

TOP TRENDS



2021 NOW & NEXT

TOP TRENDS 2021 – NOW & NEXT OVERVIEW

As the second pandemic year, 2021 was characterized by resilience, reprioritization, and reactions. Americans made shifts in their lives to prioritize better work/life balance, time with loved ones, and overall wellbeing. Beyond mere acknowledgments in 2020, values were supported with more tangible actions. Environmentally sustainable behaviors have become more mainstream and brands are making moves for greater diversity, equity, and inclusion in response to consumer demand. While the real world began to reopen more than the previous year, the virtual world also expanded with the broader adoption of NFTs, attention for cryptocurrency, and the introduction of the metaverse. The trends of 2021 have varying projected staying power, but all are likely to continue into the start of 2022 and many will shape the long-term future.



GENERAL TRENDS

1. Brands as Citizens
2. Great Reprioritization
3. Inclusion in Action
4. Sustainability is in Style
5. Digital World and Social Currency

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BRANDS AS CITIZENS (NOW – NEAR TERM)

As a convergence between the existing trends of demand for business good and a rise in localism, we are now seeing brands engage as community members. In addition to the pandemic, 2021 brought local community-specific natural disasters and violent tragedies, giving businesses both big and small the opportunity and imperative to act. Consumers are looking to businesses to have a positive impact on society, starting in their own backyards, and are rewarding those who align with their values.

73%

73% of global respondents believe brands must act now for the good of society and the planet.

- HAVAS MEDIA GROUP

69%_{LEFT} 70%_{RIGHT}

69% of left-leaning and **70%** of right-leaning consumers are willing to forgo the convenience of online ordering to shop at local small businesses.

- AFLAC

2/5

More than **2 in 5** women under 40 want to buy from companies that use a percentage of their profits to help local communities.

- THE HARRIS POLL

77

The Waukesha County Community Foundation shows **77** organizations and businesses have had or will have their own fundraisers to benefit The United for Waukesha Community Fund, a fund organized to benefit the victims of the Waukesha Christmas Parade tragedy.

- MILWAUKEE JOURNAL SENTINEL



GREAT REPRIORITIZATION (NOW – MEDIUM TERM)

After a continued rollercoaster of unemployment and health concerns, Americans are doing more than just quitting their jobs, but are reprioritizing their lives and acting on their own major shifts. During this shuffle, job vacancies delay society from a rapid return to pre-pandemic growth. However, whether starting businesses, adjusting to a more flexible work arrangement, or simply focusing more on bettering themselves and others, the great reprioritization is a sign that positive change often happens amidst major disruption.

4.3MM

4.3 million people (or nearly **3%** of the workforce) quit their jobs in the U.S. in August - the most on record.

- AP NEWS

CLOSE TO A QUARTER
(23%) OF EMPLOYED
AMERICANS PLAN TO
QUIT THEIR JOBS IN
THE NEXT 12 MONTHS.

- THE HARRIS POLL

89%

A large majority (**89%**) of startup entrepreneurs say that the pandemic has presented new innovative opportunities for their businesses.

- THE HARRIS POLL

49%

Around half of Americans report that they are prioritizing a better work life balance (**49%**).

- IPSOS

76%

Americans report lifestyle changes to serve their own betterment and that of society;

(76%) will continue to support charities they donated to this year due to the pandemic in the future

43%

(43%) plan to stay more connected to friends and family after the pandemic

42%

(42%) plan to stay more physically active.

- THE HARRIS POLL

81% 86%

81% of Gen Z and **86%** of Millennials say the pandemic has made them re-evaluate what is important in their life.

- KANTAR U.S. MONITOR



SUSTAINABILITY IS IN STYLE (NOW – LONG TERM)

As climate change continues to be a looming concern over society, consumers are increasingly welcoming sustainable practices into their lifestyles. Once niche behaviors, buying electric vehicles and participating in sustainable fashion practices are just a few of the eco-friendly choices that are in style and broadly accepted. Vegetarianism is also gaining traction as an environmentally conscious lifestyle in the high-end foodie space showing that it is here to stay.

66%↑72%

66% of all respondents express some anxiety about how climate change will affect them personally, rising to **72%** of Gen Z.

- WUNDERMAN THOMPSON

The secondhand market is projected to reach **\$77 billion by 2025** — up from \$36 billion in 2021 — and is growing at 11x the rate of the broader retail clothing sector.

- YAHOO! NEWS

Madewell has opened its first secondhand store

- TRENDWATCHING

59%

59% of women agree that “shopping online is often wasteful with its packaging,” and **56%** agree “I’m staying away from fast fashion because it’s unsustainable.”

- THE HARRIS POLL

Foodie culture sacrifices meat-based menus in favor of sustainable consumption.

“Michelin star restaurant in New York ditches meat and goes plant-based”

- FOOD & LIVING VEGAN

1/2

Already half (**51%**) of US adults would consider buying an EV.

- THE HARRIS POLL



INCLUSION IN ACTION (NOW – LONG TERM)

As an ongoing effort to improve society, diversity, equity and inclusion will remain imperative themes in our culture for years to come. Far beyond the early days of DEI work being seen as bonus initiatives, equitable and inclusive solutions that represent all people are now seen as foundational in brands' offerings. As a result, brands have shifted from a phase of avowals to actions and are redefining cultural norms.



