

Outdoor Vacation Activities - US - February 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the outdoor travel activities market.
- How the economic downturn affects different travel demographics.
- The level of interest and participation in various outdoor travel activities.
- The barriers and motivations that make travelers choose one activity over another.



"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 of opportunity."

– Mike Gallinari, Travel & Leisure Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definitions
- COVID-19: Market context

EXECUTIVE SUMMARY

- **Top takeaways**
- **Outdoor activity participant overview**
Figure 1: Outdoor vacation activity participant demographics, January 2021
- **Impact of COVID-19 on travel and outdoor vacation activities**
Figure 2: Short-, medium- and long-term impact of COVID-19 on travel and outdoor vacation activities, January 2020
- **Challenges and Opportunities**
- **Outdoor vacation activities are widespread**
Figure 3: Types of leisure trips in past two years, December 2020
- **Travelers are interested year-round, but clearly prefer summer**
Figure 4: Interest in outdoor vacation activities, December 2020
- **COVID-19 and cash are the biggest barriers**
Figure 5: Barriers to outdoor vacation activities, December 2020
- **Motivations are varied across ages**
Figure 6: Motivations for participating in outdoor activities, by age group, December 2020
- **The industry is not connecting its natural supporters with overarching trends**
Figure 7: Environmental attitudes about outdoor vacation activities, December 2020
- **What it means**

THE MARKET – KEY TAKEAWAYS

- Outdoor vacation activities are popular and varied
- Unemployment levels jeopardize vacations
- The fight against COVID-19 trudges on

MARKET FOR OUTDOOR VACATION ACTIVITIES

- Prevalence of outdoor activities on vacation

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- **Most travelers embark on outdoor vacation activities**

Figure 8: Types of leisure trips in past two years, December 2020

- **Interest in outdoor vacations continues into middle age**

Figure 9: Types of outdoor vacations in past two years, by age group, December 2020

- **Affluent vacationers are strong targets for outdoor activity providers**

Figure 10: Types of outdoor vacations in past two years, by age group, December 2020

- **Great outdoors are great for groups**

Figure 11: Types of outdoor vacations in past two years, by number of minor children living in household, December 2020

- **Length of trip and seasonal preferences**

- **Outdoor activities round out long vacations**

Figure 12: Length of last outdoor vacation, by trip type, December 2020

- **COVID-19 affected the number of vacationers, but not seasonal preference**

Figure 13: Seasonality of outdoor vacations, 2019-20, December 2020

- **Impact of COVID-19 on travel and outdoor vacation activities**

Figure 14: Short-, medium- and long-term impact of COVID-19 on travel and outdoor vacation activities, January 2021

- **Lockdown**

- **Reemergence**

- **Recovery**

- **Americans are locked into their travel habits despite rising cases**

Figure 15: Comfort level with travel activities during COVID-19, September and December, 2020

- **Some stigma exists around outdoor activities**

Figure 16: Attitudes toward travel during the pandemic – safety and booking, December 2020

- **Pessimism about COVID-19 depresses 2021 travel outlook**

Figure 17: Attitudes about COVID-19, December 4-20, 2020

MARKET FACTORS

- **Travel market faces slow climb out of recession**

Figure 18: Total travel industry revenue and forecast, at current prices, 2015-25

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- **Travel recovery dependent on COVID-19 vaccine**
- **Slow vaccine rollout delays all travel recovery**
- **B.1.1.7. threatens the rebound of destinations**
- **Direct relief in question despite changes in Senate and White House**
- **High unemployment narrows outdoor activity participation**
Figure 19: Unemployment and underemployment, January 2007- November 2020
Figure 20: Vacation occurrence in past two years, by race and gender, December 2020
- **Low prices at the pump encourage outdoor vacations**
Figure 21: US gasoline and diesel retail prices, January 2007- November 2020

COMPANIES AND BRANDS – KEY TAKEAWAYS

- **A greening industry needs its customers on board**
- **Brands are acting in line with the sentiments that influence consumers**

MARKET OPPORTUNITIES

- **The broader travel industry provides a roadmap for outdoor activities**
Figure 22: Environmental attitudes about outdoor vacation activities, December 2020
- **Case study: African destinations pioneer eco-friendly outdoor vacations**
- **COVID-19 solutions can have lasting ramifications**
- **Successful round of funding can make the homeshare market more outdoorsy**

COMPETITIVE STRATEGIES

- **Mintel Trend Drivers**
- **Surroundings**
Figure 23: Mintel Trend Driver, Surroundings
- **Industry initiatives underscore sustainability**
- **Smaller markets reach out to people nearby**
Figure 24: Visit Lafayette-West Lafayette "Winter Bucket List" email, January 2021
- **Value**
Figure 25: Mintel Trend Driver, Value
- **Sixt gives destination advice alongside rental deals**
Figure 26: Sixt email, December 2020
- **Wellbeing**
Figure 27: Mintel Trend Driver, Wellbeing

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **Big White takes the wrong angle on the pandemic**

Figure 28: Big White Ski Resort online ad, December 2020

THE CONSUMER – KEY TAKEAWAYS

- **Summer activities have the broadest appeal**
- **Warm weather activities are seen as the most desirable**
- **Enjoyment and relaxation are key motivators**
- **Health and wealth are principal barriers**

ACTIVITIES AND INTEREST

- **For activities, summer heat can't be beat**

Figure 29: Attitudes toward outdoor activity seasons, December 2020

- **Outdoor activity appeal is wide ranging**
- **For many activities, interest is high, but participation is low**
- **Water activities are more universally appealing than snow**
- **Niche activity participants are engaged broadly**

Figure 30: Interest in outdoor vacation activities, December 2020

- **Vacationers are interested in easy-access activities**

Figure 31: Activities done by outdoor vacationers on vacation in past two years, December 2020

- **Snow venues have to get creative to attract visitors**

Figure 32: Activities done on vacation in past two years, by region, December 2020

OPINIONS OF OUTDOOR ACTIVITIES

- **The family vacation sweet spot**
- **Snow and water activities have high hurdles**
- **Climbing's appeal is an uphill struggle**

Figure 33: Correspondence Analysis – Symmetrical map – Vacation perception, December 2020

MOTIVATIONS FOR PARTICIPATING IN OUTDOOR ACTIVITIES

- **Outdoor vacation activity participants are experienced**
 - **Participation can be relaxing, not rigorous**
- Figure 34: Motivations for participating in outdoor activities, December 2020
- **Different age groups have different approaches to novelty**
- Figure 35: Motivations for participating in outdoor activities, by age group, December 2020
- **Low-cost introductory activities can be inclusive for budget travelers**

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Full Report PDF

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Figure 36: Motivations for participating in outdoor activities, by HHI, December 2020

- **City residents are more impulsive in activity selection**

Figure 37: Motivations for participating in outdoor activities, by area, December 2020

BARRIERS TO OUTDOOR ACTIVITIES

- **COVID-19 and cost are main barriers**

Figure 38: Barriers to outdoor vacation activities, December 2020

- **Everyone has an underlying concern about the virus**

Figure 39: Barriers to outdoor vacation activities, by age group, December 2020

- **City dwellers can be stuck on where to begin**

Figure 40: Barriers to outdoor vacation activities, by age group, December 2020

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Direct marketing creative
- Abbreviations and terms
- Abbreviations
- Methodology

APPENDIX – THE CONSUMER

Figure 41: TURF Analysis – Reasons against outdoor vacations, December 2020

Figure 42: Table – TURF Analysis – Reasons against outdoor vacations, December 2020

Figure 43: Vacation perception, December 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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