks are created for today's traveller who values spontaneity, convenience and discovery. Each break balances the desire for comfort and quiet with opportunities to uncover hidden gems, from vineyards tucked into rolling hills to guided walks through heritage landmarks or restorative afternoons in the spa.

Every itinerary highlights the individuality of our independent hotels while offering the reassurance of the PoB Hotels brand. Guests can expect thoughtful details, locally rooted dining, and insider recommendations that turn a simple weekend into a story worth sharing. For couples, friends, families or solo explorers, PoB Breaks are the perfect way to keep discovering the UK again and again, stays that create lasting memories.

**Fig. 2 – UK trips taken in past 12 months
(min. 2 nights)**



**Fig. 3 – UK trips planned for next 12 months
(min. 2 nights)**



during peak months. Cooler coastal and countryside breaks within the UK feel more appealing, more comfortable and more sustainable.

The impact of **global disruption** is another decisive factor. Flight delays, rising airfares and airport stress are changing behaviour, while political and environmental uncertainty makes long-haul trips feel less attractive. In contrast, domestic travel offers ease,

reassurance and indulgence without compromise. A train or car journey can deliver travellers to landscapes and hotels that feel every bit as restorative and aspirational as a flight abroad.

Finally, there is a broader **rediscovery of homegrown treasures**. Castles, manor houses and independent hotels are being celebrated not only for their heritage but also for

the unique experiences they offer. Bucket-list moments, from exploring the Georgian crescents of Bath to escaping to the lochs of Scotland or the coastlines of Cornwall, are now seen as just as rewarding as global adventures. The UK has become a **playground of heritage, nature, gastronomy and culture**, redefining what luxury travel looks like today.

INTERESTING TAKEAWAYS

- More than half of affluent travellers already take three or more UK breaks a year.
- Nearly 6 in 10 plan to repeat this in 2026.
- Britain is bucket-list territory: castles, coastlines, and countryside rival anything abroad.

Are there any luxury hotels within the UK that you love?

“We absolutely love The Gilpin in Cumbria. It is situated in a beautiful part of the Lake District, the staff are friendly and professional and the food there is outstanding.” 45-54 female, Established & HNW

“The Torridon. Food, service and rooms are superb, as are the surroundings. Faultless.” 65+ female, Mass Affluent

“I love independent luxury hotels around the UK because they have been warm and welcoming whilst offering something unique. I have instantly connected with them!” 25-34 female, Established & HNW

Spending Outlook

TRAVEL STILL TOPS THE LIST

Travel is protected, even in uncertain times

Despite rising inflation and wider economic pressures, affluent households continue to **ringfence their travel budgets**. Holidays are not viewed as indulgences that can be trimmed when times are tough, but as **investments in wellbeing, relationships and quality of life**. For this audience, travel provides a rare opportunity to switch off from professional responsibilities, reconnect with family and friends, and replenish both physical and mental energy.

This sense of priority is reflected in the data. While spending in other

discretionary categories may be squeezed, travel remains resilient. Many affluent travellers describe their holidays as **non-negotiable rituals** in the annual calendar, moments that anchor their lives and offer the kind of experiences money cannot replicate elsewhere. Even when economic conditions fluctuate, they prefer to adapt the

style or length of their trips rather than abandon them altogether.

Crucially, UK holidays are proving to be the most stable and reliable choice. They deliver the reassurance of **ease, convenience and familiarity**, without compromising on luxury. Shorter journeys mean less travel

INTERESTING TAKEAWAYS

- Four in ten plan to increase UK travel spending.
- UK breaks are the most stable category, far less vulnerable than long-haul.
- Long-haul is the loser: a third are cutting back.

Fig. 4 – Expected spend on UK holidays vs last year

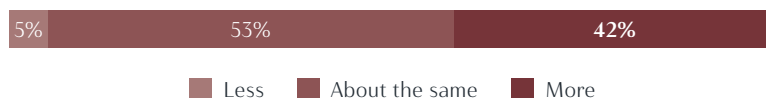


Fig. 5 – Have global events affected trip numbers vs last year?

Within the UK



Short-haul



Medium/long



PoB HOTELS

Your way to experience it

Our annual book, **The Handle**, and its online magazine shine a light on the very best of Britain, from grand country houses and coastal retreats to outstanding dining, gardens, and wellness experiences. They are designed not just as guides, but as sources of inspiration that reveal the depth, variety, and individuality of our hotels and their surroundings.

Together, they reframe the way travellers see domestic breaks. **The Handle** annual book is a tactile celebration of British luxury, something to keep on a coffee table or pack for a road trip, filled with stories that connect travellers to place and culture. The **online magazine** offers a living, breathing stream of

inspiration, with insider interviews, itineraries, seasonal guides, and features that cut through the noise of generic travel content.