12B

In the U.S., Biden is funneling over **\$12 billion** into disability services.

- TRENDWATCHING

52%

52% of corporate directors support tying executive compensation to DEI goals.

- PWC SURVEY VIA FORTUNE

“Target’s Teaming up with Diverse and Women-owned Businesses to Reimagine Beauty and Personal Care Products”

- TARGET CORPORATE

Luxury brands are re-inventing themselves to appeal to younger and more diverse audiences:

Tiffany’s new campaign with Beyonce and Jay Z is geared towards younger and more diverse consumers with familiarity highest among African Americans **(66%)**, Asian Americans **(67%)**, and Millennials **(72%)**.

- THE HARRIS POLL

Citizen Watches currently uses tennis star Naomi Osaka as a brand ambassador and among Gen Z and Millennials, Citizen has steadily improved in its perception as a fun, hip, and bold brand.

- THE HARRIS POLL

DIGITAL WORLD AND SOCIAL CURRENCY

(NOW – LONG TERM)

After experiencing a home-bound world in 2020, our culture is adopting a more limitless world through digital technology. Digital assets such as NFTs and cryptocurrencies continue to gain popularity while gaming platforms and social media companies build out the possibilities of virtual worlds and the metaverse. Brands can look for ways to get in on the action and reach consumers in a meaningful way digitally and in real life.

75%

A vast majority (**75%**) of parents with kids aged 3-9 say they have more screen time now than they did last year.

- MORNING CONSULT DATA IN AXIOS

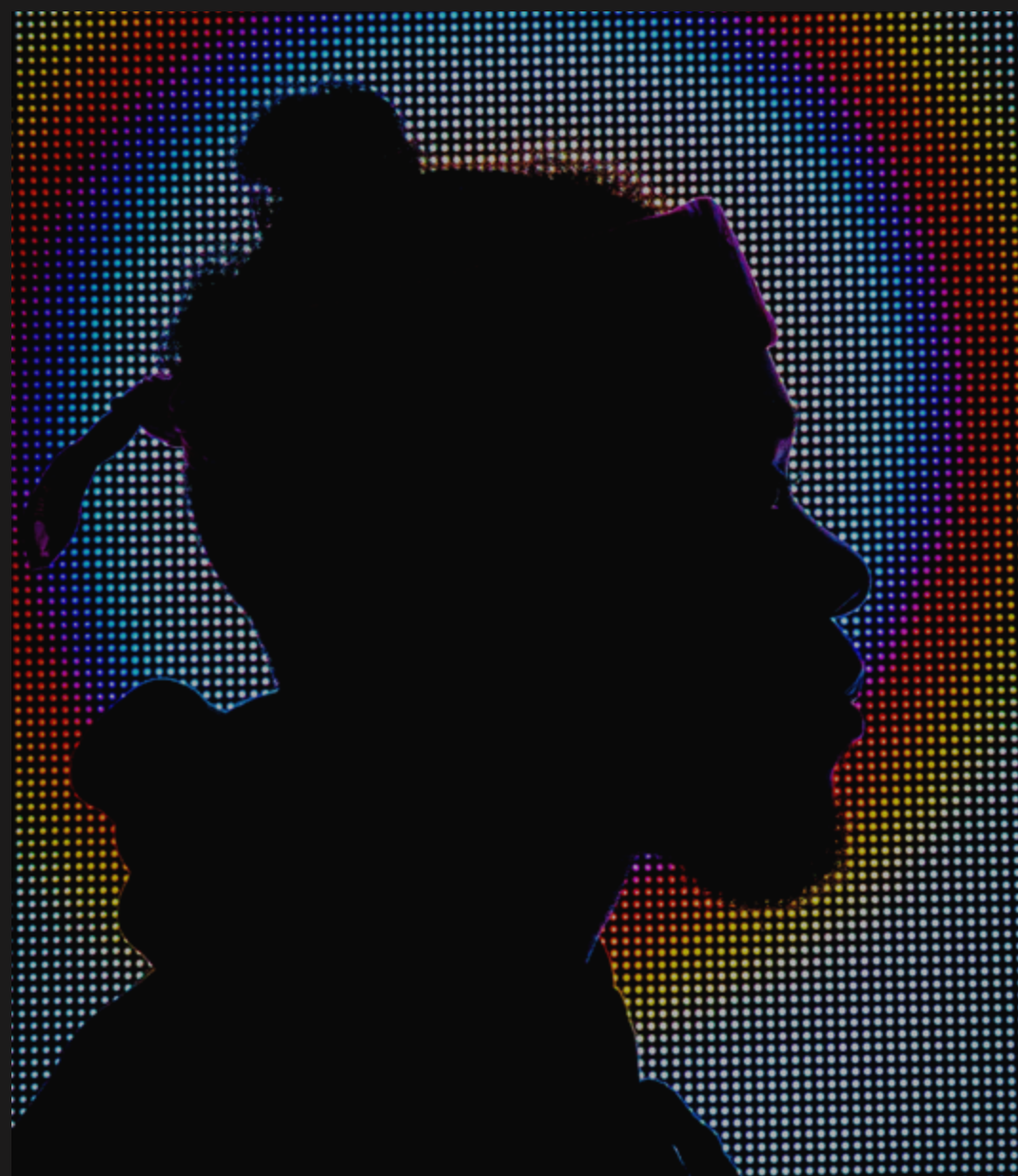
Gaming platform Roblox has become one of the most popular platforms for young kids. TikTok has become one of the hottest social apps, especially among older kids.

