TRAVEL PREDICTIONS

FOR 2021

Ebco x Adventurous Kate
Trend Exploration





About Ebco

We're a women-owned innovation firm bringing together decades of experience as consultants, in-house innovation leaders, and trend experts. Ebco was founded on the principle that innovation requires a new way of thinking that connects trends with user-centered design research. All of this is reflected in our name.

Our Evidence-Based and Culturally-Observed (EBCO) approach to innovation leads to breakthrough insights and inspiration for our clients.



OUR APPROACH

Quality is our compass, curiosity drives us, and excellence is our standard. Founded in 2015, founders Erin and Kalyn set out on a mission to change how companies address innovation in a rapidly changing world.

Our services bring to life the translation of this quest as we deliver on your innovation needs.

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YOU'RE IN GOOD COMPANY: SELECT CLIENTS AND REACH

EXPERTISE // Ebco conducts innovation programs globally for top tier clients.

































































Experts provide sharp, specified, and highly technical lenses on the commercial viability of new technologies in their categories, and give us insight into where those technologies are headed and what new innovations consumers are truly looking for.

As they live and breathe their categories full time, experts give us insight into consumer behavior and mentalities.

Experts have their pulses on actionable recommendations in their categories; they drive us to well-thought out solutions.

When we do include expert interviews in a trend immersion program, that part of the research process comes after 90% of our trend work; once we identify the trends that are impacting our clients' categories, that's when we employ experts to bring in their niche, yet expansive and relevant knowledge to the innovation process.



KATE McCULLEY OF ADVENTUROUS KATE

- → Veteran travel blogger
- → Forbes Top 10 Travel Influencer
- → Traveled to 83 countries across 7 continents
- → Her mission: Teach women how to safely solo travel



adventurouskate



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2,689 posts

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Kate McCulley



Forbes Top 10 Travel Influencer

3 countries

P Currently in Prague!

Stories from the road:

www.adventurouskate.com/return-to-riga-latvia

Followed by marisatirado, lou_in_paris, and adrienbehn

















How the Travel Industry Changed in 2020

From empty flights to jobs lost in the travel and leisure industry, we've seen significant changes in the past year to the travel industry. Less consumers feel safe on airplanes, and many are avoiding hotels. The pandemic has also had an adverse effect on small businesses, especially those who profit mostly from tourism.

According to a December article from the *New York Times*, commercial flights are down 43 percent in the United States based on a study done by FlightAware.com, a service that tracks flights. However, that number is an improvement from the beginning of the pandemic--when there was roughly a 77 percent drop in commercial flights in April.

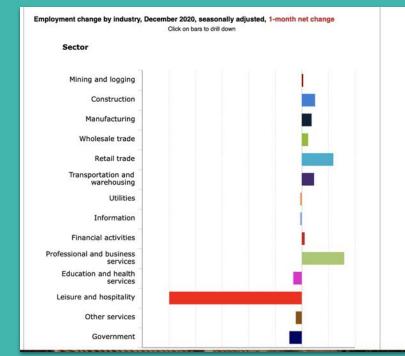
"The main thing we're very concerned about is 83% of travel businesses are small businesses, and a bunch are just going to flat disappear. They can't hang on much longer."

Travel Association President and CEO Roger Dow

"Hotels were one of the first industries affected by the pandemic and will be one of the last to recover."

Chip Rogers, president/CEO of the American Hotel and Lodging Association (AHLA)

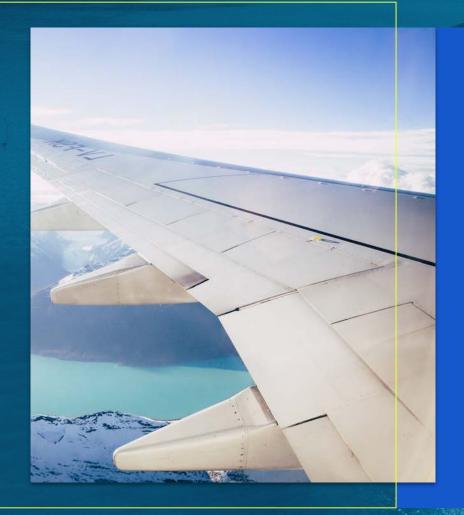








1



BIGGEST SHIFTS: HOW COVID-19 CHANGED TRAVEL

BIGGEST SHIFTS IN TRAVEL DUE TO COVID

01.

Borders Closing

02.

The Great Outdoors

03.

Flexible Booking Policies 04.

Less Tourists Head to Developing Countries 05.