Both platforms remind readers that a UK break can be every bit as **aspirational, enriching, and memorable as an international holiday**. In fact, many find them even more rewarding. Without the stress of long-haul travel, travellers have more time to immerse themselves in their chosen destination, discovering **hidden gems, authentic food experiences, and heritage stories** that feel grounded and unique.

For our guests, these publications are more than marketing tools. They are **trusted companions** in the travel journey, offering assurance that the UK has all the richness, variety, and sophistication needed to satisfy even the most seasoned luxury traveller.



fatigue and more time to enjoy the destination itself, while the strong reputation of Britain's independent hotels ensures the promise of high standards. As a result, domestic travel is seen as a **safe investment** in happiness and wellbeing, making it one of the most resilient categories in the face of economic uncertainty.

Key message: For affluent households, holidays are not a luxury to be sacrificed but an essential part of living well. UK breaks, in particular, are emerging as the most trusted way to protect this investment in a world of rising costs and instability.

When travelling in the UK, is there anything additional that you would like to see luxury hotels offer?

“We often travel for special occasions such as anniversaries and birthdays. I would like to see more hotels offer some extra special touches, romantic/exclusive experiences for such occasions. For example, dinner for two being served in a beautiful private setting such as by a lake, on a beach, in woodland.”

45-54 female, Established & HNW

“The dining experience is very important. We like well-cooked food, prompt service and fine wines. A homely feel is much appreciated: log fires, antique furniture, panelled walls.”

55-64 male, Emerging

“More equipment hire as this saves me buying/packing especially if I choose to travel by train. Also, more kids' activities, then I would be more likely to take more family holidays at luxury hotels and use the facilities.”

45-54 female, Established & HNW

Together, apart, and everything in between

Who we travel with is changing

The way people choose to holiday is becoming more **diverse and dynamic**. While couples continue to dominate the luxury travel market, a growing number of travellers are broadening the scope of who they journey with. **Friend groups are on the rise**, fuelled

by a desire for shared activities, celebrations, and experiences that are best enjoyed together. Golf weekends, spa retreats, or wine-tasting trips with friends offer the chance to combine indulgence with companionship, making these breaks increasingly appealing.

At the same time, **multi-generational family travel is gaining momentum**. Grandparents, parents, and children are coming together to enjoy extended stays that balance quality time with flexibility. These trips often require thoughtful accommodation options, such as interconnecting rooms, family cottages, or private dining

Is there anything which would make a solo break more appealing to you?

“From when I travelled solo, the single room supplements were a huge factor. Having tables for singles (we don’t all want to be partnered with other singles at meal times) that face the view, so we don’t feel stuck in a corner and gives us something to interact with.” 45-54 female, Mass Affluent

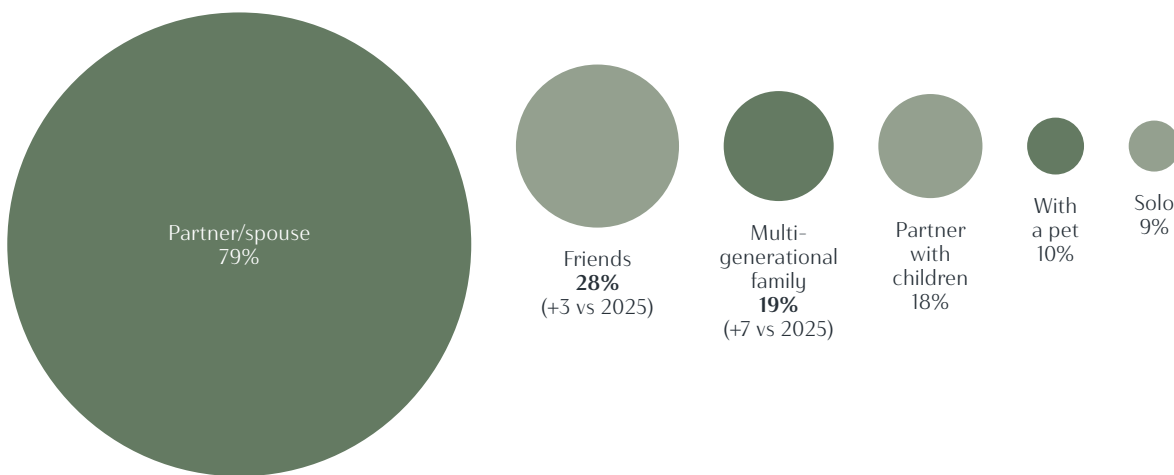
“I would need to be reassured that I would not feel vulnerable from a personal security point of view. I would also need to be convinced that I would feel comfortable and welcome dining alone.” 55-64 female, Emerging

“I would consider a solo break if there was an activity included which I wished to participate in and had no friends who wanted to join me.” 65-74 female, Emerging

INTERESTING TAKEAWAYS

- **Friends matter.** Social activities like golf, walking trails, and wine tastings are fuelling this growth.
- **Multi-gen holidays are booming.** Families want shared experiences with space for privacy.
- **Solo travel needs dignity.** Removing single supplements, offering safe experiences, and welcoming dining for one are key.