- MORNING CONSULT DATA IN AXIOS

48%

Nearly half (**48%**) of U.S. consumers reported investing money in cryptocurrency during the first half of the year.

- BUSINESS WIRE



22.5M

Robinhood had **22.5 million** active users in 2021 as trading cryptocurrency for hobby continued its popularity.

- BUSINESS OF APPS

7/10

7 in 10 (70%) Gen Z and Millennials are interested in interacting within the metaverse (vs **32%** of those over 40.)

- THE HARRIS POLL

Marriott International has released three art inspired NFTs at the Art Basel Miami as part of the Marriott Bonvoy rewards program.

- MARKETING DIVE

HEALTHCARE

1. Vaccination Conversation
2. Mental Health as Overall Health
3. Intentional Intake
4. Healthcare Entrants for All
5. Telehealth Transforming Healthcare

HEALTHCARE NOW & NEXT OVERVIEW

As a positive outcome of the pandemic, health and healthcare have been in the societal spotlight. This has highlighted the ongoing importance of mental health and intentional diets as integral aspects of overall health. It has also opened conversations about who is involved in healthcare, from public policy and employers involved in vaccine mandates, to external organizations expanding into healthcare offerings. Throughout the past year and looking ahead, the healthcare industry continues to innovate and evolve to people's concerns and needs in an effort to improve society's overall wellbeing.



VACCINATION CONVERSATION (NOW – NEAR TERM)

With the pandemic evolving and new variants emerging, vaccination continues to be a moving target. This key topic of conversation ties into health of all ages, from children to seniors, as well as operational concerns from workplace requirements to public policy. Healthcare providers and payors are impacted not only in the distribution of vaccines, but also as they navigate their own implications as employers facing worker shortages with questions on vaccine mandates.

71%

Approximately **71%** of the US population has received at least one dose of the COVID-19 vaccine.

- CDC

1/2

Now that boosters are recommended for all, half (**50%**) of respondents consider vaccination plus booster to be “fully vaccinated.”

- THE HARRIS POLL

New York City Mayor, Bill de Blasio, has announced a vaccination mandate applying to all private employers, the first of its kind in the nation, effective December 27.

- CNN

Organizations have the opportunity to incentivize vaccination.

In 2019, **\$783** per year was the average maximum incentive offered by employers for workers to participate in wellness activities.

- THE CONVERSATION

In 2021, Missouri State University offered **\$20** per month discounts on health insurance premiums for employees who got a COVID-19 vaccine.

- THE CONVERSATION

Healthcare employers are faced with challenges of vaccine requirements and worker shortages.

Nearly 1/3 of U.S. healthcare workers in hospitals were unvaccinated as of Fall 2021, up to **37%** in non-metropolitan rural counties.

- HEALTH DAY NEWS

“VACCINE MANDATE
SPARKS RURAL
HEALTHCARE
STAFFING CONCERNS”

- U.S. NEWS & WORLD REPORT



MENTAL HEALTH AS OVERALL HEALTH (NOW – LONG TERM)

The pandemic not only brought to light the fragility of our society's physical health – it also raised mental health's importance and the interconnection between the two. Societal and sports-culture pressures put these conversations in the spotlight creating a promising path towards future improvement across all groups, including racial minorities who may experience a greater impact. In response, employers are leaning on health insurers and providers for expanded mental health services.

54%

Fifty four percent of Americans say there is significant room for improvement in addressing mental health and suicide crises, which is far higher than other medical emergency responses where only **26%** of Americans report significant improvement is needed at the macro level.

- IPSOS

Athletics offered a platform for mental health awareness. In the 7 day period surrounding their own testimonies, Simone Biles gained 2 million interactions and Naomi Osaka gained 1.2 million.

- AXIOS

32% VS. 22%

Black and Hispanic Americans (**32%** each) are more likely than white Americans (**22%**) to say they think about their mental wellbeing often.

- IPSOS

31%

31% of employers have expanded the ways through which enrollees could get mental health or substance abuse services.

- KAISER FAMILY FOUNDATION REPORT

The good and the bad brand players in mental health

“Facebook Knows Instagram Is Toxic for Teen Girls, Company Documents Show”

- WALL STREET JOURNAL

“CDC: ER visits for suspected suicide attempts among teenage girls rose during pandemic”

- THE WASHINGTON POST

“Lush Cosmetics to quit social media amid growing mental health concerns”

- CNN



INTENTIONAL INTAKE (NOW – LONG TERM)

Shifting consumer tastes and values have highlighted new diet and lifestyle choices that are likely to last. The conversation around diets' inextricable connection to health shows healthcare payors and providers' expanded scope and opportunity to adapt with current health trends and create nutrition-based offerings to improve overall health and reduce health costs.

40%

Higher intake of ultra-processed foods was associated with a two-thirds higher risk for a second and fatal heart attack or stroke, as well as a **40%** higher all-cause mortality risk, compared with lower consumption levels.

