

TRAVEL INSIGHTS



JUNE 2022

TRAVEL BRAND VALUES

Value-based positioning (VBP) allows brands to connect in meaningful ways to the core human values that their audiences hold. Across the travel industry, the essence of notable brands can be tied back to powerful human values that create craving and affinity. To demonstrate how VBP could come to life, we identified core human values for 5 brands across the travel industry if they were to use VBP. This abbreviated process is outlined for each example by first, highlighting a value; second, showing the human craving; and third, revealing the brand example that could own each value.

5 Brand Values:

1. Togetherness
2. Excellence
3. Betterment
4. Originality
5. Discovery

TOGETHERNESS

VALUE DEFINED:

A relational term of being with others. Closely tied with connection, it sparks energy, warm links, and lasting bonds. Togetherness is an antidote for isolation, occurs through shared experiences and yields long-term emotive rewards.



HUMAN CRAVING:

In a social listening study that examined **21.3 million** online uses of key travel terms, roughly one in every five mentions of a summer vacation included references to doing everything together and focused on spending quality time with loved ones, whether that's someone's partner, family members or friends.

- TRAVEL PULSE

"Visit with family and friends" was the number one planned travel activity for summer 2022 with **65%** planning for this.

- IPSOS

72% of respondents agreed that spending time with family and making memories with them is important to why they travel.

- DESTINATION ANALYSTS

EXAMPLE BRAND: VRBO

Vrbo's properties are intended for shared bonding experiences. The brand demonstrated this with a recent campaign titled Your Togetherness Awaits. "Vrbo's mission is to facilitate family togetherness in vacation homes where people can truly connect. We've been doing this for 25 years, but this year we saw many new families discover Vrbo's offering of unique, private vacation homes...We built the campaign around those magic moments."
- Lish Kennedy, Vice President of Global Brand for Vrbo.

- VRBO



EXCELLENCE

VALUE DEFINED:

The highest standards, quality and performance. Excellence is being top-tier and superior as an output of diligence and an antidote to mediocrity. It is associated with high worth and accompanied by strong reputation, representing the finest in life.

HUMAN CRAVING:

The luxury travel market makes up **\$1.1 Trillion** and is fast growing.

- PYMNTS.COM

Google found that people are continuing to spend more on travel, with interest in “luxury hotels” above 2019 levels, and “luxury hotels near me” double what it was in early 2019.

- TRAVEL WEEKLY

Among the most affluent **1%** of American travelers, more than two thirds (**69%**) say that they regularly take part in “once-in-a-lifetime” activities while on a vacation.

- GUEST REVU

When asked if travel budgets had changed due to COVID-19, **16%** of respondents reported that their budgets were ‘a lot higher than pre-COVID-19,’ and **12%** of respondents stated that their budgets were ‘slightly higher than pre-COVID-19.’

- GLOBALDATA POLL VIA FTN NEWS

EXAMPLE BRAND: THE RITZ-CARLTON

With 100 years of history, The Ritz-Carlton has long been recognized for being the gold standard of hospitality. Their properties offer stays that are synonymous with excellence, luxury and indulgence.

- THE RITZ CARLTON



BETTERMENT

VALUE DEFINED:

A desire for improvement akin to a growth mindset. It is the union of ambition and optimism that drives positive action, change and impact. As a contagious sense of aspiration, betterment is an antidote for feelings of hopelessness and often has lasting and multiplicative value.

HUMAN CRAVING:

69% of Millennials and **72%** of Gen Z value “Ambition” as important to them personally.

- KANTAR U.S. MONITOR

59% of respondents are interested in ‘philantourism’, the act of choosing vacation or experience in order to support a destination through tourism.

- AMERICAN EXPRESS TRAVEL TRENDS REPORT

74% of Americans are eager to support local communities through travel.

- AMERICAN EXPRESS TRAVEL TRENDS REPORT

77% of Gen Z feel they have a responsibility for protecting the future of the planet — and feel empowered to act.

- AXIOS

Facebook searches for topics such as Sustainable living (+**60%**) and Sustainable tourism (+**178%**) grew significantly YOY.