Fig. 6 – Who will you travel with on a UK break next year?



spaces, alongside activities that cater to different ages. For many, they represent a way to reconnect across generations and create memories that transcend a single holiday.

Alongside these shifts, **solo travel is quietly growing in relevance.**

One in four affluent travellers has already taken a solo trip, and a further 18 percent express interest in doing so. However, barriers such as single supplements, feelings of

vulnerability, and the challenge of dining alone still limit uptake. When these concerns are addressed, solo holidays can become deeply rewarding, offering time for reflection, independence, and personalised discovery.

This diversification shows that luxury travel is no longer defined by a single format. The market is being shaped by a variety of needs and lifestyles, from intimate couple escapes to lively friend gatherings,

meaningful family reunions, and restorative solo journeys. For hotels, the opportunity lies in creating **flexible, inclusive experiences** that make every guest feel considered and welcomed.



PoB HOTELS

Your way to experience it

A PoB Hotels gift voucher is more than just a present — it is an invitation to create unforgettable memories. Perfect for any occasion, our vouchers can be used at any one of our distinctive hotels across the British Isles, from countryside manors and coastal retreats to vibrant city hideaways. Instead of giving another object, you are giving the promise of time well spent: a romantic escape, a restorative spa day, or a celebratory dinner crafted by some of Britain's finest chefs.

The beauty of a PoB Hotels voucher is its **flexibility**. Recipients have the freedom to choose the experience that means the most to them, whether that is a few days of tranquillity in a historic house, cocktails before dinner in a Michelin-starred restaurant, or a spontaneous weekend by the sea. Valid across our entire collection, each voucher is an open door to discovery, with every stay offering individuality, authenticity, and the hallmark of PoB Hotels hospitality. Thoughtful, versatile, and timeless, a PoB Hotels gift voucher is the **ideal gift for anyone who values experiences over things.**

Freedom to wander

Spontaneity is the new luxury

Affluent travellers are increasingly embracing the thrill of spontaneity, making **last-minute bookings a hallmark of modern luxury travel**. While survey results suggest that 47 percent of guests usually book one to three months in advance, the reality for many hotels is quite different. They report that as much as three-quarters of reservations now arrive at short notice, often within days or even hours of arrival.

This behaviour reflects a wider cultural shift. For the wealthy, one of the greatest luxuries is the ability to act on impulse, to decide on a Thursday that they deserve a break and be checked into a country house or spa retreat by Friday

evening. Spontaneous travel also fits seamlessly into busy, unpredictable lifestyles where professional demands or family commitments make long-term planning difficult. Instead of carefully mapped itineraries, many are seeking **freedom, flexibility, and the excitement of immediate gratification**.

For hotels, this trend creates both challenges and opportunities. It demands agility in pricing and inventory management but also rewards those who make it easy for guests to book directly at short notice with clear availability and attractive packages. For travellers, it means the reassurance that a restorative escape or celebratory dinner is

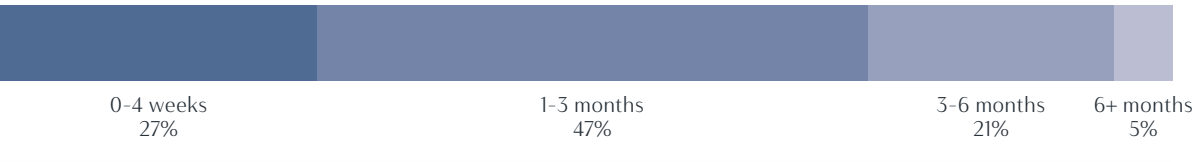
INTERESTING TAKEAWAYS

- Spontaneity is part of the thrill. The ability to decide today and depart tomorrow is itself a luxury.
- The declared booking window (1–3 months) hides the reality: people book later than they admit.
- Hotels must be agile and flexible, offering late availability and direct booking ease.

always within reach, without the need for extensive planning.