- HEALTHDAY NEWS

30%

The U.S. market for no- and low-alcohol drinks grew by more than **30%** in terms of volume last year.

- MARKETING BREW

\$200

A Health Affairs study found that programs designed to help patients meet basic nutritional needs can achieve a monthly net healthcare savings of up to **\$200** per patient.

- MCKINSEY & COMPANY

1/10

1 in 10 Americans (**11%**) say vegetarian best describes their regular approach to eating. Up to **19%** of Millennials and **17%** of Gen Z.

- KANTAR US MONITOR

55%

55% of Medicare Advantage plans in 2021 offer home-delivered meals or food and produce benefits.

- MCKINSEY & COMPANY



HEALTHCARE ENTRANTS FOR ALL (NOW – LONG TERM)

As health and healthcare become a greater priority across culture and consumers increasingly seek easier, more ‘consumerized’ healthcare experiences, brands within and outside of the industry are collaborating. This provides fresh perspectives, resources, and competition within the broader health space, shaking up the industry by offering new ways for consumers to access healthcare. These new entrants and partnerships point to a reformation of the healthcare industry, one that includes broader reach to underserved populations.

9,000

Walgreens announced plans to offer doctor’s appointments, medical tests and nurse advice from their **9,000 stores**.

- CNBC

CVS Health signed a deal with Microsoft for cloud computing services, access to Microsoft’s Teams videoconferencing platform, Azure task automation technology and development of more customized care based on CVS customer and insurance subscriber data.

- FORBES

Anthem Blue Cross and Blue Shield is partnering with Kroger and Medicare Advantage plans to provide members with in-store benefits at Kroger locations.

- BECKER’S HOSPITAL REVIEW

78%

78% of healthcare leaders see Amazon as at least a moderate threat to hospitals and health systems.

- KAUFMAN HALL: STATE OF CONSUMERIZATION IN HEALTHCARE 2021

Amazon continues its expansion into healthcare with an accelerator aimed to “cultivate and promote innovative startup solutions that achieve the Quadruple Aim of improved patient experience, improved clinician experience, better health outcomes, and lower cost of care.”

- FORBES

Consumers are looking for their healthcare encounters to be easier, more streamlined and to look more similar to their interactions with other brands:

53%

Positive online reviews were the No. 1 factor influencing consumers’ choice of providers

53% of consumers want to be able to schedule same day appointments

32% of consumer want to look up cost estimates online

- PRESS GANEY CONSUMER EXPERIENCE TRENDS IN HEALTHCARE 2021

32%



TELEHEALTH TRANSFORMING HEALTHCARE

(NOW – LONG TERM)

Health technology took leaps forward driven by pandemic-induced necessity. New tools and virtual care are transforming the healthcare space for the long run, as both new and old healthcare practices will work together. The ecosystem of healthcare offerings will continue to evolve as optimization is needed to address existing barriers and concerns.

91%

91% of medical providers surveyed say they have already started using telehealth, **44%** having started after the pandemic began.

- MHEALTH INTELLIGENCE

52%

52% of telehealth providers reported having patients who refused a virtual visit, citing mistrust in technology or concerns about privacy and data safety.

- MHEALTH INTELLIGENCE

92%

92% of physicians surveyed believe technology can have a positive impact on improving patient experiences.

- GOOGLE CLOUD SURVEY WITH THE HARRIS POLL

72% 55%

Telehealth provides a compliment to in-person care. The proportion of post discharge follow-up visits conducted in person dropped from **72%** to **55%**, while the proportion of telemedicine visits rose from **0%** to **46%**.

- MHEALTH INTELLIGENCE

71%

71% of provider respondents believe that telehealth will add the most value to the healthcare sector in the next five years as compared with any other technology.

- MHEALTH INTELLIGENCE

83%

83% of respondents agree that five years from now telehealth will be a common way that people see their doctors for routine healthcare.

- KANTAR U.S. MONITOR



HIGHER EDUCATION

1. Economics of Education
2. Wellness Imperative
3. Plentiful Career Pathways
4. Breaking Down Barriers
5. Racial Justice Rising

HIGHER EDUCATION NOW & NEXT OVERVIEW

As the higher education space continues to adapt and evolve due to the pandemic and shifts in societal needs, college and graduate degrees remain of high value and importance. While there are now multitudes of career pathways, further expanded with virtual offerings, college education and liberal arts offer valuable soft skills expressed as most important in the job market by over a third of Americans (Best Colleges). Higher education institutes are also acting on their imperative values of both wellness and racial justice, all while continuing to prove their worth as a valuable life investment.



ECONOMICS OF EDUCATION (NOW – NEAR TERM)

Despite the cost of higher education, many still view the value to be worth the investment. However, greater conversations around financial implications of a higher education degree are needed as students and parents navigate these large life decisions, many of whom turn to heavy student loan burden or drop out altogether. Institutions have an opportunity to communicate long term ROI and cost-conscious options for potential students to be able to achieve their goals in line with their financial state.

71% → 77%

71% of US respondents agree that getting a college degree is worth the investment, up to **77%** for Gen Z.

- KANTAR U.S. MONITOR Q4 2021 DATA

However, **64%** of Gen Z and **67%** of Millennials agree that student loan debt has made them question whether it's a good idea for students to go to college.

