



November 2022

The Airport Experience - US

“Travelers have gladly returned to air travel and they are generally satisfied with the airport experience. However, as the airport security process becomes less time consuming for many travelers who enroll in expedited screening programs, the amount of time that passengers spend in the concourse is also condensed, limiting the ...

Work and Travel - US

“Calling someone a ‘business traveler’ is telling only part of the story. People traveling for business are increasingly infusing leisure into their trips. Moreover, many are auditioning their business destinations for potential future vacations. Striking the balance of accommodating a traveler’s business needs while appealing to leisure travelers is one ...

August 2022

Theme Park Vacations - US

“As travel continues to recover in 2022, different types of vacations fiercely compete with each other for travelers. The multiday theme park vacation, though far from the first choice for vacationers, is nonetheless poised to recover from the pandemic decline. Theme parks will have to balance improving revenue with the ...

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

June 2022

Sustainability and Travel - US

“The climate emergency is not lost on travelers, even as they intend to travel in greater numbers. They want travel providers to be more sustainable so that they can travel with a clear conscience and not create undue harm to the planet. This undertaking involves more than sustainable practices; it ...

May 2022

Wellness Travel - US

“Wellness travel benefits from being a part of two popular and in-demand industries: wellness and travel. Though the pandemic was hard on travel, it also shined a brighter light on wellness and laid the groundwork for travel brands to address consumers’ increasing interest in wellness via wellness travel. Expanded ideas ...

April 2022



Travel Loyalty Programs - US

“Just as the pandemic caused changes in travel writ large, so too, it has changed travel loyalty. A movement away from an emphasis on travel frequency and toward partnered spending has already occurred, and consumers are satisfied with the shift. Changes in business travel are forcing loyalty programs to shift ...

March 2022

Travel Booking: Direct vs OTAs - US

“Travel is recovering, and with it, the booking industry. In fact, some trends present pre-pandemic were undeterred by the pandemic, as booking windows remain short and mobile platforms are ascendant. However, other factors – such as guarantees about health and safety and ease of rescheduling/getting a refund – drove ...

February 2022

Vacation Plans and Priorities in 2022 - US

“In 2022, there will be fewer consumer-driven barriers to travel. That is to say, Americans really, really want to take vacations again, and their limitations on doing so mostly lie in the areas of market factors and regulatory limitations. Travel providers can present themselves as allies to consumers by giving ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...