Key message: Spontaneity has become a status symbol in itself. The ability to book a luxury break at the last minute is increasingly seen as one of life's greatest indulgences – and hotels that embrace this behaviour will win favour with today's affluent traveller.

Fig. 7 – Usual booking windows





Where wanderlust begins

Inspiration is everywhere, but trust matters most



PoB HOTELS

Your way to experience it

The **PoB Hotels website** is the only place you need to go when searching for a luxury hotel in the UK. We have done the curation for you, bringing together a handpicked collection of independent properties that reflect the very best of British hospitality. Whatever your mood or reason for escaping, a seaside recharge, a cultural city break, a heritage-rich country retreat, or a restorative spa weekend, you will always find a hotel or experience to inspire you. With PoB Hotels, the hard work is already done: all that's left is to choose the stay that speaks to you and let your journey begin.

Travellers today are surrounded by inspiration. Ideas for the next getaway flow in from glossy magazines filled with aspirational imagery, personal recommendations from friends and family, the curated lifestyles of influencers, and endless online searches powered increasingly by AI. The abundance of choice is undeniable, yet it can also feel overwhelming. Amid this constant stream of possibilities, **trust emerges as the deciding factor** when choosing where to stay.

For affluent travellers in particular, the stakes are high. They want confidence that the hotel they book will deliver exactly what it promises, from service and comfort to food, setting and atmosphere. A personal recommendation or a trusted collection such as PoB Hotels carries far more weight than an anonymous review or a polished Instagram post. This explains why

Fig. 8 – Top reasons to book direct

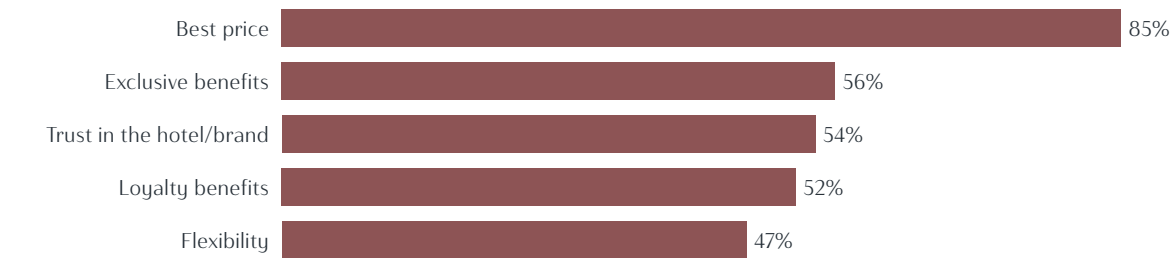


Fig. 9 – Sources of inspiration

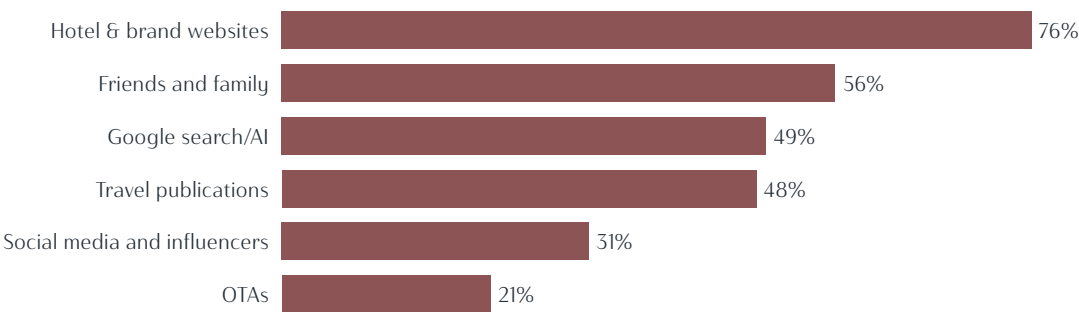
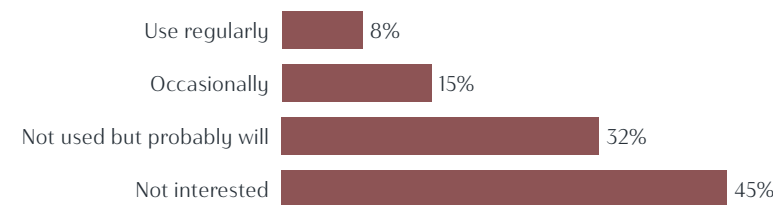


Fig. 10 – Have you used AI to plan a trip?



direct hotel websites and established brands remain the most influential sources of inspiration, consistently outperforming third-party platforms. For luxury travellers, trust is not just a nice-to-have; it is the currency that determines where they will spend both their time and their money.