- KANTAR U.S. MONITOR Q4 2021 DATA

Current students and graduates in repayment held an estimated **\$136.3** billion in private student loans as of March.

- INSIDE HIGHER ED

24%

Of students who drop out of college, nearly a quarter (**24%**) cited financial reasons.

- ED SURGE

31%

31% of Gen Zers cited “personal education” as the major purchase they put off in the past few months because of personal finance worries.

- KANTAR U.S. MONITOR Q4 2021 DATA



Top sources of college funding:

Parent income and savings **45%**

Scholarships **16%**

Student borrowing
(average of \$8,775) **11%**

- SALLIE MAE SURVEY IN UNIVERSITY BUSINESS

38%

Only **38%** of families and students have talked about post-college options and savings, including how lucrative their career paths will be when they graduate and the potential for post-graduate studies.

- SALLIE MAE SURVEY IN UNIVERSITY BUSINESS

WELLNESS IMPERATIVE (NOW – MEDIUM TERM)

After nearly two years of hyperfocus on health and wellbeing within higher education, the bar has been raised for students and faculty health to be a top priority. Some wellbeing improvements have been made among students as a result of the increased acknowledgement of mental health challenges. However, more work is needed for both students and faculty to feel that their wellbeing is fully supported by the institution they are a part of.

73% 48%

A recent survey highlighted that the most pressing issue facing university presidents is the mental health of students (**73%**) followed closely by the mental health of faculty and staff (**48%**).

– AMERICAN COUNCIL ON EDUCATION SURVEY

47%

47% of students say they could have used some or a lot more support from their college during this time.

– INSIDE HIGHER ED STUDENT VOICE SURVEY

67%

67% said the COVID-19 pandemic had caused them to give more thought to their mental health as part of their overall wellness.

– HEALIO

20

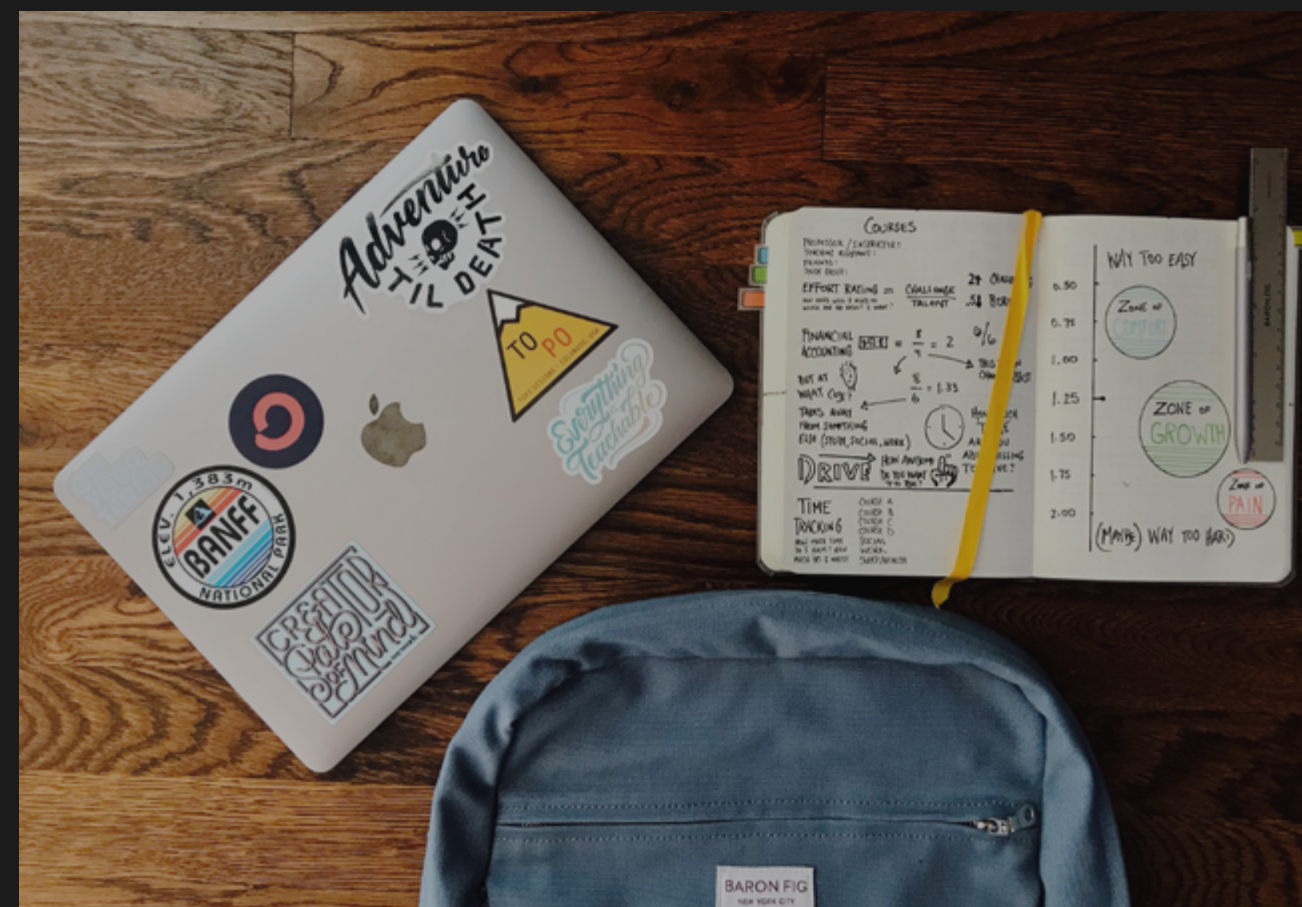
About **20** California community colleges have partnered with TimelyMD to provide around-the-clock virtual health and wellness services.

