



NAME OF PASSENGER

SUITCASE ESSENTIALS

DATE

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Suitcase Essentials is back, just in time as we head into the summer holiday season.

Whilst the cost-of-living crisis has changed consumer spending habits, [Barclays](#) has reported that planning a summer holiday is still a top priority, and the [IATA](#) has reported that airlines will likely make \$800bn this year.

In this edition of Suitcase Essentials, we look at various trends, from community conscious travellers and travel inspired by the small screen to taking a closer look at Queer Travel.



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Need a tailor-made campaign for your brand? Please book a consultation with our expert team today. Contact Nicole Taylor (nicole.taylor@hkstrategies.com) or Sophie Blackburn (sophie.blackburn@hkstrategies.com)

THE VIEW FROM 30,000 FT

Three global trends to keep a close eye on:



URBAN RETURN

1

The trend:

Travellers are keen to move away from rural retreats and instead vacation in the world's cultural capitals according to [Expedia](#). Edinburgh, Lisbon, Tokyo, Dublin, and New York are the most desirable city breaks on travellers' radars.

What this means for brands:

Switch up the imagery and language on your owned channels to position your hotel or accommodation service for guests looking for a city culture break.

COMMUNITY CONSCIOUS

2

The trend:

Now more than ever, travellers are interested in holidays that support local communities. [American Express](#) revealed in their global trends report that 69% of travellers would spend more on holiday if it supported the local community.

What this means for brands:

Consider using your social channels to promote how you support local initiatives, whether donating to food banks or supporting rewilding projects.

LUXURY REDEFINED

3

The trend:

All-inclusive holidays are skyrocketing as consumers seek value for money, according to [British Airways Holidays](#). Even luxury travel is being redefined as travellers seek more bang for their buck for epic once-in-a-lifetime trips.

What this means for brands:

Be clear in your communication to guests on what extras you'll include to make it a bucket list-worthy trip.

LET'S GO EXPLORE



What's hot this season...



Individualistic travel

We are straying from the herd as travellers seek to step away from the norm and seek out new and different holiday experiences.



Hybrid flight-light travel

Combining flights and trains as a less impactful way to explore the world.



Small screen escapes

White Lotus and Succession are just some TV shows inspiring us to get off the sofa and seek our next adventure.

LIFTING THE LID ON... Queer Travel

According to [Globetrender's](#) first-ever Future of Queer Travel Report, experts anticipate that by 2030 spending by LGBTQIA+ travellers could reach US\$568.5 billion. They are eager for adventure and have more disposable income to spend on experiencing the world around them.

However, it is naïve to think that the entire world is inclusive. Gay marriage is legal in 34 countries, but homosexuality is still illegal in 67 countries and, in many instances, punishable by imprisonment or death. There is a clear need for the travel industry to understand and educate themselves on LGBTQIA+ travellers' challenges and ensure their safety.

Some progressive steps are being taken, but there is still a way to make travel inclusive for everyone. To inspire change, here are a few brands leading the way.

- [Rough Guides](#) has just released a new guidebook revealing the top LGBTQ+ friendly cities in Europe. Curated by journalists and experts in queer travel, it highlights welcoming, progressive, and open-minded destinations.
- [Moonlight Experiences](#), founded by Aisha Shaibu-Lenoir, is an experience and events company dedicated to celebrating diverse and queer culture and belonging through tourism and nightlife.
- In 2022, [Celebrity Cruises](#) launched the All-Inclusive Photo Project – the world's first free-to-use travel image library to help broaden representation in marketing campaigns.