

TRAVEL INSIGHTS



JANUARY 2022

RESOLUTIONS & TRAVEL SOLUTIONS

A third of Americans included “travel more” in their top resolutions for 2022 (Ipsos). However, others with non-travel-specific resolutions could just as much benefit from increased travel as a means to accomplish their goals. From exercising and better eating to career shifts or unplugging, travel offers opportunities to connect or escape to achieve a better version of oneself in the new year and beyond.

5 Resolutions & Travel Solutions

Health & Fitness → Well-being Travel

Eat Better → Foodie Travel

Unplug → Off-the-grid Travel

Positive Presence → Conscious Travel

Work Life Changes → Workations

HEALTH & FITNESS → WELL-BEING TRAVEL

Consistently the most popular New Year's resolution, improving health and fitness has continued, if not elevated, its aspirational status through the pandemic era. Exercise junkies and novices alike crave the positive energy gained through active vacations. Many can leverage travel as a fun means to follow through on their healthy lifestyle intentions.

THE RESOLUTIONS

48% want to exercise more.

41% want to lose weight.

- IPSOS

76% **55%**

76% of respondents said they wanted to spend more on travel that improves their well-being, and **55%** said they would be willing to pay extra for these services or activities.

- AMERICAN EXPRESS SURVEY IN THE NEW YORK TIMES

Trip experiences garnering strong interest from American travelers include enjoying scenic beauty (**70%**), warm weather outdoor activities (**66%**) and visiting U.S. National Parks (**58%**).

- DESTINATION ANALYSTS

70%
66%
58%

44%

44% of Americans often or very often consider whether a company is helping them make healthier / better lifestyle choices before making a purchase.

- PWC



EAT BETTER → FOODIE TRAVEL

Being a foodie, or simply having food as a greater intention in one's lifestyle, continues to gain relevance and be redefined. Better eating habits is a common resolution that often fades by the end of January. However, with new ways of experiencing food, and new norms around healthier alternatives such as alcohol-free and veganism, travelers can explore with their tastebuds and build lasting positive relations with food.

"An alcohol-free bar with mocktails and more just opened in downtown Racine to help normalize not drinking"

- MILWAUKEE JOURNAL SENTINEL

"MICHELIN STAR RESTAURANT IN NEW YORK DITCHES MEAT AND GOES PLANT-BASED"

- FOOD & LIVING VEGAN

THE RESOLUTION

41%

41% want to eat cleaner / healthier.

- IPSOS

'Le Petit Chef and Friends' offered on Celebrity Cruises is a 3D-projected "dinner and a show" dining experience where digitally-projected chefs prepare a meal before guests are served the real thing.

- CELEBRITY CRUISES

31%

The low- and no-alcohol market is continuing to expand, with consumption expected to grow **31%** by 2024.

- NATION'S RESTAURANT NEWS

56%

56% of American travelers include cuisine and food experiences as strong interest for their trips.

- DESTINATION ANALYSTS



UNPLUG → OFF-THE-GRID TRAVEL

A modern resolution borne out of our always-on world, the intent to unplug from media holds the potential for numerous additional benefits. Americans increasingly crave escapes from screens and stress. While pre-pandemic, social media and trips seemed inextricable, travel now offers a welcomed means for media-free memories.

THE RESOLUTIONS

14% 11%

14% want to use less social media.

11% want to cut down on looking at the news.

- IPSOS

64% 60%

Relaxing (64%) and escaping stress (60%) are top travel priorities for 2022.

- DESTINATION ANALYSTS

The Willka T'ika Wellness Retreat, Peru was the “best for a digital detox” in Vogue’s The Best New Wellness Trips to Book in 2022. With a strong focus on nature, the retreat doesn’t have TVs or phones in the rooms, and only offers Wi-Fi in designated areas—perfect for a soul-reviving digital detox.

- VOGUE



66%

66% of Millennials say, “I wish I spent more of my free time being completely disconnected from technology.”

- KANTAR U.S. MONITOR

24%

A successful trip is no longer defined by likes on social media. Nearly a quarter (24%) plan to spend less time on their devices to be more present.

- EXPEDIA 2022 TRAVEL TRENDS REPORT

POSITIVE PRESENCE → CONSCIOUS TRAVEL

As many people resolve to have a more positive presence in the world and improve their impact on others, this honorable pursuit can come to life through a variety of manifestations. Whether aiming to be more kind to others, respectful of the world around them, supporting good causes or being more inclusive, travelers have renewed opportunities to use their vacations for the greater good.

\$3B

The phenomenon of volunteer tourism is now a **\$3 billion** a year industry.

- NPR

"U.S. TRAVEL
UNVEILS NEW
DIVERSITY AND
INCLUSION
PARTNERSHIP."

- TRAVEL AGE WEST

THE RESOLUTIONS

32% want to be more patient / kind.

16% want to be more respectful of others.

12% want to volunteer more.

12% want to be more accepting / inclusive.

- IPSOS

37%

37% of respondents said that opportunities for travelers to be involved in the preservation of tourist destinations will help the industry to become more sustainable in the long term.

- AMADEUS RESEARCH IN TRAVEL PULSE

The EDWINS Leadership and Restaurant Institute in Cleveland is listed as a top place to visit in The New York Time's 52 Places for a Changed World – a global list for 2022 where travelers can be part of the solution. This restaurant destination's unique mission is to teach former prisoners a new trade.

- NEW YORK TIMES

67%

Two thirds of Americans (**67%**) say they will make some personal resolutions to do specific things for themselves or others in 2022.

- IPSOS

WORK LIFE CHANGES → WORKATIONS

Continuing the trend of drastic shifts in work life for Americans, many are using the new year to resolve for a change. Beyond just quitting, the great resignation is fueled by a reprioritization in defining work and lifestyle time allocation. As people make adjustments to their schedules, structures, jobs and lives, many will take advantage of the flexibility to experience fresh scenery and fit in more travel, regardless of PTO quantity.

THE RESOLUTION

16%

16% want to get a new job.

- IPSOS

“Saving gas on the commute, not paying for lunch or dry cleaning, the boss not knowing exactly where you are Zooming from, and a strong urge to get out of the house they live and work in are all factors aligning to create a new type of traveler.”

- TRAVEL PULSE

11%

According to Airbnb, stays of four weeks or more almost doubled between 2019 and the first few months of 2021. Around **11%** of long-term Airbnb bookers said they were living a nomadic lifestyle.

- AIRBNB DATA VIA NBC NEWS

46%

46% of employed American travelers say they are interested or extremely interested in taking a workcation in 2022.

- DESTINATION ANALYSTS

“Increasingly, people are prioritizing community, happiness, travel, personal growth and having the ability to control more elements of their lives (e.g., designing your own work schedule) over traditional aspirations.”

- KANTAR U.S. MONITOR

17%

Nearly **17%** of microbusinesses were started after the onset of the pandemic.

- VENTURE FORWARD 2021

MICROBUSINESS NATIONAL SURVEY





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