Vaccine or Bust



Borders Closing

International travel in and out of the U.S. and in countries abroad has become increasingly complicated due to Covid-19 restrictions. The Department of Homeland Security announced earlier this month that the U.S., Canada, and Mexico have agreed to keep their borders closed to all non-essential travel through at least Feb. 21 for safety measures.



"It remains to be seen what lies ahead—whether countries will reopen their borders to Americans (and others), whether quarantines are required, and what kinds of places will be off-limits."

- → New Testing Procedures (Resorts testing directly in rooms)
- → Vaccine Certificates
- → Travel Bubbles with Testing Procedures







The Great Outdoors

When the seasons changed and the weather got warmer in summer 2020, people were relieved by the chance to venture outside their homes. More travelers sought out outdoor destinations that allowed for safe opportunities for social distancing.



"Most people who traveled in 2020 stayed local—within a few hours' drive. Many traveled by car when they usually travel by plane. Outdoor destinations, like national parks, were popular choices rather than cities. I think these effects will have a lasting impact."

- → Glamping
- → Forest Bathing
- → Treehouses
- → National Park Investment
- → Camper/RV surges







Flexible Booking Policies

Before Covid-19, cancelling or changing travel plans often came at a big financial cost. But as Covid-19 rates constantly evolve from city to city and country to country, more consumers are demanding flexibility in booking policies.

Consumers expect flight and accommodation providers to understand that plans are not guaranteed in this age of uncertainty.



"People need the power to cancel without penalties. I know a lot of people planned and booked trips for the future; many of them had to cancel their trips. I think there will be a greater priority on strong cancellation policies."

- → Travel Subscriptions
- → Flight Subscriptions
- → Customer Service at a New Level for Airlines
- → Paying for Travel Flexibility in New Ways







Less Tourists Head to Developing Countries

Western travelers were becoming more open to visiting locations beyond the well-trodden, Conde Nast Traveler-featured destinations, and instead were looking to economically developing nations for new experiences with natural beauty and city adventures.

But according to a 2020 report from the United Nations, tourism is the main export of many least developed countries (LDCs), and Covid-19 restrictions are taking a toll: "Travel restrictions and advisories by authorities in foreign tourist markets, as well as the income loss of consumers in these markets have reduced demand, sometimes almost completely."



"I think it will be a long time before travelers return to developing countries... More popular developing countries like Mexico and Cambodia won't suffer as much; it's places like Ghana and Bangladesh that will struggle."

- → Private, Curated Tours
- → Packaged Travel







Vaccine or Bust

The airline industry was hit particularly hard by the pandemic, and some flight providers are considering whether or not to require their passengers to provide proof of vaccination before boarding flights.



"It was reported that Qantas will require passengers to be vaccinated in the future. I'm not sure if there will be any workaround for people with medical exemptions from vaccines, but it remains to be seen how this will work out."

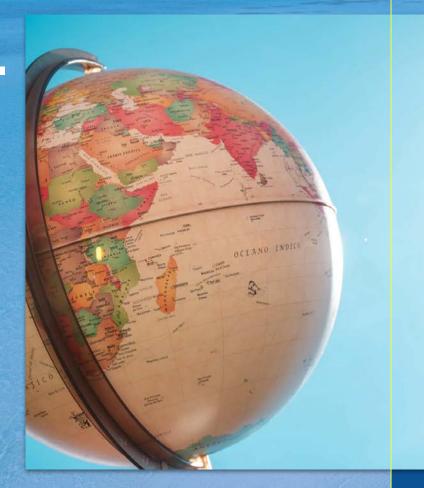
- → Vaccination Certificates
- → Peace of Mind Flights







2



TOP
INTERNATIONAL
TRAVEL
DESTINATIONS

TOP 10 INTERNATIONAL TRAVEL DESTINATIONS

01.

New Zealand 02.

Zagreb, Croatia 03.

Georgia

04.

The Azores

05.

South Korea

06.

Atlantic Canada 07.

Puglia, Italy 08.

Mexico (Beyond the Resorts)

09.

Bali, Indonesia

10.

Cuba



New Zealand

FOR THE NATURE LOVERS // Admired for its beauty and friendly locals, New Zealand is a lush, natural destination that's perfect for those looking to backpack, glamp or "van life" their way across its stunning terrain.



"New Zealand, because they are the COVID-free western country and I think that will have a lot of appeal to travelers. The biggest question will be whether people will be allowed to visit."

OUTDOOR PARADISE

GLAMPING AND CAMPING

ADVENTURE/RUGGED







Zagreb, Croatia

UP-AND-COMING CAPITAL WITH OLD WORLD CHARM //

Western Europe's capitals like Berlin and Amsterdam are appealing to many travellers seeking culturally-rich city experiences. Yet Eastern European capitals like Croatia's Zagreb also offer unmatched nightlife, culinary scenes, and striking urban vistas for city lovers looking to branch out.