Key message: In an age of infinite choice, inspiration is everywhere but trust is everything. Travellers may browse widely, but they ultimately book where they feel reassured, understood, and confident of quality.

INTERESTING TAKEAWAYS

- Hotel and brand websites are the most trusted source of inspiration.
- Direct booking is preferred, provided the price is right and perks are visible.
- AI is in its infancy, but one-third of affluent travellers expect to use it soon.

Yesterday meets tomorrow

Heritage is the heart of British luxury

Three-quarters of affluent travellers say **heritage is their top interest when booking a break**, making it the single most powerful draw in luxury travel today. Britain's history is not simply a backdrop to a holiday, it is the **main character**, woven into architecture, traditions, food, and culture in ways that few other destinations can rival. From centuries-old castles and Georgian crescents to stories of craft, literature, and ritual, heritage provides a sense of depth and grounding that elevates every stay.

For today's traveller, connecting with history is about more than sightseeing. It is about **living within it**, if only for a few days. It means wandering through a manor house that has stood for hundreds of years, dining in panelled rooms once used for gatherings of nobility, or walking garden paths designed generations ago. At the same time, heritage experiences are evolving to feel modern and

relevant, blending authenticity with comfort. Guests increasingly want to see how traditions are being reinterpreted for the present day, whether that is a historic estate producing its own wines, or a medieval castle offering state-of-the-art wellness facilities alongside its original stone walls. Less historic properties are

also able to capitalise on the heritage trend by promoting local experiences and activities beyond the property walls.

The appeal is universal: heritage allows travellers to feel **anchored in place and time**, to enjoy a slower pace and to experience culture that cannot be replicated

Fig. 11 – Breaks of most interest



INTERESTING TAKEAWAYS

- Heritage is the most popular theme of all, beating even food and wellness.
- The best stays layer heritage with food, nature, and culture.
- Historic hotels can be the ultimate differentiator in a crowded luxury market.



elsewhere. This search for authenticity and meaning is precisely why heritage breaks are consistently chosen ahead of even food or wellness escapes, and why they remain at the heart of the UK's luxury travel identity.

Key message: Heritage is the UK's greatest strength. It is not an add-on or a backdrop but the essence of what makes a UK luxury break unforgettable.

PoB HOTELS

Your way to experience it

Our **Now & Then Collection** celebrates Britain's most remarkable heritage experiences, where historic architecture is reimaged with modern comfort. Guests can wander past original staircases, grand fireplaces, and centuries-old stonework before retreating to **spacious rooms with larger beds, spa-inspired bathrooms, and calming, contemporary design**. More than a stay, this collection offers a way to **discover authentic British experiences**, from the traditions of afternoon tea in panelled drawing rooms to local stories told through food, art, and design. Each property is deeply rooted in its location, weaving **local narratives, heritage, and culture** into every detail. With PoB Hotels, heritage is not just preserved; it is brought to life with **quiet confidence, personal, authentic, and unhurried**.

The plate matters

Food as a defining element of travel



Dining is the new measure of luxury travel. Guests no longer see food as one element of a stay but as the lens through which the entire experience is judged. Increasingly, they want both **ease and elevation** in their dining choices, with casual options that are as thoughtfully designed as fine dining. It is no longer about one grand meal; it is about a rhythm of food moments across the stay.

One clear trend is the **blending of casual and refined dining within a single property**. A restaurant with a relaxed setting might offer locally brewed beers and hearty classics, while a tasting menu in the evening celebrates seasonal artistry. Guests expect to move seamlessly between these without compromise, and they are increasingly disappointed if a hotel excels only in one area.

There is also rising demand for **menus that tell a story of**

PoB HOTELS

Your way to experience it

Our **Seasoned to Perfection** dining experiences capture the best of British gastronomy, celebrating its range, creativity, and depth. Guests can move effortlessly from the comfort of **relaxed pubs and lively bars** to the elegance of **Michelin-starred restaurants and chef-led tasting menus**. This balance reflects what modern luxury travellers value most: variety

without compromise, casual moments executed with the same precision and pride as fine dining occasions.

Across the collection, **provenance is at the heart of every plate**. Hotels work closely with farmers, fishermen, winemakers, and foragers, while many cultivate their own kitchen gardens and orchards to bring ingredients directly from soil to table. Seasonal menus shift with the landscape, meaning no two visits are ever the same. A dish

of freshly landed seafood on the Cornish coast, game sourced from Yorkshire estates, or vegetables harvested from a walled garden in Sussex connects each guest directly to the region they are exploring.

Seasoned to Perfection is not just about eating well; it is about **tasting Britain in its truest form**. Every meal becomes part of the journey, deepening a sense of place and leaving memories that last long after the final course.