- FACEBOOK IQ

EXAMPLE BRAND: INTREPID TRAVEL

Intrepid Travel is a tour operator known for grassroots local experiences and has been carbon neutral since 2010. “Over 30 years later, we’re super proud to call ourselves the world’s largest purpose-led adventure travel brand. We’re here to give back – and have a great time while doing it.”

- INTREPID TRAVEL



ORIGINALITY

VALUE DEFINED:

Inventive, authentic, and true to one's unique characteristics. Originality is a refreshing display of personality that is the antidote to conformity and sameness. It often results in increased affinity and trust.

HUMAN CRAVING:

7 in 10 Gen Zers will fact-check claims and unfollow you if you lie or hide the truth.

- MORNING BREW WITH EDELMAN

42% of Gen Z feel people should show more of their real selves on social media.

- GWI CONNECTING THE DOTS 2022

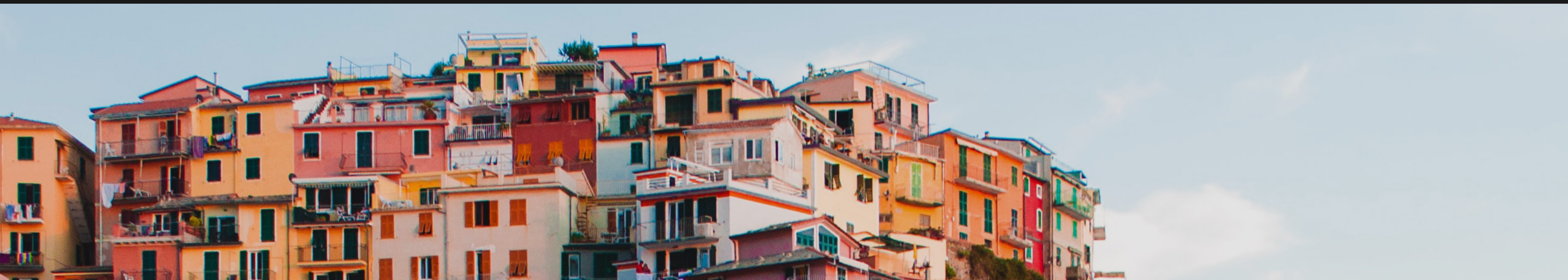
68% of Millennials agree "seeking trust and transparency in others, information and brands is important in my personal life."

- KANTAR U.S. MONITOR

EXAMPLE BRAND: INSPIRED BY ICELAND

Iceland is a destination that has embraced its original personality and unique offerings. It has also garnered notable attention for its brand messaging that is quirky, unapologetic, and often tied with humor. Iceland's reaction to Mark Zuckerberg's Metaverse video with their own "Icelandverse" version is one messaging example that highlights authentic assets of Iceland through an entertaining and culturally relevant voice.

INSPIRED BY ICELAND



DISCOVERY

VALUE DEFINED:

The act of finding, uncovering, learning, or experiencing something new. It is an outcome of curiosity and adventurous pursuits – both physical and intellectual. Discovery offers an antidote for complacency and yields moments of awe and wonder.

HUMAN CRAVING:

64% of Gen X view “gaining life experiences” as an important aspect of aging.

- KANTAR U.S. MONITOR

76% of Millennials agree “I am more likely to choose a brand if it exposes me to new sensations or experiences.”

- KANTAR U.S. MONITOR

78% of Millennials agree “I am always looking for different cultural experiences and influences that will broaden my horizons.

- KANTAR U.S. MONITOR

Over **63%** of American travelers have a strong degree of openness to learning about new travel experiences and destinations to visit.

- DESTINATION ANALYSTS

BRAND EXAMPLE: PRINCESS CRUISES

Princess Cruises has been sailing around the globe pursuing transformational travel experiences since 1965. Its immersive excursions, regional cuisines, and variety of destinations encourage discovery of new places, people, and memories. A recent ad for their Alaska cruises encourages travelers to go beyond theme parks to discover authentic magic in travel.

- PRINCESS CRUISES





If you found these insights valuable, or would like to discuss them further, we'd welcome the opportunity to speak with you. Feel free to reach out to matt.stiker@bvk.com or victoria.simmons@bvk.com

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