"Zagreb, recent earthquake notwithstanding, because Croatia is introducing a digital nomad visa and people will discover that Zagreb is a funcity and an excellent, low-cost place to live long-term. It happens to be a lot cheaper than the Dalmatian coast. Also a great alternative to people who think Prague, Berlin and Budapest are overdone."

CITY LIVING

DIGITAL NOMADS WELCOME







Georgia

DIGITAL NOMADS WELCOME // Affordable and undoubtedly scenic, the country Georgia is an underrated Eastern European destination that's benefiting from exposure through its digital nomad-friendly visa program and more attention from the travel influencers exploring and documenting its cities and shores.

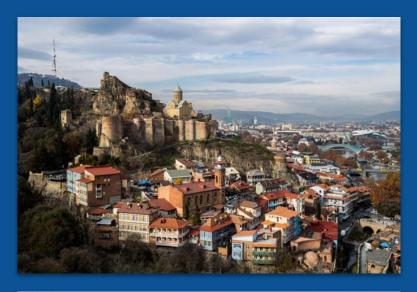


"Georgia, because they have a new digital nomad visa as well, and because more and more influencers have been covering it in-depth. More people are getting to try Georgian food and realizing how good it is. And Georgia has extremely high value for money as a destination."

SCENIC

DIGITAL NOMADS WELCOME

ADVENTURE/RUGGED







The Azores

"EUROPE'S ANSWER TO HAWAII" - THE GUARDIAN // The Azores are an autonomous region of Portugal situated in the mid-Atlantic. The various islands are known for their stunning lush landscapes and glittering coastlines, making The Azores the perfect getaway for resort and beach lovers.



"They were just starting to grow in popularity in the last few years, and I think even more so since you can get there on a direct U.S. flight (and from Boston and New York. 'It's a shorter flight than to Vegas,' they always extol). Lisbon has been a long-term popular destination."

OUTDOOR PARADISE

ADVENTURE/RUGGED







South Korea

ASIA'S TRENDIEST DESTINATION // The majestic sky scrappers of Seoul, spicy and savory Korean cuisine, and trendiness of the country's music and pop culture make this nation a hugely appealing destination, especially for millennials and Gen Z. The variety of terrain, from ski slopes to beaches, also designate it as a catchall for tourists seeking a variety of vacation and adventure experiences.



"Because this country has made huge cultural inroads into the U.S. recently — the insane popularity of BTS and other K-Pop stars, the growing popularity of Korean cuisine, the emergence of Korean skincare — it will probably draw a lot of interest from travelers."

CITY LIVING

TREND FORWARD







Atlantic Canada

FOREIGN BUT NOT FAR AWAY // Canada's provinces on the Atlantic coast boast stunning scenery and many serene natural oases. Traveling there is just a simple drive for many Northeastern residents, but Atlantic Canada looks and feels just different enough to make going there feel like you've left the U.S.



"They famously had so few Covid-19 cases that they opened up a bubble. Also, it's close to the U.S., and I feel like this would make a good trip for more skittish American travelers who want to visit another country. Nova Scotia, Newfoundland, Prince Edward Island, and New Brunswick are all major contenders."

OUTDOOR PARADISE

GLAMPING AND CAMPING

ADVENTURE/RUGGED







Puglia, Italy

THE NEXT TUSCANY // Puglia offers all the best traits of Southern Italy: gorgeous beaches, healthy and delicious food, charming cities, and a laid back "la dolce vita" vibe. The region is on the cusp of making a huge breakthrough with American tourists looking for the classic and romantic Southern Italian experience.



"They've been making a big push for U.S. and especially New York-area tourists. People are always looking for the "next Tuscany"—a region where the qualities of the region as a whole stand stronger than one particular location within a region. Europeans have been traveling in Puglia for quite a long time; I'm sure Americans are right behind them. It's also the best place to be a vegetarian in Italy, though veganism is more of a challenge."

OUTDOOR PARADISE







Mexico (Beyond the Resorts)

CULTURE JUST ACROSS THE BORDER // Tourists are starting to see that there is more to visiting Mexico than lounging at beach destinations like Cancun and Cabo. In cities like Oaxaca and Merida, people will find windows into Mexico's rich history, art, architecture, and signature cuisines.



"It's a direct flight from many destinations in the U.S. and Canada. Obviously, Mexico has it all—great food, beaches, low cost of living, interesting cities, wonderful people. I think people will visit Mexico beyond the standard beach destinations, and perhaps people who are regular visitors to Europe will get their cultural fill from Oaxaca, Mexico City, San Cristóbal, etc."