Fig. 12 – Dining preferences



provenance and sustainability.

Farm-to-table has moved from niche to mainstream, with guests looking for visible evidence of local sourcing, reduced food miles, and close relationships with producers. Regional classics prepared with a modern twist are highly prized, not as nostalgic comfort food but as a way of grounding the luxury experience in its setting.

Another important shift is the **growth of experiential dining.**

Guests are seeking activities that go beyond eating, chef's table dinners, wine pairings with vineyard visits, cookery workshops, foraging walks, or seasonal harvest feasts in a walled garden. These experiences create deeper emotional connections and give affluent travellers something to share and remember long after their stay.

Finally, we see an emerging focus on **balance and wellbeing.** Luxury diners are not abandoning indulgence, but they are mixing it with healthier choices. Lighter tasting menus, vegetarian and

flexitarian options, and non-alcoholic pairings are becoming more central to the dining experience, allowing guests to celebrate without compromise.

Key message: The new luxury of dining is about **variety, provenance, and participation.** Guests want options that flow from casual to celebratory, menus that reflect local stories, and experiences that invite them into the process. Dining is no longer an amenity, it is the narrative core of the modern luxury break.

INTERESTING
TAKEAWAYS

- Provenance is essential. Menus should showcase local suppliers and seasonal dishes.
- Guests want variety: informal meals and celebration dining in the same trip.
- Fine dining resonates strongly with top-tier travellers.



Comfort, quiet and hidden gems

What guests really prioritise

Above all else, travellers are seeking **comfort and quiet** when they book a luxury break. For affluent guests, true indulgence is not found in extravagance but in the ability to rest deeply, escape the noise of daily life, and enjoy surroundings that feel unhurried and serene. The details matter!

Alongside this, the search for **hidden gems** is becoming more important than ever. Today's travellers are increasingly drawn to experiences that feel **personal, undiscovered, and away from the crowds**. They want to find tucked-away villages, secret gardens, and authentic local traditions that make them feel like insiders rather than tourists. For affluent guests, the

ability to share a story of discovery, the pub with no menu that serves only what was caught that morning, or the art gallery hidden in a country lane is just as valuable as staying in a grand hotel suite.

This trend speaks to a broader desire for **authenticity and individuality**. In a world of mass travel and predictable itineraries, the true luxury lies in moments of quiet surprise, where comfort and character meet. For hotels, that means creating spaces of calm and offering insider knowledge that guides guests toward experiences they would never have found alone.

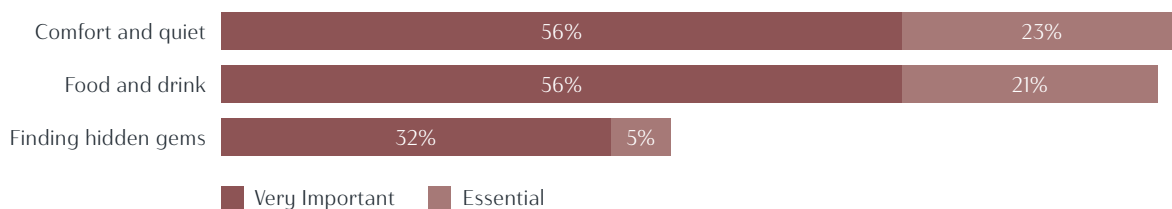
Key message: Modern travellers crave more than just a bed for

the night. They want **comfort that restores and discoveries that inspire**, proving that the greatest luxuries today are peace, privacy, and the joy of finding something special just off the beaten path.

INTERESTING TAKEAWAYS

- Silence is a hallmark of luxury. Soundproofing and calm design are investments worth making.
- Hidden gems matter: travellers want to discover places not found on mainstream lists.

Fig. 13 – Importance of factors



What does luxury mean to you when staying at a hotel?

“A seamless experience in a room with excellent furnishings, a good bed and comfy seating along with premium toiletries, bath robe and slippers. Plus, a fine dining restaurant.”

55-64 female, Emerging

“The wow factor. Being called by my name. Not being made to wait for check-ins or valets/ parking, a good service all round in the bars and restaurants, comfortable bed, good technology throughout the hotel.”

45-54 male, Established & HNW

“Little extras like decent toiletries, fruit, snacks and drinks in the room. A good gym with adequate equipment. Things like wellies, jackets etc to use in bad weather. A good restaurant with tasting menu. Discreet service.

Large comfortable bed in spacious well-equipped rooms.” 55-64 female, Emerging

“Great service from the moment I arrive, welcomed with a smile. Ensuring everything looks and feels high quality, super-clean rooms and communal areas like the lobby and

corridors. Rooms to be designed which scream out luxury and exclusivity. Restaurant and wellness sections to be set in an atmosphere which feels inviting and memorable.”

