

Vacation Plans and Priorities in 2022 - US - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and vacation plans in 2022
- What inspires and motivates vacationers
- What vacationers expect from travel brands in 2022
- How 2022 will be different than pre-pandemic vacation years

81% of consumers plan to take at least one leisure trip in 2022, though 55% are still wary of the spread of COVID-19 and its variants.

The desire for normalcy is a strong motivator for 2022 travelers, making it important for brands to keep up their mitigation strategies.

Certain travel segments, such as airlines, continue to have labor issues that can limit recovery; others, like the cruise industry, are threatened by the spread of COVID-19 itself.

Four consumer travel segments represent different travel habits, providing opportunities for many different types of travel providers and services. For instance, the largest of these segments, the Roused Returners, are very eager to travel, and family travel providers should pay attention to this group. Meanwhile, the Timely Travelers, though the smallest segment, is the most inclined toward luxury travel and can be encouraged to spend more in 2022 on vacations they've put off over the last year or two.



“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.”

– Mike Gallinari, Travel & Leisure Analyst

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