CITY LIVING

ARCHITECTURE

CULTURE







Bali, Indonesia

WORK FROM PARADISE // Associated with yoga retreats, luxury resorts, and Eat, Pray, Love, Bali has been a much sought out island destination for years. But now the island is growing even more in its appeal due to its affordable living standards and laid back atmosphere that is friendly to remote workers.



"Already a major digital nomad/remote work destination, they've been tentatively opening up more and more and I feel like people who dreamed of living and working on a tropical island will take the leap once they have the go-ahead to work remotely full-time. It helps that it's long been established as an easy, cheap place to live and work."

OUTDOOR PARADISE

REMOTE WORK







Cuba

OUR ISLAND NEIGHBORS // Cuba has gone in and out of being a trendy destination for tourism. But there are plenty more travelers who want to experience Cuba and the old world culture and charm of Havana for themselves.



"While Americans have never been banned from visiting, I think the incoming Biden administration will make an effort to reestablish some of the options that made visiting Cuba easier." **CITY LIVING**

OUTDOOR PARADISE







3.



TOP 5
EMERGING
U.S. TRAVEL
DESTINATIONS



2020

Based on a study by Destination Analyst, about 80% of American travelers took at least one trip in 2020, with an average of 2.9 leisure trips reported. (Destination Analyst)

2021

Americans plan on taking about 3 leisure trips on average in 2021 (approximately 1 trip less than pre-pandemic)—primarily to cities, small towns and beaches.
One-in-five of these travelers anticipate at least one of these trips will be international.
(Destination Analyst)

TOP 5 EMERGING U.S. TRAVEL DESTINATIONS

01.

Michigan

02.

Big Island, Hawaii 03.

Finger Lakes, New York 04.

The Mississippi Delta 05.

Oklahoma City



Michigan

THE CARIBBEAN OF MIDDLE AMERICA // Michigan's popularity is predicted to accelerate due to its attractive outdoor scenery and its 3,288 miles of coastline. A beach is never too far away in this mittenshaped state, and tourists are taking note!



"Particularly Mackinac Island and the Upper Peninsula, perhaps the Great Lakes in general. For Midwesterners who want oceanside scenery, it's not quite the ocean, but it has a lot of the same qualities. Lots of interesting places to visit and great fall colors."







Big Island, Hawaii

PARADISE ONE FLIGHT AWAY // Hawaii, especially the scenic and expansive Big Island, is an attractive place for U.S. tourists looking to get their hiking, glamping or resort fix.



"In general, Hawaii is handling Covid-19 a lot better than other states (due in part to its geographic isolation), and a destination that is heavy on enjoying the outdoors rather than spending time indoors. But the Big Island has a lot more value for money than the other islands, and serves long-term travelers well, not just those who drop in and drop out."







Finger Lakes, New York

WINE AND DINE UPSTATE // Just a train ride away from the bustling tri-state area and New York City, the Finger Lakes are a wine region with scenery and luxuries that rank with those of Northern California's famous wine country.



"The tourism board has been doing a ton of work with travel bloggers for years (I'm surprised I haven't been yet myself), but this region is full of natural beauty, tons of wine, great food, and the Corning Museum of Glass."







The Mississippi Delta

THE SOUTH OF THE SOUTH // Although this part of the country has a complex legacy marked by racial tensions, it is also home to a rich culture that includes Southern food and blues music, with notable stops and day trips from Memphis all the way down to New Orleans.



"The South of the South, incomprehensible, blues bars, very segregated. The kind of destination that requires a lot of sensitivity in visiting. Also, Memphis as the gateway, which is getting a lot of attention in its own right."







Oklahoma City

TO OKLAHOMA! // This underrated, bustling, and up-and-coming metropolis attracts travelers looking for a city that's warm and inviting with a charming Southern edge.



"Their tourism board has been doing a huge push to make the city a destination in itself. Culture, food, extremely reasonable prices, and very different from what people think







THE FUTURE OF REMOTE WORK

"Workations"

While consumers spend month after month working remotely, some have opted to take "workations," aka. traveling to appealing vacation destinations but bringing their work set-ups and conference Zoom calls along with them. These trips give consumers a change of scenery from their normal lives, offering a new, stimulating work environment.



"My partner is one of the founders of Workation.com, a new company that helps people set up comfortable long-term workations in several European cities. I think his idea is brilliant and I think we'll be seeing a lot of people interested in it."





Work in Luxury

Hotels and resorts are offering luxury workation packages to guests looking for comfortable lodgings where they can work but also play.







