

# TRAVEL INSIGHTS



JULY 2021



# EXCLUSIVITY IN TRAVEL

As some restrictions ease up, new red ropes of exclusivity are put in place in the travel industry alongside travelers' increased desire for unique vacation experiences. Despite increasing cultural conversations around inclusivity, travel continues to be more readily available to select groups.



# VACCINATION OPENS EXCLUSIVE ACCESS FOR TRAVELERS.

Many cruise lines are requiring COVID-19 vaccination as a condition of stepping on board.

– TRAVEL & LEISURE

In its guidance covering all types of travel, at home and abroad, the CDC draws a bright line between the vaccinated and unvaccinated when it comes to testing and quarantining as well as the trifecta of masking, distancing, and washing hands.

– CDC

## 50,000

California is offering 50,000 free passes to Six Flags amusement parks to the vaccinated.

– KTLA





# NEW TRAVEL SUBSCRIPTION SERVICES & PRIVATE TRAVEL CLUBS OFFER EXCLUSIVE DEALS.

## 31%

31% of US travelers said they would likely spend up to \$100/year to join a travel subscription service that provides exclusive travel offers. That figure jumps to 47% among Millennials and Gen Z travelers.

– PHOCUSWRIGHT IN MARKETING BREW

Tripadvisor Plus, launched in June 2021, is a subscription service for \$99/year that unlocks deals, like a cheaper hotel room or upgrade.

– MARKETING BREW

## 30%

Private travel clubs are on the rise: Inspirato booking activity is 30% higher year over year while competitors Exclusive Resorts LLC and Essentialist reported record-breaking membership sales in 2020.

– BLOOMBERG

## 50%

Around half of all millennials are now considering signing up for some form of travel club, outpacing the interest from Gen Xers and baby boomers.

– TRAVEL AND LEISURE





# AMERICANS ARE INCREASING THEIR OWN DESIRE FOR TRAVEL BUT DECREASING THEIR DESIRE TO WELCOME TRAVELERS IN THEIR COMMUNITY.

## 73.1%

The proportion of American travelers highly open to travel content was up to **73.1%** at the end of June 2021.

- DESTINATION ANALYSTS

## 33.6% → 40.6%

The week of June 20th 2021 saw a 7 pt increase in proportion of Americans who say they don't want tourists in town (**33.6%** to **40.6%**).

- DESTINATION ANALYSTS



**Three-quarters** of American travelers will take at least one vacation or getaway over the next 3 months .

- DESTINATION ANALYSTS

## 40%

**40%** of recent travelers have found other people irritating while out and about.

- DESTINATION ANALYSTS





# RISING TRAVEL COSTS AND A NEW TRAVEL LANDSCAPE WILL LEAD TO SPENDING BOOMS FOR SOME AND BARRIERS FOR OTHERS.



45%✓ 23%✗

**45%** of Millennials said they've gone into debt for summer travel and would do it again, while **23%** said they haven't gone into debt for summer travel in the past but would.

– CREDELLO

50%

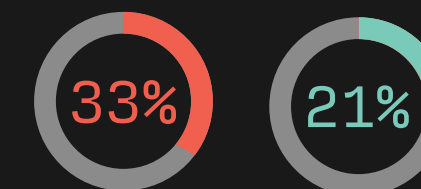
**50%** of consumers are more likely to splurge on pricey accommodations and travel options if it means they have strict COVID-19 hygiene protocols and **49%** say they are more likely to invest in priority travel passes to avoid crowds.

– DISCOVERY ANNUAL TRAVELER SURVEY

36%

**36%** of travelers say increased travel costs are an important factor in their decision to not travel right now.

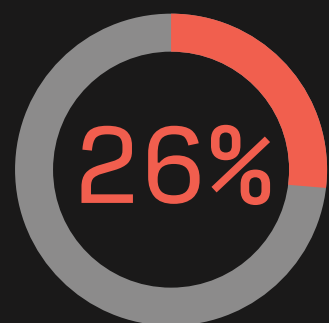
– DESTINATION ANALYSTS



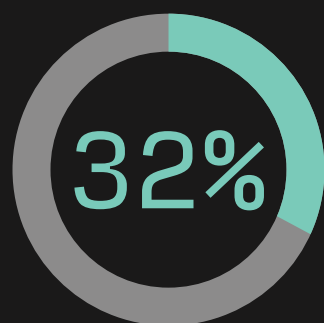
After experiencing a higher unemployment rate than men during the pandemic (**16.1%** vs. **13.6%**), women will be more cautious with travel spending. Of those planning to spend less than \$1,000 on their vacations this year, **33%** were women compared to **21%** of men.

– QUICKEN, INC. SURVEY VIA PR NEWSWIRE

# EXCLUSIVE FAMILY TIME IS A DESIRED ESCAPE.



without kids



with kids

Parents with kids under 18 are more likely than those without kids to go on a longer vacation than in previous years (**32%** with vs. **26%** without) and spend significantly more (**20%** with vs. **10%** without).

– QUICKEN SURVEY

“REMOTE FAMILY RETREATS ARE A TOP DESIRED TRIP ACCORDING TO AIRBNB”

– PR NEWSWIRE





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