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Big Five Tours & Expeditions Blazes New Trail in the Travel Industry by Joining Forces with Lujavia

Partnership Aims to Introduce South American Luxury Experiences to India's Affluent Next Generation



Big Five Tours & Expeditions (Big Five), a leader in luxury and sustainable travel experiences and regional member of the World Travel Tourism Council (WTTC), today announced that it has hired **Lujavia**, a luxury travel marketing company specializing in Latin American Experiences, to represent Big Five to Indian luxury travel advisors connected with the next generation of India's luxury traveler. This collaboration seeks to meet the evolving travel preferences of this newly defined high net worth traveler, influenced by global exposure through overseas education and a growing appetite for unique, luxury travel experiences.

The Indian travel landscape is undergoing a significant transformation. India's younger, more affluent population is reshaping the way the world views global tourism. With a rapidly increasing disposable income and a global perspective shaped by overseas education and travel, this new generation of Indian travelers is increasingly seeking immersive and sophisticated travel experiences. They are no longer passive tourists; they are global citizens looking to engage deeply with the cultures they visit in a more socially responsible manner and well aligned with Big Five's core values.

As India's economy continues to grow at a rapid pace, the demand for luxury travel experiences has surged. In fact, India has emerged as one of the fastest-growing luxury travel markets, with Indian travelers now spending on par with their Western counterparts. This trend is part of the shift in

paradigm. India has long ceased to be defined as a developing nation, transformed into a global powerhouse with significant influence on international travel, among the largest economies globally. This shift presents incredible opportunities for companies that are quick to innovate and recognize these emerging trends. Big Five, with its long-standing reputation for providing personalized sustainable luxury travel, is one of the companies well positioned as a leader in catering to the affluent Indian market.

"We are excited to collaborate with Lujavia to introduce the new frontier for India's luxury traveler. Our Latin America journeys resonate with India's dynamic travelers and represent the long-haul destination finally in reach due to newly launching routes connecting India and this part of the world. This partnership aligns with our commitment to providing exceptional, culturally immersive travel experiences. As India increases its foothold as global player, it's important for us to be ahead of the curve, delivering world-class travel experiences that match the aspirations of this next generation of Indian travelers." said Ashish Sanghrajka, President of Big Five.

Lujavia's Founder, Bhriugu Bakshi added, "partnering with Big Five allows us to combine our expertise in Indian luxury traveler with Big Five's dedication to immersive luxury experiences in Latin America, like it does in Africa. Together, we aim to offer Indian travelers unparalleled access to South America's rich cultures and landscapes. With the rapid growth of the Indian luxury travel segment, we are thrilled to help lead the charge in delivering authentic, sophisticated travel experiences to this market."

"The programs for the Indian consumer align with experiences that Big Five is known for, as this is what they are seeking. They will all feature immersive cultural moments, luxury accommodations, and sustainable travel practices, ensuring a seamless blend of adventure and comfort that Big Five is known for. All programs being offered to this new generation of traveler, will ensure delivery on the tastes and adventurous spirits of India's next generation of travelers—who are eager to explore the world and leave their mark on it. The Indian luxury travel advisor is connected to their clients in a very close manner."

Big Five's commitment to sustainable and culturally rich travel aligns perfectly with the values of these new-age Indian travelers, who are more mindful of the impact their travel has on the world. This partnership represents not just an opportunity to offer incredible travel experiences but also to empower travelers to engage with the world in a way that is both responsible and enriching.

For more information on Big Five, their commitment to community-conscious travel or the programs they offer around the world, please visit www.bigfive.com.

For access to a recent blog on the topic and a panel discussion on this new audience, [click here](#).
(**Credit:** Big Five Tours & Expeditions)

For a selection of high resolution images, [click here](#).
(**Credit:** Luxury Tribe)

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About Big Five Tours & Expeditions

Founded in Kenya in 1973, Big Five Tours & Expeditions is renowned for customized, luxury adventure travel to 44 destinations worldwide. Big Five has been recognized by the travel industry for its sustainable tourism commitment and is a regional member of the WTTC allowing the brand to further expand its impact on a global

scale by supporting SMEs around the world. For more information about Big Five's customized journeys, visit bigfive.com.

About Lujavia

Lujavia is a leading Indian marketing company dedicated to connecting luxury travel brands with India's rapidly growing segment of high-net-worth travelers. With a sharp focus on Latin America and Antarctica, Lujavia specializes in promoting immersive, culturally rich journeys that balance exclusivity, authenticity, and sustainable travel. Through strategic collaborations with global travel advisors and on-the-ground partners, the company delivers curated experiences backed by expert support and round-the-clock concierge services. To learn more, visit www.lujavia.com.