Hotel Esencia, Riviera Maya

This resort serves stressed-out parents. When guests stay in the expansive villas, they receive daily childcare and help with online schooling for up to six hours per day from resort staff.

The Fullerton Bay Hotel Singapore and The Fullerton Hotel Singapore
The "Work from Fullerton" package lets guests spend 12 hours in elegant accommodations with Wi-Fi, coffee and tea, a food and beverage credit, and complimentary parking.

Rosewood Inn of the Anasazi, Santa FeThis charming, Southwestern boutique ho

This charming, Southwestern boutique hotel just off Santa Fe Plaza offers guests the chance to rent out its living room, wine cellar or library for meetings or as a workspace during business days.



Remote Work Visas in the Caribbean

Beautiful island nations like Barbados are offering remote work visas. Barbados is capitalizing on the global work from home trend with their Welcome Stamp program, a new visa that allows remote workers and digital nomads to spend up to a year working from there. Countries like Barbados and Costa Rica are transforming from week-long vacation getaways to new homes for many Americans and Canadians thanks to programs such as these.



"I think that Latin America and the Caribbean will be popular for first-time workationers due to being on the same time zone—particularly Mexico and Costa Rica, which are well-established for digital nomads and seem like the "safe and easy" option for first-timers. Perhaps other Caribbean countries like Barbados that have established long-term digital nomad visas."







"We're seeing a little blurring between traveling and living. Before the pandemic, you lived somewhere 50, 51 weeks of the year, and if you were so fortunate, you'd go on your once-or-twice-a-year vacation. Now the pandemic is changing how people want to work, travel and live."

Brian Chesky, CEO of Airbnb, The New York Times



Best American Remote Work Cities

Consumers are taking risks and moving to new cities within the U.S. to work remotely from. Some of the criteria they take into account are low-cost of living, excellent Wi-fi availability, and family-friendly environments and neighborhoods. Some popular moving destinations that have affordable living costs and are attracting millennial families include <u>Atlanta and Austin</u>.







Special Offers For Remote Workers

Many corporations and organizations are looking for new ways to support and accommodate their remote employees, who often have to face the difficult realities of working from home. Perks have included offering employees stipends for home office equipment, benefits for working parents, and in some cases paid days of caregiving leave.



"To help workers adjusting to working from home, companies including Google, Shopify and Basecamp have offered workers a stipend to pay for home office furniture including desks, chairs and accessories that can help workers be more comfortable and productive."

CNBC, 2020

"Intel extended emergency childcare and eldercare reimbursement, offered online learning resources for employees and parents with Tutor.com and LinkedIn Learning. They also made work hours more flexible by allowing employees to "borrow" from future time off allotments, or from future holidays or sabbaticals."

Fast Company, 2020



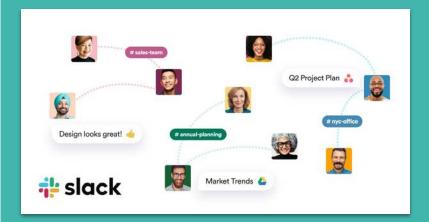
The Best Virtual Set-Up

Remote workers are looking for technology that can support their workflow and everyday processes. Different collaboration and communication tools are emerging and growing in popularity.

Kate's Work From Home Essentials

"Good VPNs. Express VPN (which I use) and Nord VPN (which my boyfriend uses) are the two best VPNs, and they make it possible to watch U.S. TV while abroad (via Sling, Hulu, US Netflix, etc.)."





"Slack is a great way to make sure that everyone is updated on progress throughout the life cycle of a project no matter where they're located. Slack lets users simulate the ease of in-office communication over the web. With the ability to communicate privately or in groups, users can ensure that whoever needs to see a message will do so instantaneously."

Readwrite.com



"Fake Commutes"

In a recent article from the Wall Street Journal, British academic researchers were quoted saying, that "blurring" work-home life during the lockdown creates burnout. "We propose a pretend commute as an intervention," said Anna Cox, a professor at University College London.

By walking to your local coffee shop, taking a walk around the block, or even getting yourself stuck in traffic, consumers can give themselves the feeling that they've created a divide between their home lives and the work day.







Backlash Against Workations

Working from an island or other typical vacation destination may hamper the productivity of some workers, and employers and employees alike will have to weigh the pros and cons of the workation.



"I also think there will be an inevitable backlash, as of course some people will use this opportunity to do poor work, and their employers will claim 'workations don't work'!"







5.



THE FUTURE OF BOOKING TRAVEL

Travel Subscriptions

While travel subscriptions may seem to be a luxurious way of consuming travel experiences, many subscription packages try to provide tourists with trips that make the most of their vacation time and their travel budgets.



