



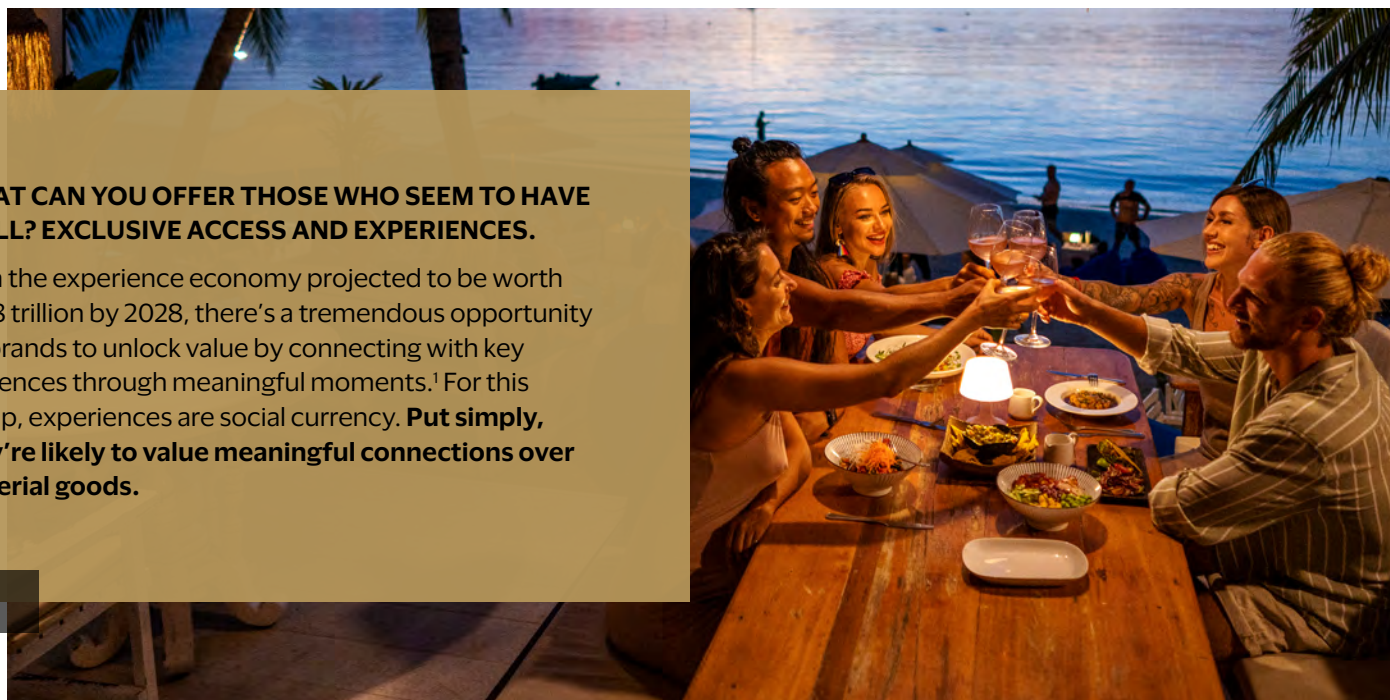
Crafting experiences that captivate the affluent audience

Affluent consumers often want more than what money can buy. See how to capture their attention with experiences that are immersive and memorable.

Create once-in-a-lifetime moments for affluent audiences that leave a lasting impact

WHAT CAN YOU OFFER THOSE WHO SEEM TO HAVE IT ALL? EXCLUSIVE ACCESS AND EXPERIENCES.

With the experience economy projected to be worth \$12.8 trillion by 2028, there's a tremendous opportunity for brands to unlock value by connecting with key audiences through meaningful moments.¹ For this group, experiences are social currency. **Put simply, they're likely to value meaningful connections over material goods.**



37%

of luxury consumers indicated they would prioritize investing in experiences and entertainment in the next 12 months.²

Access to sold-out shows. Invite-only dinners. Unforgettable destinations. There's an opportunity for brands to wow the affluent audience with what they can't easily purchase or access. That means unique adventures, all-inclusive escapes and curated, intimate events—experiences that they can both savor in the moment and share later on social media. It's worth noting, however, that the high-net-worth landscape is nuanced and their interests aren't necessarily one-size-fits-all. Understanding the preferences of your specific target audiences is important to ensuring each moment hits the right tones and deepens your connection.

