

# TRAVEL INSIGHTS



MARCH 2021

# CONNEC- TIONS

As the vaccine rollout continues, consumers are feeling much more optimistic about their summer travel plans. Savvy travel brands should tap into the increased craving for human connection and meaningful relationships as they develop strategies to assist eager travelers with trip planning. This theme of connection manifests in an assortment of travel trends as vacationers yearn for deeper, more meaningful experiences with friends and family.



## FAMILY

The challenges of the past year have created an increased prioritization of family. Many Americans are driven to travel by their desire to reunite with distant loved ones or spend quality time connecting with those closest to them.

“PRIORITIZING  
MY FAMILY AND  
THEIR NEEDS”

showed the greatest change in importance since the start of the year, up 56 points

– EDELMAN TRUST BAROMETER 2021

# 1 IN 4

travelers say a trip with family tops the travel wish list for 2021

– IHG HOTELS & RESORTS

The primary motivations for travel have shifted to focus on prioritizing human connection:

# 41%

say that travel to visit friends and family has become “much more” important to them. And over a third (37%) said their definition of “meaningful” travel has changed to focus more on time with loved ones.

– WUNDERMAN THOMPSON

## ROMANCE

Couples who have been at home together are looking to rekindle their romance in small and large ways by celebrating little relationship milestones and taking intimate trips together for a romantic change of scenery.



Cabin fever kills the romance.

# 1 IN 4

of respondents age 45+ said they look forward to intimacy while on vacation.

- [IHG HOTELS & RESORTS](#)



With so many couples having to postpone their weddings in 2020, many are looking for low-key ways to celebrate their nuptials in 2021, including eloping.

# 55%

increase in Pinterest searches YOY for “desert elopement”.

- [PINTEREST PREDICTS](#)

# 145%

increase in searches year over year for “monthly message for girlfriend”

- [PINTEREST PREDICTS](#)

## COMMUNITY

General consumers and travelers alike are looking for ways to connect with their communities. Younger generations and Black Americans are two groups who particularly seek community connection opportunities with their travels.

Younger travelers were

# 5X

more likely to say volunteering for a community in need was a primary motivator for travel

- IHG HOTELS & RESORTS

The Black audience values connections to their heritage and community, rewarding brands who offer these experiences.

# 50%

of Black adults plan to travel to locations or landmarks associated with their ethnic heritage. (16% higher than the general population)

- 2020 AIRBNB BLACK TRAVEL TRENDS SURVEY

# 88%

of Black Americans agree “companies that make sincere efforts to be part of or invest in my community deserve my loyalty”

- KANTAR



## VIRTUAL

Accelerated by the necessity of virtual communications, travel brands and travelers are offering digital solutions for vacationers to connect over a common location or favorite destination.

Widespread isolation has increased the craving for community and belonging even more as

# 47%

of people say they feel lonelier since COVID-19.

– SOCIAL PRO VIA TIME

New “Lobby” app: a virtual lobby where guests checked in at a hotel can chat with each other and make plans to meet in real life

– KANTAR US MONITOR

# 30%

of consumers say virtuality (preferring to do things and express themselves virtually vs. in physical worlds) is extremely or very important to them, and

# 57%

say it is at least somewhat important to them.

– KANTAR US MONITOR DATA

Many destinations with loyal traveler bases have online social communities of visitors and locals sharing information on open restaurants, best activities, and local favorites.

Door County Vacation Group

New Orleans



## SELF

Times of disruption create a craving for humans to reconnect with themselves or re-define who they are and what they truly value. The desire for a greater connection with one's self, paired with demands of social distance, inspires purpose-driven self-reflection travel.



“SOCIAL DISTANCING DEMANDS HAVE FED TRIPS FOR SELF-REFLECTION.”

– NEW YORK TIMES

As many feel burned out, individuals are looking to relax and rejuvenate within nature through their travels.

## NEARLY HALF

Nearly half of Americans reported experiencing burnout half of the time or more.

– DESTINATION ANALYSTS

## 41%

Say to “relax and escape stress” is a primary trip motivator

– DESTINATION ANALYSTS



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