– CAMPUS TECHNOLOGY

25%

However, there has been a **25%** decline in the number of students who said they felt somewhat or considerably more stressed this year than in previous years.

– HEALIO



PLENTIFUL CAREER PATHWAYS (NOW – LONG TERM)

As educational institutions ramped up their digital offerings out of necessity, many will keep these flexible and hybrid learning options as permanent shifts in academic availability and as their key to much needed enrollment growth. Virtual learning added to the various pathways, from community colleges to traditional four-year universities, creates an array of options for adults to choose from in establishing their careers. Despite ongoing barriers that will need to be addressed, the variety of options open pathways for more non-traditional students to enroll, and encourage pursuit of graduate degrees as solutions to society's needs and students' aspirations.

59% VS. 41%

When asked what they believe is the better way for a young person to get ahead in life, **59%** of US respondents say getting a college education vs. only **41%** who say starting to work as soon as possible. These values go up to **64%**, and **36%**, respectively, for Gen Z.

- KANTAR U.S. MONITOR Q4 2021 DATA

47% 43%

47% of Gen Z would rather spend the entire time in college at a four-year university/college vs. **43%** who would rather start at a two-year school and finish at a four-year institution.

- KANTAR U.S. MONITOR Q4 2021 DATA

66%→69%

66% of US respondents agree that getting a graduate degree is worth the investment, up to **69%** for Gen Z.

- KANTAR U.S. MONITOR Q4 2021 DATA

19.9%

Societal challenges have shaped preferences in advanced education. Graduate degrees in computer and information sciences and support services have increased **19.9%** YOY and biological and biomedical sciences degrees have increased **9.5%** YOY.

- NATIONAL STUDENT CLEARINGHOUSE RESEARCH CENTER DATA IN THE CHRONICLE OF HIGHER EDUCATION

Online Education is predicted to increase at a compound annual growth rate of **9.23%**, reaching **\$319.167** billion by 2025.

- RESEARCH AND MARKETS DATA IN FINANCES ONLINE

"A hybrid approach will allow institutions to become more resilient during future disruptions, whether pandemics or natural disasters; help institutional leaders better manage costs and pedagogical demands; and, ultimately, become more student-centered."

- DELOITTE

However, nearly 80% of students said trouble concentrating has been the biggest barrier to successful online learning.

- HEALIO

There has been an increase in cybersecurity threats targeting universities attempting to steal university login credentials, with thousands of messages targeted to dozens of universities in North America leveraging concern over the Omicron variant.

- PROOFPOINT

BREAKING DOWN BARRIERS (NOW – LONG TERM)

The pandemic and recent racial justice movements have resurfaced the concern of higher education barriers in the application process. Standardized tests are becoming less standard as many question whether their bias excludes capable candidates of less privileged groups, or if these admittedly imperfect measures of merit are still the most effective way for institutions to gauge college readiness. Furthermore, there have been shifts in demographics from those applying, with students who have the highest financial need reluctant to apply.

The percentage of FAFSA applications dropped in 2020-21 to **68%**, a nearly **10%** decrease from 2018-19 and an **18%** decline since 2016-17. The No. 1 reason they don't apply is that they feel they won't qualify.

-SALLIE MAE SURVEY IN UNIVERSITY BUSINESS

30%

30% of students are too overwhelmed to finish the application process.

- COVID-19 IMPACT ON FALL 2021 STUDY CARNEGIE DARTLET

51%

51% of Americans agree standardized tests are inherently biased in favor of affluent students.

- THE HARRIS POLL

Top Proposed Alternative Measures for College Preparedness

High school grades **58%**

Interviews **49%**

Teacher recommendations **47%**

Academic/extracurricular awards **41%**

- THE HARRIS POLL

The University of California system—which called for eliminating the ACT/SAT as an admissions requirement as far back as 2001—officially removed testing as of November 2021.

- JEFF SELINGO LINKEDIN



RACIAL JUSTICE RISING (NOW – LONG TERM)

Faced with historic inequities across the higher education system, racial groups and allies are calling on higher education to make meaningful and lasting changes. The recent racial injustice conversations in culture have accelerated the pressure for universities to take action – and many have responded.

62%

62% of students surveyed strongly or somewhat agree that higher education has a role to play in racial justice and racial equality in the United States.

- COLLEGE PULSE

73%

73% of students believe the recruitment and retention of diverse staff will influence change.

- BEST COLLEGES

Black parents are most likely to be fearful of their children dropping out of college (**26% vs. 23% White, 18% Hispanic, and 21% Asian**)

- KANTAR U.S. MONITOR Q4 2021 DATA

Universities reconsider what historical figures are honored

Clemson University removed the name of John C. Calhoun, who held that slavery was a “positive good,” from its honors college.