As marketers, this can be a mindset shift as we focus on emotional, intangible rewards instead of functional benefits. But by fueling these authentic moments that transform the meaning of luxury from an object into a one-of-a-kind, exclusive experience, you can make an impression that truly pays off.³

On the following pages, you'll discover how you can create high-impact moments for this group of high-value consumers.

For the affluent audience, luxury doesn't always mean high cost or high-end surroundings—it's about moments that feel rare, real and worth talking about.

Moments where brands play a role in culture can be

2X more profitable

than other campaign types.¹

1. Allied Market Research (2019) via HOLBA, Unlocking the Experience Economy (2025).

2. Glossy x Saks Insights. Luxury Briefing: Experiences for the 1% are hyper-personalized, curated and private. April 2023.

3. Langer, Luxury Unfiltered: The new codes of luxury for 2025 (2025).

Make it relevant

TAP INTO AUDIENCE PASSIONS AND INTERESTS

Fandom Marketing—the strategy of tapping into fan culture to connect with consumers—is quickly reshaping how brands prioritize investments and build lasting loyalty. And it’s one that can be amplified for those affluent audiences whose interests lie in fan-inspired areas like music, sports and even motorsports.⁴

53%

of the affluent audience ranked music as their top interest. Playing and watching sports weren’t far behind.⁴

Luxury cars and hard-to-access events make motorsports especially popular among the affluent audience, which reached a market value of

\$9.5B
USD in 2024⁵

The sweet spot for creating experiences for this nuanced audience is combining multiple interests into one experience (or event). Alongside music and sports, affluent audiences are more likely than the general population to be interested in travel and eating out.⁴ So consider combinations like all-inclusive trips with access to private concerts (think event tourism) and Michelin-star dining overlooking a sporting event.

From insight to action—what to do next

Find the artists, teams and fashion designers out there that have already captured the heart of your audience—engage them to create experiences like:



ARTIST COLLABORATIONS

Co-create culture, don’t just sponsor it. Partner with artists to design multi-sensory experiences that merge creative worlds.



CONCERT SPONSORSHIPS

Turn access into belonging. Create member-only communities that give fans an emotional stake in the music moments they love.



IMPACT THAT LINGERS

Design the afterglow. Extend music or sports moments with post-event storytelling, playlists, or personalized thank-yous to keep the connection alive.

4. GWI (Base – Global).

5. Global Market Insights Inc. Motorsport Market Report, Report ID: GMI13286, <https://www.gminsights.com/industry-analysis/motorsport-market>.

Make it valuable

EMBRACE FAMILY-CENTRIC EXPERIENCES

For many in the affluent audience, motivation extends beyond typical daily essentials into strengthening their family and household wellbeing.⁶ They often prioritize services and benefits from brands that support their family's needs, not just their own.⁶ This suggests that there's an opportunity to deliver unique value by including their whole family in the experience, whether it's family-friendly travel options, daytime activities or even retreats that enable deeper communication among family members.⁶

By tapping into this desire for meaningful experiences for the whole crew, you can look to position your brand as a lifestyle partner that can not only entertain them but also empower them by acknowledging their priorities.

From insight to action—what to do next

Identify experiences that have long-lasting and genuine value for attendees and their families, including:



EXPAND CULTURAL HORIZONS

by unlocking new horizons and unique educational opportunities through new destinations, cuisines and art.



DESIGN FOR INCLUSIVITY

with experiences that account for spouses, children, even extended family members.



TAP INTO MEANINGFUL RETREATS

to target those seeking deeper connections and open communication between family members.

Make it seamless

CONSTRUCT FRICTIONLESS EXPERIENCES

Looking to impress affluent individuals? Delight them with an intuitive, seamless customer journey. Even as they're part of a crowd, they should feel cared for with touchpoints that proactively remove barriers and demonstrate that their satisfaction is your priority. From the initial invitation through to post-event communications, making an experience as frictionless as possible can deepen its impact and help cement the connection between your brand and your attendees.

The affluent audience is seeking out brands that make them feel valued.⁷

Anticipating their needs at each interaction can help show your commitment to maximizing their experience.

Many brands are embracing technology as a way to streamline communication and actively meet attendee needs, bridging the gap between digital and physical engagement.⁸ Whether it's behavior-based push notifications, virtual reality overlays or even AI-driven activations, technology can help make each attendee's experience uniquely polished, with your brand at the center of it all.

