

Suitcase Essentials



The Autumn 2021 Edit

With travel disruption likely to remain for the foreseeable future, it may feel like there is no silver bullet for the industry. Yet, by keeping on top of emerging trends, brands can spot new opportunities to drive growth, manage their reputations and mitigate risk.

Suitcase Essentials, a new trends briefing by H+K, packages up some of our top insights into one destination! Need a tailor-made campaign for your brand? Book in a consultation with our expert team today.

Contact Heather Bull on heather.bull@hkstrategies.com.



THE VIEW FROM 30,000 FT

Three global trends to keep a close eye on



1

Higher Expectations

The trend:

Travellers demand higher levels of service. A study by [SiteMinder](#) showed 43% of French travellers expect higher accommodation standards compared to pre-pandemic times.

What this means for brands:

Create elevated experiences that keep customers coming back (especially given current staff shortages).

2

Medical Care

The trend:

Holidaymakers are re-evaluating the importance of [healthcare support](#) – particularly when abroad.

What this means for brands:

Address any potential health and safety concerns head on.

3

Multigenerational Holidays

The trend:

Families are taking advantage of spending quality time together after having been apart for so long.

What this means for brands:

Offer bespoke itineraries suited to the young AND old.

Let's go explore

What's hot this season...



Niche experiences
Think stargazing or foraging in forests.



Culinary rural shift
Now we've reconnected with nature, food-focused tourism in rural and rustic settings will compete with more established urban locations.

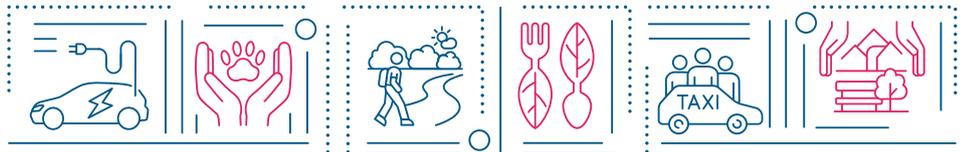


Work from Hotel (WFH)
A change of scenery inspires the working day and offers a new place to explore at night.

Lifting the lid on... more sustainable travel

Whilst planes were grounded, cruise ships docked, and the daily rush-hour commute extinguished, everyone became conscious of the impact travel and tourism has on our planet.

This hasn't meant a dampened desire for travel, but it has caused a shift in attitudes. Travellers are now looking to brands to help them be less impactful on the environment without compromising on a holiday. The [WTTC](#) reported that two-thirds of people were more likely to book with an airline that had enhanced its sustainability efforts.



To meet the eco-conscious desires of your guests, now is the time revisit your initial sustainability goals and set new targets. Recent examples for inspiration include.

- A new [single European Railway area](#) will help the EU reach its 2050 carbon emission goals.
- [Hurtigruten Expeditions](#) operate their entire fleet using biodiesel, reducing CO2 emissions by up to 80% compared with regular marine diesel.
- [Hostelling International USA](#) has introduced 750 smart showers across its 50 properties, limiting showering time to seven minutes.
- [Kudadoo](#), a private resort island in the Maldives, introduced solar panels to the roof of the main building creating enough energy to power the island.