-THE CHRONICLE OF HIGHER EDUCATION

Western Carolina University dropped the name of the segregationist former governor Clyde R. Hoey from an auditorium.

-THE CHRONICLE OF HIGHER EDUCATION

Universities offer trainings & courses to combat racism

University of Louisville instituted the Cardinal Anti-Racism Agenda which includes a wide range of programs such as the Black Male Initiative, which seeks to increase the retention, graduation and engagement of Black males, a consortium for social justice-related research, and enhanced programming related to structural racism.

- THE CHRONICLE OF HIGHER EDUCATION

This fall, Duke University held its first antiracism training program for freshmen.

- THE CHRONICLE OF HIGHER EDUCATION



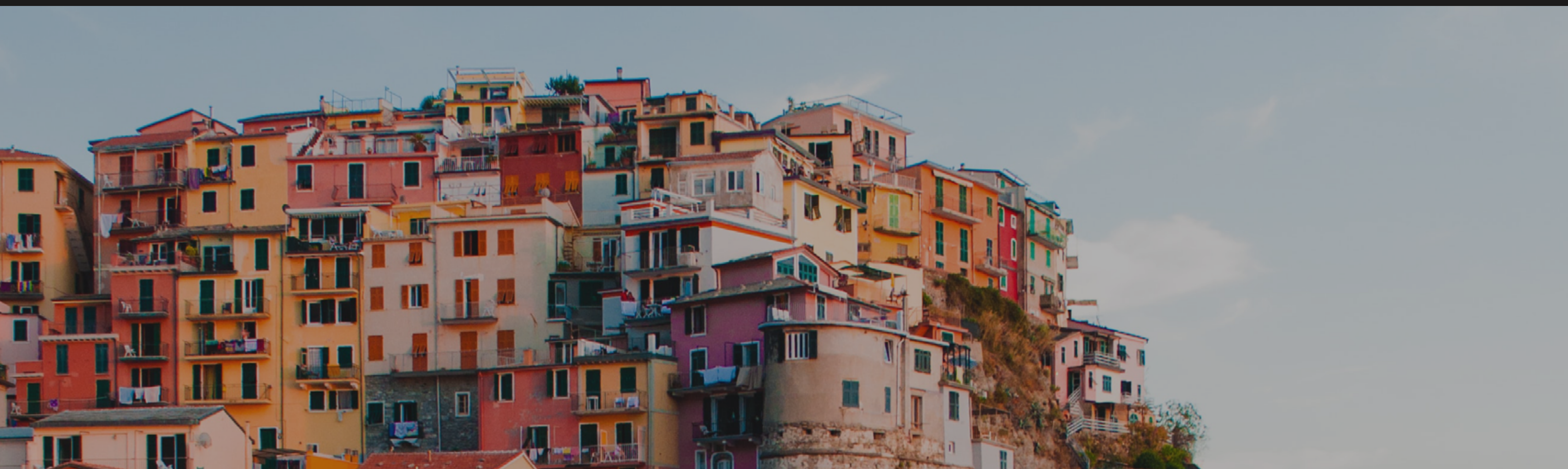


TRAVEL TRENDS

1. Pandemic Resilient Travel
2. Simply Meaningful Travel
3. New Bleisure Travel
4. Touch-free Travel
5. Tangibly Responsible Travel

TRAVEL NOW & NEXT OVERVIEW

Rounding out 2021, the second year of the COVID-era, travelers have a somewhat cautious but strong craving to travel. 33% of American travelers say they will take more leisure trips in the next year and 33% say they will spend more money on their leisure travel in 2022 (Destination Analysts). In response to pandemic challenges, the travel industry has adopted new measures to ensure travel's viability from temporary safety policies to long-term technological advancements. With an increased prioritization of work / life balance, travelers are looking to take meaningful trips with their families or enjoy conducting work from a fresh destination. Accelerating existing trends, people are looking for getaways that align with their values and can be tangibly sustainable.



PANDEMIC RESILIENT TRAVEL (NOW – NEAR TERM)

Traveling in a current and post-COVID world can be complicated with regularly shifting safety guidelines, labor shortages, and greater uncertainty with transportation and the quality of hospitality. Many travelers are in support of precautions and aware of industry challenges, but they are also seeking a sense of simplicity. As a result, brands have created travel offerings such as real-time travel guides, safety net packages, and up to date information, to ease travelers' return to vacationing.

84% 71%

Three-quarters **(76%)** of Americans support requiring non-U.S. travelers to be fully vaccinated, with **(84%)** of Democrats and **(71%)** of Republicans in agreement.

- THE HARRIS POLL

64%

People are looking for greater simplicity. **64%** of respondents said that they would like to continue maintaining a slower pace of life even after COVID-19 is not a factor in their lives.

- KANTAR U.S. MONITOR

72%

(72%) of Americans believe we are entering a “new normal” where testing and vaccination requirements are routine, a notion held by both vaccinated **(75%)** and unvaccinated **(61%)** Americans.

- THE HARRIS POLL

The Richmond Region Tourism Organization in Virginia is using its Visit Richmond page to provide traditional travel guidelines as well as up-to-date attraction safeguards, restaurant protocols, and transportation precautions all in one place.

