

Suitcase Essentials

The Spring 2022 Edit

Restrictions have been lifted, holiday bookings are soaring, and the **WTTC** is reporting that tourism could contribute \$8.6 trillion towards the global economy in 2022. Travel is officially back.

Of course, the outbreak of conflict in Ukraine will have its own impact on the growing recovery of the global travel industry, but its full impact is yet to be felt.

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

Regenerative Tourism

The trend:

Minimising the negative effects of tourism is high on the agenda for travellers. [Google](#) searches for regenerative travel are at an all-time high. Similarly, the island of [O'ahu](#) has introduced a 'regenerative tourism fee' to drive positive change for locals and the environment.

What this means for brands:

Partner with local communities and initiatives to provide opportunities for guests and your employees to have a positive impact on your destination.

2

Slow Tourism

The trend:

No-fly travel options are critical to travellers who are seeking an alternative to flying. [Byway](#) is just one of several companies offering alternatives to explore travellers' sustainable destinations at a slower pace and for longer.

What this means for brands:

Champion the alternative ways to reach your hotel or destination that don't rely on guests taking to the skies.

3

Self-reflection Travel

The trend:

As we emerge from the pandemic, many people are taking the time to reassess their lives. [The Mind Environment](#) has latched onto this desire for personal progress with the creation of self-reflection getaways to give people the space to reassess life's meaning and purpose.

What this means for brands:

Create digital detox packages to help guests escape the real world and offer them me time.

Let's go explore

What's hot this season...



Be Unique

From culture to heritage, champion what truly makes your destination unique to excite and entice visitors.



Greatest of All Trips (G.O.A.T)

From multiple destinations to luxury island escapes, 2022 is the year where travellers will be seeking to spend and explore more.



De-Stressing Air Travel

Travellers are anxious about taking to the skies again. [Delta Airlines](#) has collaborated with [Peloton](#) to offer mediation and stretching classes to combat anxiety around air travel.

Lifting the lid on... Meta-Tourism

It's the buzzword of 2022, and brands across all industries are seeking opportunities to become part of the Metaverse. Travel is no exception.

Checking out a destination before you travel, to making sure the room you book offers the best view, the Metaverse will open up a world of possibilities for travellers to try before they buy.

Fashion and technology brands have been amongst the first to capitalise on the Metaverse, but there is a great opportunity for the hospitality industry to use immersive technologies to engage with travellers and partners like never before:

- [Ariva](#), a new blockchain platform, is hoping to improve the travel and tourism industry by incorporating VR to create unlimited travel experiences.
- South Korea's [Ministry of Culture, Sports and Tourism](#) and the [Korea Tourism Organisation](#) have come together to create a metaverse experience for travellers to explore the country before they visit.
- [Marriott Bonvoy](#), the hotel chains rewards programme, has become one of the first hospitality brands to create its own travel inspired NFTs.