From insight to action—what to do next

LOOK FOR OPPORTUNITIES TO SHOW UP THROUGHOUT THE EXPERIENCE.

For example, a financial institution sponsoring a festival could streamline payments across event vendors to craft a smoother experience with tailored, triggered messaging at each touchpoint. Opportunities like this one illustrate that you are actively seeking to orchestrate a frictionless experience, taking every detail into account.

Another example is cashless events. These not only improve the guest experience but also help small businesses operate more effectively.

EXPLORE HOW TECHNOLOGY CAN MULTIPLY YOUR EFFORTS.

Over-communication before, during and after an event can generate excitement and make attendees feel special. You can use AI to help personalize these 1:1 communications in a way that's scalable for you and meaningful for them.

7. GWI Global, Affluent Audience (Q2 2024 -Q1 2025).

8. Stylus, Key directions in gaming, theatre, sportstainment & immersive experience design (2025): <https://stylus.com/pop-culture-media/sxsw-london-2025-key-directions-in-gaming-theatre-sportstainment-immersive-experience-design>



Make it multi-sensory

DELIGHT THE SENSES FOR A DEEPER CONNECTION

Experiences that move us on multiple levels can truly be unforgettable. Where we're not simply entertained—we're inspired. Tapping into all five senses can have a profound effect on how emotionally connected and present an attendee feels during an event. In fact, 68% of people say they seek out experiences that stimulate the senses.⁹

83%

of consumers say they're **actively seeking out experiences that can make them feel joy and happiness.**⁹

61%

are looking for brands that can **help them feel intense emotions.**⁹

When layered onto the affluent audience's desire for community and connection, this can become a unique opportunity to enhance culturally thrilling and enriching experiences with powerful scents, tastes and textures that boost their emotional impact and form a lasting collective memory.

From insight to action—what to do next

Consider powering experiences that have multi-sensory potential, including concerts and festivals, sporting events and luxury culinary experiences. Keep these thought-starters in mind:

Move beyond the visual realm. Integrate soundscapes, texture, scent, and taste to create layered, memorable experiences.

Extend the feeling beyond the moment. Incorporate multi-sensory keepsakes that evoke the memory and allow attendees to relive the moment again and again.

Make it shareable

CREATE MOMENTS WORTH SHARING

Already driven to share their experiences online, the affluent audience can be a powerful catalyst for expanding your marketing's reach and lifespan.¹⁰ In fact, nearly three-quarters of attendees document their experiences through photos and videos for social sharing.¹¹

Every photo, story and video shared can have a ripple effect across each attendee's friends and family, plus fans and followers of influencers, potentially amplifying the impact of each experience beyond the initial audience. This is especially effective in comparison to traditional marketing efforts, as 85% of consumers find user-generated content more influential than brand-produced visuals.¹²

Affluent audiences are

29% more likely than the average consumer to promote a brand if it enhances their online reputation.

42% are more likely to do so if they get access to exclusive content and services.¹³

From insight to action—what to do next

Design every experience to be newsfeed-worthy. Here are some thought-starters:



INFLUENCER COLLABORATIONS

Directly engage influencers who have the potential to exponentially expand your audience by leveraging their own platforms



LIVE STREAMS

Empower attendees to share their experiences live, generating excitement in the moment



STUNNING, STORY-WORTHY ENVIRONMENTS

Make sure you're providing the ideal backdrop for photos and videos, enabling your audience to portray exclusivity and luxury

You can even encourage sharing through contests or rewards, turning attendees into loyal brand advocates.

10. Visa, Global Ultra-High Net Worth Audience, Exec Summary (2024).

11. Eventtrack, Experiential Marketing Forecast & Benchmark Study (2025).

12. Crowdriff, The Essential Guide to User-Generated Content for Attractions (2023).

13. GWI Global, Affluent Audience (Q2 2024 - Q1 2025).

Make every moment matter with support from Visa Marketing Services

To kick-start or expand your experiential marketing and engage the affluent audience on a deeper level, leverage our team's expertise and resources for end-to-end support, including:

- Research and insights
- Marketing strategy
- Creative development
- Delivery and optimization
- Measurement

Learn more at <https://corporate.visa.com/en/services/visa-marketing-services.html>

