

TRAVEL INSIGHTS



JULY 2022

TAILORED TRAVEL

As the travel industry continues to expand and evolve, vacation options have become more plentiful with the ability to find options tailored to seemingly endless interest groups, lifestyles and needs. From themed trips appealing to mega fans, to accessible or pet-friendly offerings and even environmental and personal wellness crafted trips, the travel industry offers a wealth of ways to appeal to niche travel audiences.

1. Themed Trips
2. Pet-Friendly Provisions
3. Accessible for All
4. Sustainability Suited
5. Holistic Health

THEMED TRIPS

For mega fans of various forms of entertainment, the travel industry infuses niche interests into vacations and makes seeking the right opportunity seamless.

56 THEMES

Airbnb's new feature, Airbnb Categories, allows travelers to search by particular themes such as surfing, windmills, historic, wineries, and many others.

– AIRBNB

Uber launched Uber Explore, a new way to browse and book attractions while in a destination, whether it be something as simple as dinner reservations or museum exhibits, concerts and more.

– TRAVEL PULSE

Pandemic TV viewing is inspiring themed travels as the world re-opens.

- i. Hotels in London have partnered with Netflix to offer Lady Whistledown-themed teas inspired by “Bridgerton” high society.
- ii. “Outlander”-related content on Visit Scotland’s website generated more than 350,000 page views, ahead of content pegged to the filming there of Harry Potter and James Bond movies.
- iii. Travelers are arriving in Wyoming for a chance to cosplay as John Dutton from the hit drama “Yellowstone.”

– THE NEW YORK TIMES



PET-FRIENDLY PROVISIONS

For the lifelong animal lovers and pandemic-era pet purchasers, scheduling a vacation no longer requires arranging for pet care back at home. Travel brands are adapting to the needs of this growing audience of pet owners and offering vacations that include the whole family, even those with four legs.



55%

A new survey from Hilton showed that **55%** of respondents who were pet owners planned to take their furry friends along for a trip.

– HILTON

Kimpton Hotels & Restaurants has announced an exclusive partnership with Wag!, a mobile-first platform connecting pet owners with professional pet caregivers, to offer their guests dog walking services during their stays.

– TRAVEL PULSE

Hilton’s No. 3 booking filter in 2021 was “pet friendly.”

– MORNING BREW

A Santa Barbara hotel, El Encanto, offers a gourmet dog menu with seasonal fish for \$15/plate, followed by an herbal tea blend at \$5/bowl.

– MORNING BREW

23 MILLION

Nearly one in five households (~23 million Americans) acquired a cat or dog since the beginning of the Covid outbreak.

– ASPCA

ACCESSIBLE FOR ALL

As inclusivity becomes an imperative in travel, it is critical to also keep in mind people with differing abilities when crafting travel offerings. Making an accessible travel experience for all expands reach and sends a welcoming message.

61%

61% of people with disabilities agree “I am frustrated by brands that treat people like me as an afterthought” compared to **55%** of the rest of the population.

– KANTAR U.S. MONITOR

Travegali is an accessible tourism site that offers an extensive selection of **5,000+** accessible hotels across **300+** international destinations so all can travel without limitations despite varying international accessibility standards.

– TRAVEGALI

The leading travel booking company for travelers with disabilities, Wheel the World, is breaking barriers in travel by combining technology and crowdsourcing in its Accessibility Mapping System (AMS), which travelers can use to find detailed accessibility information about accommodations, destinations and experiences in over 25 countries.

– TRAVEL PULSE

The Biden administration is introducing a first-ever “bill of rights” aimed at helping ensure people with disabilities have a smoother experience when flying.

– DISABILITY SCOOP

“THE WORLD’S FIRST
FULLY ADA COMPLIANT
BOUTIQUE HOTEL OPENS
IN WEST VIRGINIA.”

– SOUTHERN LIVING



SUSTAINABILITY SUITED

The eco-conscious travel audience is expanding, but often feels torn between their lifestyles and values. Travel offerings that are sustainability-minded appeal to this growing segment and do the planet good.

56%

More American travelers are exhibiting an environmental consciousness. Now **56%** say they usually make an effort to limit their personal impact on the environment when traveling (up from **53%** in May).

– DESTINATION ANALYSTS



The Republic of Palau is rewarding sustainable behavior through their Ol'au Palau app that awards points to tourists for activities such as offsetting their carbon footprint or using an alternative to single-use plastics. Accumulated points unlock exclusive experiences.

– TRENDWATCHING

Tourism Cares' Meaningful Travel Map tool is a great resource for responsible North American destinations to use to improve their sustainability. The tool connects travel professionals to social and environmental impact experiences and opportunities throughout the United States, Mexico, and Canada.

– TOURISM CARES

Aspen Chamber Resort Association (ACRA) relaunched the “Aspen Pledge,” asking locals and residents to commit to stewardship of the environment. With every signature ACRA donates **\$18.80** (1880 was the year Aspen was incorporated) to a local environmental non-profit.

– ASPEN CHAMBER RESORT ASSOCIATION

Hilton recently added a search feature on its website that allows travelers to filter hotels by those with EV charging stations. Expedia also offers sorting by EV charger availability.

– NERD WALLET

HOLISTIC HEALTH

Health-seeking travelers are redefining what wellness travel involves as travel brands expand their definitions and offerings related to holistic wellbeing of mind and body.

With a prominent number of travelers packing their bags for worldwide adventures, DMOs are embracing and promoting the idea of wellness.

- i. Visit East Yorkshire has a landing page called Time for You, dedicated to travelers looking to take a break to relax, refresh, and reflect. The page spotlights wellness attractions like spas, scenic views, yoga classes, and restaurants for some spoiling-yourself experiences.

- VISIT EAST YORKSHIRE

- ii. Visit Costa Rica highlights wellness in its offerings and provides travelers sample itineraries for relaxation-themed trips which include varying activities, such as nature viewing, hikes, yoga, and spas.

- VISIT COSTA RICA

“THE HOTTEST NEW SERVICE AT HOTELS? SLEEP.”

- i. An overwhelming 81% of Americans report that their mental activity — thinking, mind racing or feelings — has prevented them from having a good night’s sleep.

- GALLUP

- ii. The Cadogan Hotel in London, Hotel Figueroa in Los Angeles, and The Lotte New York Palace are a few of the many hotels investing more heavily in sleep-themed services, with offerings aimed at helping guests get the most out of their shut-eye.

- THE WASHINGTON POST

The Rancho Pescadero in Mexico was designed for wellness in a sense of balance rather than restriction. Instead of cutting out booze and focusing on detoxifying diets and boot camp classes, the hotel pairs a 25,000-square-foot “wellness pavilion” with generations-old local traditions and a ‘Hangover Experience’ that includes a dish that Mexicans use as a hangover cure, cochinita pibil. The experience is about building community and “living it up” to improve mental health along with overall wellbeing.

- BNN BLOOMBERG





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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