

Suitcase Essentials



The Winter 2021 Edit

As we head into January – arguably the most important month in the travel calendar - we've seen the USA re-open for international travellers, the removal and then reintroduction of the traffic light system, and the drawing up of the Glasgow Declaration. But there is still uncertainty as some European countries are going back into lockdown.

In this edition of **Suitcase Essentials**, we look at the wish list of trends and opportunities that brands should factor into their 2022 communication plans.

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

Wellbeing Escapes

The trend:

Travel is set to become the self-care trend of 2022. A study by [Booking.com](#) showed 79% of travellers agree that travel helps their mental and emotional wellbeing.

What this means for brands:

Create bespoke wellness packages or leverage existing offerings to offer guests rest and respite from the daily grind.

2

Stay for Longer

The trend:

Work from anywhere is set to continue with staff taking advantage of flexible working. Data from [Airbnb](#) revealed that 20% of bookings made between July and September were for stays of one month or more.

What this means for brands:

Providing access to good, free wi-fi is essential to capture this audience.

3

Travel Roulette

The trend:

Uncertainty around the safety of a destination is leaving travellers in booking limbo. Research reveals that **69%** of travellers are interested in a service that could predict which countries will be safe to visit months in advance.

What this means for brands:

Predicting the future isn't possible, but you can still reassure guests through Book with Confidence guarantees.

Let's go explore

What's hot this season...



Pets are welcome

Pets are part of the family, and owners also expect their furry friends to experience high standards of service when they travel.



Rise of the expert

Travellers are turning to travel agents for expert advice and a secure booking process.



Holiday Hook-ups

Craving new connections, travellers want to meet people... and embrace holiday romances.

Lifting the lid on... Crypto trips

The way we pay for luxury travel is evolving. According to OTA [Travala](#), bitcoin reached an all-time high this year with an estimated 106 million people globally holding cryptocurrency.

With more businesses than ever accepting bitcoin to purchase products and services, the travel industry is following suit and adapting for guests who wish to use digital currency to pay for their hotel, flight or cruise.

With luxury travel leading the way, there is an opportunity for the wider travel industry to follow suit and include alternative payment options for guests. Recent examples include:

- [The Bobby Hotel](#) in Nashville became one of the first independent hotels in the USA to accept cryptocurrency payments for overnight stays.
- [PrivateFly](#) was one of the first global private jet companies to accept payments via bitcoin back in 2014, when digital currencies were just getting started. Since then, the popularity of buying flights with cryptocurrencies has soared, rising from 1-2% of flights per month to 13% in January 2021.
- Zurich's [Dolder Grand](#) hotel teamed up with private air charter firm BitLux to offer a travel package that can only be paid for with cryptocurrency.