

# TRAVEL INSIGHTS



APRIL 2021

# PURP— OSE

Coming out of times of adversity results in many people seeking good and craving a deeper sense of meaning in their lives and through their actions. Travel has long been an outlet for “finding yourself” but today’s travelers are expanding their desire for purposeful travel to include positive impacts on themselves, communities, and the globe.



## SUSTAINABLE TRAVEL

After a taste of the positive environmental impacts that came from the pause of travel, travelers are adamant about finding ways for their passions of travel and environmental values to coexist.

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### 41%

of consumers agree they are trying to be more aware of sustainability-friendly travel brands to support.

– AMERICAN EXPRESS GLOBAL TRAVEL TRENDS REPORT

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### 56%

of those under age 50 say they would be “much” or “somewhat more likely” to use an online platform which offers the ability to search for alternate energy and green accommodations.

– AIRBNB REPORT IN AP NEWS

### 38%

of people said they were more likely to choose one company over another based on a better environmental record in 2020.

– ABTA TRAVEL TRENDS

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Off season travel is seen as the new aspiration for luxury travelers, helping to reduce over-tourism:

### 80%

of luxury travelers indicate they are willing to travel to destinations during the offseason so that it is less crowded.

– AMERICAN EXPRESS GLOBAL TRAVEL TRENDS REPORT



## VOLUNTOURISM

The pandemic has increased a desire for consumers to give back, and many are looking for ways to make their travels more rewarding for the communities they visit as well as themselves.

# 59%

of respondents are interested in 'philantourism' the act of choosing a vacation or experience in order to support a destination through tourism.

– AMERICAN EXPRESS GLOBAL TRAVEL TRENDS REPORT

# 5X

Younger travelers were 5x more likely to say volunteering for a community in need was a primary motivator for travel.

– IHG HOTELS & RESORTS



# 2X

Professionals consider volunteering as an opportunity to differentiate in the job market. LinkedIn data shows that its members added 110,000 volunteer activities on their profiles each month in 2020, twice the rate in 2017.

– NONPROFITTIMES

One example destination is Visit Florida who offers voluntourism for marine life rescue.

“ I GET MORE OUT  
OF IT THAN THEY  
GET OUT OF ME.”

– PAT SEIFERT, VOLUNTOURIST

## LOCALISM

A global pandemic has turned consumers' hearts towards local communities. Whether being a tourist in one's own region or visiting somewhere new, travelers have a reinvigorated desire to connect with the local offerings and support local businesses.

# 74%

of Americans are eager to support local communities through travel.

– AMERICAN EXPRESS GLOBAL TRAVEL TRENDS REPORT



# 62%

of respondents agree that travel companies should ensure that their vacations help the local people and economy.

– ABTA TRAVEL TRENDS

# 84%

of Americans surveyed say it is important to get to know the local community when visiting somewhere new, with more than half doing this by supporting local eateries.

– PR NEWSWIRE

# 52%

Americans are returning to tourism closer to home. Over half now feel comfortable going out for leisure activities within their own community.

– DESTINATION ANALYSTS





## DIVERSITY/INCLUSION

The past year has greatly accelerated an existing demand of diversity and inclusion efforts throughout society. Now is the time for destinations and organizations to step up to meet these values through their travel offerings.

# 69%

of respondents agree that they would choose an airline/hotel brand that values diversity and inclusion and whose employees reflect a diverse customer base.

– AMERICAN EXPRESS GLOBAL TRAVEL TRENDS REPORT



# 38%

of Americans say that overall diversity is important or critically important when choosing a city to visit

– DESTINATION ANALYSTS

# 63%

of Americans agree that travel creates greater cultural understanding

– EXPEDIA 2021 TRAVEL TRENDS REPORT





## SELF-BETTERMENT

Trying times have heightened the desire for consumers to look in the mirror and improve themselves. Reprioritization of relationships, focus on health, and valuing meaningful experiences are all noble pursuits that many travelers will seek to gain through trips.

Nearly 60% agree that the pandemic has changed their outlook on life overall. As a result, nearly half

# 46%

agree they will put more effort into visiting places on their travel bucket list in the next few years.

– DESTINATION ANALYSTS

# 72%

of Americans want their personal lives to change significantly rather than returning to pre-COVID-19.

– IPSOS GLOBAL ADVISOR 2020

Amid the stress, Americans have recalibrated: 46% said:

“I LEARNED HOW TO ENJOY THE SMALL THINGS”

Additionally 31% said:

“I LEARNED HOW TO BE MORE MINDFUL AND SELF-REFLECTIVE.”

– HARRIS POLL

Americans are looking to continue improving themselves, with trips with loved ones and active vacations as means to do so:

# 43%

plan to stay more connected to friends and family after the pandemic, 42% plan to stay more physically active.

– HARRIS POLL



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