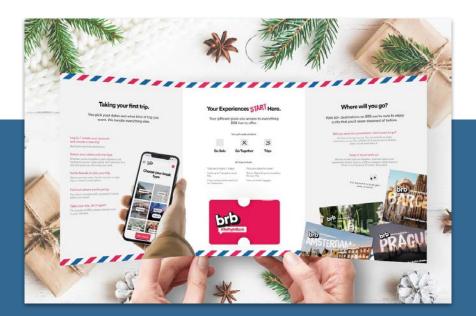
"Subscriptions are so popular across the board that I wouldn't be surprised to see more pop up. I think this would make the most sense for companies to which people already have loyalty (like airline or hotel points) — I think it would be more difficult converting new people who don't already use loyalty.

"When I worked for Cheapflights back in 2008-2010, which had both a U.S. office and U.K. office, I learned that Americans like to go exactly where they want to go exactly when they want to go. U.K. travelers are less specific — they just want a sunny holiday and are open-minded about where they end up."











The London-based company <u>Be Right Back (BRB)</u> is the world's first travel subscription company. The subscription to BRB unlocks 3 trips a year to one of their 60+ destinations in Europe. The consumer picks their preferred dates, and BRB books their flights there and back and accommodation while they're there. The BRB team of experts book the surprise trip and reveal the destination and hotel one month before travel. BRB delivers a postcard to the consumer's door with all the information for the trip in their account.

<u>Inspirato</u> is a luxury travel subscription service. Passes start at \$2,500 per month and with the membership, pass holders are able to choose from more than 60,000 five-star hotels, experiences and luxury cruises. The monthly fee is inclusive for all nightly rates, taxes and fees, and there's no limit on the amount of trips you can take.



Flexible Cancellation Policies

Booking will be a more forgiving, flexible process for consumers looking to book trips internationally and in the U.S.

"JayWay Travel (full disclosure
— my boyfriend is their
marketing director), which
hosts booked trips in Europe,
moved the vast majority of their
bookings for 2020 to 2021."



Delta has a policy for new bookings, which is that any tickets purchased through March 30, 2021 can be canceled or changed without any fees, for new travel completed within one year of the original ticket issue date. For existing bookings customers with tickets issued before April 17, 2020 for travel through March 31, 2021 may cancel or rebook their itineraries for no fee, for new travel completed by Dec. 31, 2022

Airbnb updated its "extenuating circumstances" policy to allow free cancellations of reservations for stays and Airbnb Experiences booked on or before March 14, 2020, with a check-in date through July 31, 2020.



Curated Travel Experiences

Booking day trips, finding museums and planning dinner reservations can be really stressful for tourists visiting an unfamiliar country or city. Travel experiences curated by locals via online platforms are an emerging way that travelers can optimize their vacation planning to get the most personalized travel experiences as possible.



"ViaHero is a platform that has locals plan you custom itineraries to fit your interests in destinations around the world. It's a great idea, but where it REALLY shines is that it provides a document that allows Americans to visit Cuba legally with a visa. I'm pretty sure Cuba is the most popular destination on ViaHero...This is also something that JayWay Travel does very well for travelers in Europe—it helps them plan the absolute best trips tailored to their interests."



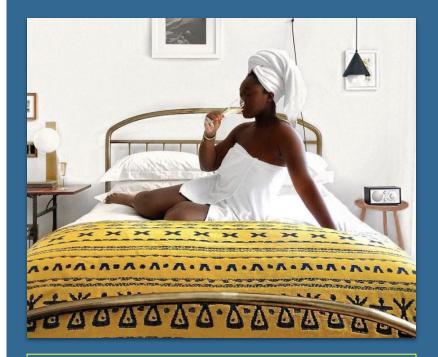


New Booking

Instead of booking hotels weeks in advance or through big online conglomerates, consumers can choose to do a last-minute booking through apps like One:Night. Experts also encourage consumers to book directly with small hotels or inns instead of booking through bigger websites.



"Because COVID has been so hard on small businesses, I'll be making an effort to book directly with hotels rather than through booking.com."



One:Night is an app that allows consumers to book a room spontaneously for that night or the next day. Every hotel on One:Night has been hand-selected for offering the most unique stay experience in that specific area. Users can then pick whichever hotel from the list that they think they will enjoy.



The New Check-In Process

Hotels are finding ways to make customers feel safe through hands-free check in processes that utilize digital technology or low contact social-interactions.



"One notable thing—I stayed at a hotel in Hvar this summer that was located close to the ferry in Stari Grad, and they actually checked people into the hotel at the ferry terminal and just took them to their room."