- KANTAR U.S. MONITOR



“Tour Operators Create New Jobs to Assure Travelers About Trip Safety”

Three tour operators, Trafalgar Tours, Insight Vacations and Luxury Gold, have placed wellbeing directors on their trips.

- SKIFT

SIMPLY MEANINGFUL TRAVEL (NOW – NEAR TERM)

As travelers crave trips, they are looking for meaningful escapes. For many this entails refreshing getaways to outdoor destinations and prioritizing time spent with family and loved ones. Relaxation and reconnection are driving reasons for taking vacations, whether simple or indulgent.

Words that most accurately describe the type of vacation respondents are planning next:

Family focused	48%
Simple	39%
Outdoors	30%
Active	26%
Celebratory	20%

- KANTAR U.S. MONITOR

Top reasons for taking a vacation today:

Relaxation	44%
Stress relief	22%
Reconnecting with family and friends	13%
Exploration / seeing new places	08%
Cabin fever / feeling cooped up	06%

- KANTAR U.S. MONITOR

70%

Beaches, rural towns and national/state park destinations will still be where a majority of American travelers head, with more than **70%** reporting plans for these types of destinations.

- DESTINATION ANALYSTS

However, **29%** report that they will increase their urban travel in 2022.

- DESTINATION ANALYSTS

39%↑ 32%↑

American travelers look to make up lost time with loved ones as 39% plan to increase their family travel in 2022 and 32% will increase their travel with friends.

- DESTINATION ANALYSTS



NEW BLEISURE TRAVEL (NOW – LONG TERM)

With a wider acceptance of remote work appearing to stay indefinitely, people continue blurring the lines between business, travel, and vacation. This trend is shifting business travel to being more consumer-centric as traditional business travel may continue to be suppressed, but workations and bleisure trips are likely to rise. Business travelers vacationing on their own terms are more likely to extend trips and spend more.

Marriott Bonvoy is offering packages for various types of remote workers.

Day Pass from 6 a.m. to 6 p.m. for those looking for a change of scenery just for the day

Stay Pass for those who want to work in a new place during the day but also want to extend their stay into the night

Play Pass for those who want to enjoy a resort vacation with their family

- KANTAR U.S. MONITOR

66%

Two-thirds (**66%**) of workers want to continue working remotely indefinitely.

- TECHRADAR

Working vacationers plan to take twice as many trips, and to stay longer, than those who intend to disconnect for the holidays.

- DELOITTE

Hurtigruten Expeditions has launched its “Work from Ship” initiative which allows passengers to work from their high-speed internet cabins while they sail around the world.

- KANTAR U.S. MONITOR

3/4

Three in four workers said they'll add at least one day to their holiday trips and **38%** say they'll add three to six days.

- AXIOS



TOUCH-FREE TRAVEL (NOW – LONG TERM)

As travelers have become wary of safety and hygiene concerns, businesses have adapted with new technologies designed to limit COVID-driven concerns, which are likely to catch on for long-term efficiencies. Travel brands are offering touchless experiences from self-check-in to QR codes in order to not only improve safety but also help resolve staffing shortages for a more seamless experience for travelers.

“HOTEL CEOS
CONCEDE A LASTING
LABOR SHORTAGE
MAY RESHAPE GUEST
EXPERIENCE”

– SKIFT

62%

62% of respondents say that no matter what the product is, they will pay more if they know its clean and sanitized.

– KANTAR U.S. MONITOR

All citizenM hotels have become completely contactless. Users can check-in, pay for services, lock their room, control the temperature, and complete their stays all from their smartphone.

– KANTAR U.S. MONITOR

Delta recently partnered with TSA to launch its first domestic facial recognition option for customers.

– KANTAR U.S. MONITOR

Dallas/Fort Worth International Airport is trying out a “fast pass” program that allows passengers to avoid security lines by reserving a time slot for screening.

– WFAA TV DALLAS

TANGIBLY RESPONSIBLE TRAVEL (NOW – LONG TERM)

The ongoing growth in the value of environmental sustainability is likely to be a foundational aspect of the future of travel. While the topic of eco-friendly tourism has been around for years, increased support and new measurement tools make sustainable travel more tangible. Today, travelers can seek sustainable stays in their trip searches and make choices that reward eco-conscious travel brands. With their core values of pragmatism, it is no surprise that this responsible travel trend is being championed by Gen Z, which they will likely carry over into the next generation.

61%

83% of respondents said they found sustainable travel to be vital, with **61%** noting that the pandemic has increased their interest in traveling sustainably.

– BNN BLOOMBERG

The term “green hotel,” has quadrupled in search volume since March 2020, according to Google Trends.

– BNN BLOOMBERG

Half added that finding a hotel with actual eco-credibility isn’t easy.

– BNN BLOOMBERG

69%

69 percent of Gen Z travelers (aged 18 to 24) felt strongly about responsible travel.

– GLOBETRENDER

Google introduced the most significant new eco-travel tool this fall, which labels hotels as “Eco-Certified” in global search results, with a leaf-shaped icon next to the hotel’s name.

– BNN BLOOMBERG

80%

80% of luxury travelers are willing to travel to destinations during the offseason so that it is less crowded.

– AMERICAN EXPRESS GLOBAL TRAVEL TRENDS REPORT





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