35-44 male, Emerging

“Being treated as important, extra touches such as canapés in the room. Turndown service. Superb restaurants and beautiful clean rooms. The service of the staff is vital! Empowered people who put the customer at the heart of everything they do and say.”

45-54 female, Established & HNW



Luxury grown, not flown

Quiet luxury and conscious choices

Today's luxury travellers may not actively search for "eco-hotels" or places that loudly market their green credentials. What they want is **quiet luxury with depth**, where the choices a hotel makes, about food, design, service and community that feel thoughtful, natural and authentic. These **conscious factors may not always be front of mind when booking, but they leave a lasting**

impression, shaping how much a guest connects with the property and how likely they are to return.

Guests notice effort in subtle but powerful ways. A menu that highlights ingredients from the hotel's own kitchen garden, a carafe of filtered water instead of plastic bottles, or staff who can tell the story of a local artisan product, these touches resonate

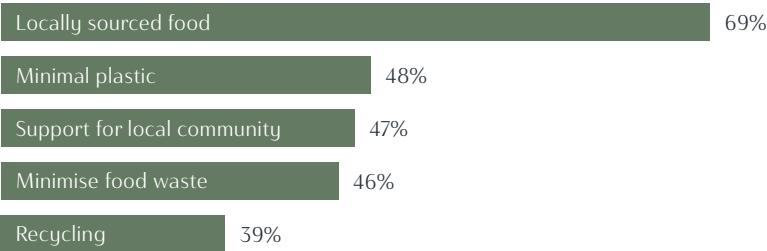
far beyond their immediate function. They are perceived as signs of care, and they align with a traveller's own values, even if unconsciously.

This is where **quiet luxury and conscious detail intersect**. Refillable amenities, visible support for local communities, or rail-friendly itineraries are not flashy gestures but **signals**

Fig. 14 – Guest agreement



Fig. 15 – Sustainable practices valued



INTERESTING TAKEAWAYS

- Guests want to eat food grown nearby and know the producers.
- Waste reduction and plastic minimisation are easy wins with big reputational benefits.
- Car-light holidays are on the rise, especially with train connectivity.



of integrity and refinement.

Guests may not have chosen the hotel because of them, but these actions shape how they feel during and after the stay. They create trust, loyalty, and the sense that the experience was worth investing in.

Key message: The future of luxury hospitality lies in experiences that are not only comfortable and beautiful but also **conscious and considered**.

Guests are not looking for slogans; they are looking for hotels that embody quiet effort and authenticity. When those values are present, they resonate deeply and turn a first-time visitor into a loyal advocate.

PoB HOTELS

Your way to experience it

Our **Art of the Garden Collection** celebrates hotels where gardens are not just a backdrop but a living, breathing part of the experience. These properties are home to **working kitchen gardens, orchards, vineyards, and producers** whose harvests shape the menus and bring authenticity to every stay. Guests are invited to step beyond the dining room and into the source of their food, touring the grounds with chefs, joining harvest tastings, or even taking home seasonal preserves and honey made on-site.

This collection reflects a growing desire among travellers for **connection, provenance, and storytelling**. Guests are no longer satisfied with simply eating well; they want to know where ingredients come from, how they are grown, and the people behind them. Walking through a walled garden in bloom, tasting herbs straight from the soil, or joining a chef for a forage in nearby woodlands creates a powerful sense of place and turns dining into a narrative experience.

This thoughtful approach allows guests to explore the surrounding landscapes at a slower pace, reinforcing the sense of tranquillity and quiet luxury while naturally reducing environmental impact.

The result is more than a holiday; it is an immersion. Guests leave not just rested, but inspired, with new tastes, seasonal stories, and even a jar of handmade preserves to carry home. The Art of the Garden Collection makes Britain's landscapes, produce, and traditions part of the luxury experience itself, grounding every stay in authenticity and care.

ABOUT



PoB Hotels is a collection of the finest independent luxury hotels across the British Isles, each chosen for its distinctive character, authenticity, and sense of place. No two are the same, yet all share a quiet confidence: a commitment to service that feels personal, unhurried, and deeply attentive.

From tranquil countryside estates and secluded coastal retreats to heritage-rich manor houses and vibrant city hideaways, PoB Hotels offers experiences as varied as Britain itself. Every property is curated

with care, ensuring guests discover not just a hotel, but a story – one rooted in local culture, history, and craft.