"Debora Bridges from Boulders Resort & Spa,
Scottsdale, a Hilton Brand hotel, says that under the
Hilton CleanStay program, the hotel will
double-down on its digital key technology for guests
to have a contactless arrival experience. Guests can
check-in, choose their room, access their room with
a digital room key, and check-out using their mobile
devices through the Hilton Honors mobile app at
participating hotels. Digital keys eliminate the need
for magnetic key cards, which must be sanitized
after every use, and queuing at the front desk."

Beaconstac, 2020



The Future of Airbnb

According to the New York Times, "Home rentals have outperformed hotels in 27 global markets since the onset of Covid-19, according to a report by the hotel benchmarking firm STR and the short-term rental analysts AirDNA."

It's no surprise that Airbnb is a leader in this type of rental and long-term vacationing. Despite laying off a quarter of its workforce at the beginning of the pandemic, Airbnb stock just went public and is performing well so far. But the company has other problems on its hands. According to the Times, "Cities around the world, from Barcelona to Vancouver, are looking to curb Airbnb and other short-term rental companies, which many blame for hollowing out neighborhoods as real estate managers took long-term leases and listed them as more lucrative short-term rentals."





"I think one of Airbnb's big challenges will be dealing with laws in different locations. For example, in New York it's against the law for anyone to stay in an entire Airbnb for less than 30 days. But Airbnb doesn't enforce this law. I foresee a big showdown in the law with Airbnb. It just depends on who decides to actually take them to court.

I also feel like companies that cashed in on buying tons of properties for the purpose of Airbnb are struggling a lot right now. It's a less secure investment than it what was."



Cruising into the Future

Last week Carnival Cruises announced that its bookings for 2022 have exceeded the number of reservations in 2019. Carnival's CFO David Bernstein was quoted saying, "We are seeing good demand in all of the various cruise markets, whether it be Caribbean itineraries, Europe itineraries, there is good demand for Australia, world cruises, etc. It's broad-based and across all the brands."

At the beginning of the pandemic, cruises were famously a hotbed for infection rates. But based on the encouraging numbers from Carnival, it looks as if consumers are starting to feel more hopeful for the future when they can safely cruise.





Stowaway with The Standard

The Standard Hotel in New York has introduced its Stowaway program, which invites guests to "curate your extended stay of seven or more nights exactly as you see fit." Guests are given hands-on service and luxurious treatment, from complimentary breakfast to a reserved spot in The Standard's restaurants to its wellness amenities, and, most notably, a Tesla car that is always at the guest's disposal.

The Stowaway program is a prime example of how hospitality businesses are pivoting to accommodate consumers' shifting needs for long-term stays and experiences the blur the line between traveling and living.







6.



TECHNOLOGICAL INNOVATIONS IN TRAVEL

Food Delivery, All Around the World

The growing food delivery industry makes it easy for remote workers across the world to get the meals and groceries they need. In the U.S., the revenue from online food delivery amounted to \$26.527 million in 2020, and from 2019 to 2020, food delivery apps saw a 25.2 percent increase in the amount of users. (Statista).

Food delivery services are also finding popularity outside of the U.S. with services like Rappi and Rohlik.



"I like how a lot of delivery and in-person help services work around the world. In Mexico, there's Rappi, where around \$5/month gets you unlimited delivery of pretty much anything—food, liquor, CBD oil, stuff from Costco, even cash from the ATM!

In the Czech Republic, there's Rohlik, which is a food delivery service supplied by lots of small farmers and small businesses. This is an easy way to support local food producers the easy way—and do it all in one order. My partner and I subscribe to the premium version of Rohlik to get access to premium ingredients like burrata and stracciatella."







Vaccine Passports

Contact tracing and vaccine passports in the form of apps indicate whether travelers are safe to move across borders.



"Apps built around COVID. They work well in some countries; in others, people don't use them, so they have no effect."

Corona-Warn-App is a COVID-19 contact tracing app used for digital contact tracing in Germany. It had been downloaded by 22.8 million persons as of November 2020, which is 27.17% of the total population in Germany

Denmark's Covid-19 tracking app, Smittestop, was released in June and was downloaded by 245,000 people on its first day. That was reported to have increased to 1 million by mid-August. The app notifies other users of the app that have been in close proximity if a user registers a positive coronavirus test.

On November 11, 2020, the app was updated to support contact tracing within Europe, meaning that users of the Danish app can now also receive notifications if they have been in the proximity of a person using another European COVID-19 tracing app.





Sustainable Resorts

As consumers prioritize sustainability, forward-thinking architecture firms and resorts are creating innovative accommodations and vacation experiences for their eco-conscious consumers.

