

# Sustainability, hyperpersonalization to disrupt luxury travel industry: report

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*Amalfi is one of the most-visited destinations in Italy, known for its lemon groves, blue waters and terraced villas*

By LUXURY ROUNDTABLE INTELLIGENCE

Luxury travel providers are striving to offer the most extravagant experiences money can buy, using descriptors such as "ultra-premium," "rare," "authentic" and "exotic" to entice travelers with offerings such as private villas and private islands, as well as special chef-inspired menus and exclusive members-only options.

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