At the heart of the brand is an unwavering dedication to making every stay feel exceptional. This is luxury defined not by excess, but by thoughtfulness: a warm welcome, comfort that feels effortless, dining that celebrates provenance, and spaces designed for rest, reflection, and discovery. With PoB Hotels, every journey across Britain becomes an opportunity to experience individuality at its very best.



Altiant/LuxuryOpinions®

Altiant is a fieldwork company specialising in quantitative market research, exclusively serving top-tier luxury and wealth management organisations since 2014. Using its private global

community of manually-validated Affluent and HNW individuals across 15+ countries, LuxuryOpinions, Altiant empowers researchers, insight experts and marketing teams to make informed strategic decisions.

METHODOLOGY

This report uses Altiant panel data, with analysis and editorial by PoB. Fieldwork was conducted by Altiant in August 2025. In total, 1,646 respondents answered the survey. 200 UK affluent and HNWIs were surveyed from Altiant's own validated community LuxuryOpinions, 100 of which were male and 100 female. The median

Investible Assets (excluding property) of these respondents was just over £600,000. A further 1,446 UK respondents were sampled from PoB's own database, with a 41:59 gender split (male:female) and a median Investible Asset level of £133,000.

Within the report, some results and quotes are displayed according to three wealth groups based on their level

of Investible Assets, which closely mirror last year:

- Up to £80,000: Mass Affluent = 40% of total sample (40% last year)
- £80,000-400,000: Emerging = 33% of total sample (34% last year)
- £400,000+: Established & HNW (High Net Worth) = 27% of total sample (26% last year)

ACROSS THE BRITISH ISLES

The map illustrates the British Isles, divided into several regions and countries, each with its own set of locations and landmarks. The regions and their associated locations are:

- SCOTLAND**: The Torridon, Inverness, Ness Walk, Fife Arms, Hebridean Princess, Cronlix, Fingal, Prestonfield House, Edinburgh, Glasgow, Mar Hall, Glenapp Castle.
- THE NORTH**: Newcastle, Farlam Hall, Matfen Hall, Seaham Hall, Armathwaite Hall, Yorebridge House, Grantley Hall, York, Middlethorpe Hall, Northcote, Leeds, Manchester, Liverpool, Llandudno, Bodysgallen Hall, Palé Hall, Penmaenuchaf, Aberystwyth, Grove of Narberth, Cardiff, Bristol, The Angel, The Elms, Mallory Court, Kilworth House, Ellensborough Park, The Painswick, Calcot & Spa, Whatley Manor, The Relais, Henley, Hartwell House, Bedford Lodge, The Swan at Lavenham, Ipswich, Stansted, Talbooth House, The Athenaeum, Heathrow, The Capital, The Hari, Gatwick, The Vineyard, The Royal Crescent, Homewood, Bishopstrow, The Montagu Arms, The Priory, Park House, Southampton, Bailiffs Court, Ockenden Manor, Brighton, Gravetye Manor, Dover.
- CENTRAL ENGLAND**: Nottingham, Hambleton Hall, East Midlands, Birmingham, Kilworth House, Ellensborough Park, The Painswick, Calcot & Spa, Whatley Manor, The Relais, Henley, Hartwell House, Bedford Lodge, The Swan at Lavenham, Ipswich, Stansted, Talbooth House, The Athenaeum, Heathrow, The Capital, The Hari, Gatwick, The Vineyard, The Royal Crescent, Homewood, Bishopstrow, The Montagu Arms, The Priory, Park House, Southampton, Bailiffs Court, Ockenden Manor, Brighton, Gravetye Manor, Dover.
- THE COTSWOLDS**: Ellensborough Park, The Painswick, Calcot & Spa, Whatley Manor, The Relais, Henley, Hartwell House, Bedford Lodge, The Swan at Lavenham, Ipswich, Stansted, Talbooth House, The Athenaeum, Heathrow, The Capital, The Hari, Gatwick, The Vineyard, The Royal Crescent, Homewood, Bishopstrow, The Montagu Arms, The Priory, Park House, Southampton, Bailiffs Court, Ockenden Manor, Brighton, Gravetye Manor, Dover.
- THE SOUTH WEST**: The Headland, The Nare, Bovey Castle, Boringdon Hall, Thurlestone, St Ives, Exeter, The Atlantic Hotel, Jersey.
- THE SOUTH EAST**: Park House, Southampton, Bailiffs Court, Ockenden Manor, Brighton, Gravetye Manor, Dover.
- THE CHANNEL ISLANDS**: The Atlantic Hotel, Jersey.

The map also features various illustrations of British culture and nature, including a bagpiper, a Highland cow, a puffin, a teapot, a sheep, a castle, a kingfisher, a radish, a bunch of grapes, and two children with surfboards.





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