For example, LUX Resorts in the Maldives is now using floating solar panels at their tropical resort, and the boutique architecture firm AMA Design has developed a hospitality concept called GAIA, a floating "Eco-gothic" style hotel that pushes boundaries to re-connect people with nature. According to Hotel Designs, this concept is all about "Respecting [the] natural environment in a light and positive way whilst considering sustainable design and circular economy principles."







The Future of Travel Influencers

The world of travel influencers shifts as new technologies like TikTok increase in popularity and bring previously unheard voices to the forefront of influencing.



"As always, I feel like niche is everything. People want to follow people whom they like, and often people who are like them. I think the top tier folks will continue to remain at the top and will have an advantage getting an audience on new platforms; it's the people who create mediocre travel content who will struggle to get ahead.

Though it's worth noting that TikTok's algorithm makes it possible to blow up quickly. It's very different from other platforms."









TRAVEL & THE GLOBAL POLITICAL CLIMATE

Progressives Avoid Certain Countries

Countries that have a history of suppressing free speech or violating human rights seem to be less desirable destinations for progressives.



"As far as American progressive goes, I feel like the UAE and Saudi Arabia have much less of an appeal due to their human rights abuses."





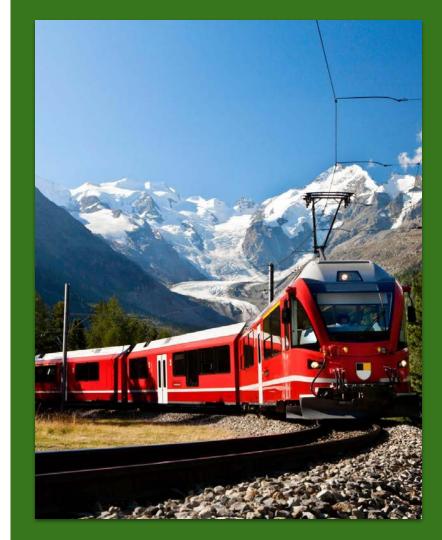


Climate Change

While it may be a long shot that the common traveler will start traveling via ocean liners instead of flights like Swedish activist Greta Thunberg, more everyday consumers are aware of their carbon footprints and are concerned about changing their individual actions in order to slow climate change. This growing awareness has the potential to revolutionize the way tourists select their transportation.



"Climate change is a huge factor on people's minds. I think people will be concerned with lowering their usual vacation carbon footprint. For example, I think people might be likelier to take one flight to Europe and travel around from there, rather than flying from city to city to city."





Racial Reckoning in the U.S.

One world issue influencing how Americans are traveling is the racial justice movement. Many Black Americans are looking for places abroad that feel more accepting and safe to live, work and raise families in. Some media outlets refer to this movement as "Blaxit."



"I am seeing a lot of Black travelers leaving the U.S. for safety reasons. Very often families with young kids. I met tons of Black families living in Mérida last winter. Some of them called it 'Blaxit'."







Ethical Buying

Consumers across continents are considering ethical alternatives to online retail giants like Amazon, opting for platforms that lift up independently-owned businesses that prioritize transparency in their ethics and manufacturing (ex. Bookshop, Society6, and Etsy).

Small business owners are also being more vocal when speaking out against Amazon and controversies surrounding its undercutting of local affiliates and retailers. Consumers are taking these dissenting voices to heart, and are moving forward, committing to shopping from e-commerce retailers and brands that align with their ethics and identities.

"I feel like people have a greater awareness of economic sustainability than 10 years ago...Local, sustainable, cruelty-free, vegan, sweatshop-free—those are all common words I'm seeing lately in stores.

Zalando is a huge online clothing shop in Europe that plans to only sell sustainable brands by 2023. Fler.cz is basically the Czech version of Etsy—handmade products."











NO ANIMAL TESTING

CRUELTY

VEGAN

ORGANIC



100% NATURAL



ECO FRIENDLY



PARABEN FREE



SULFATE FREE



Covid's Lasting Effects

With the Pfizer and Moderna vaccines being slowly but surely distributed in the U.S., the future looks brighter for the travel industry. But many still look to the coming years with uncertainty, and wonder how traveling will continue to evolve in a post-Covid world.



"COVID is a lifelong trauma event, and people will be carrying it with them—especially when they travel.

We are going to be in masks for a long time, if not forever. I think it will be much more common for westerners to wear masks when sick or when in transit, similar to how many people in East Asian countries do now. I personally think I'll be doing this. (It's been nice not getting a cold this year.)"







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Thank You!

Any more questions or comments?
Contact Kalyn@theebco.com



















