



December 2021

Cruises - US

“The cruise industry has a message for the early-pandemic naysayers: we’re back and here to stay. Cruise passengers are excited about cruise lines resuming operations, making a quick recovery a real possibility. To continue to build affinity, cruise lines need to not only continue to provide safety but also bring ...

November 2021

Airlines - US

“Commercial air travel’s recovery has begun, boosted by the rollout of COVID-19 vaccines. The rebound phase will carry into the spring and summer of next year, after which airlines will need to transition into a ‘post-pandemic’ strategy. This next normal will hinge not only on improving the passenger experience but ...

September 2021

Hotels & Hotel Alternatives - US

“As the accommodations industry begins to see signs of recovery, albeit likely temporary, the more indelible consumer demands are starting to be seen. Hospitality brands need to be able to address the needs of leisure travelers, while at the same time contending with the growing population of workcationers that will ...

July 2021

Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

June 2021



COVID-19 Impact on Travel: One Year Later - US

“It is a busy time in the travel industry as providers adjust to the shifting nature of life during the pandemic. Luckily for the industry, vaccines have made people more willing to travel, albeit with new demands and attitudes. Travel providers need to be cognizant of consumers’ caution, particularly given ...

May 2021

Vacation Planning and Inspiration - US

“After a long year-plus slog, there are finally strong signs that travel is recovering from the shock of COVID-19. Travel planners are beginning to prioritize pandemic issues less and think about venturing out again. Travel providers can help them in the planning stage by making the process enjoyable, providing relevant ...

April 2021

Road Trips - US

“Road trips have predictably been a popular travel option during the pandemic, but they have also had their share of challenges. While the post-pandemic outlook is rosy for this vacation format, more can be done by brands in the space to solidify their position in the leisure travel landscape, particularly ...

March 2021

Luxury Travel - US

“The general market consumer has been an increasingly important participant in the luxury travel market for the last several years. They have become even more visible as the COVID-19 pandemic has kept much of the traditional luxury travel demographic in their homes. In discovering how the expectations of the general ...

Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

February 2021

Outdoor Vacation Activities - US



“Even as it limited many areas of the overall travel industry, the COVID-19 pandemic hasn’t dampened travelers’ desire to explore the outdoors on vacation. The market has a challenge in appealing to a spectrum of travelers, from casual summer hikers to serious ski bums, but therein also lies a lot ...