

Travel Trends 2021

1

Go big (near or far) or stay home: The year travel dreams come true



With pent up demand from 2020, and realizing how quickly travel can come to a halt, travelers are likely to gravitate to 'big idea' or 'bucket list' trips that can vary from a three-hour road trip to an intercontinental flight.

2

Nomadic travel: Embracing work from anywhere



A newfound employee perk is the ability to work from anywhere. With Wi-Fi and a webcam, we can work from countries around the globe. Beach, mountains, city, country – the world is our "office" in 2021.

3

The loyalty shift: Better service for all



Before COVID-19, consumers racked up points and miles which often shaped the level of service and quality they experienced. But now 40% of tourists say they would favor airlines, airports and hotels with higher health and safety standards. In 2021, we'll see safety and cleanliness as new currencies for earning loyalty.



4

Swipe right on tech: Touchless tech will build traveler confidence

According to Amadeus' Rethink Travel Global Survey, more than 4 in 5 travelers said technology would increase their confidence to travel in the next 12 months. Mobile applications, contactless check-ins and rapid-result COVID-19 testing in airports will be the key to unlock travel.



5

Travel agents: Don't leave home without one

40% of global travelers expect their travel agents to be on hand to problem solve and provide recommendations. 2021 could be the year that travel agents shift in perception from a luxury to a necessity.



6

Travel with an impact: Smaller footprints & bigger hearts

In 2021, travelers' wanderlust will be stronger than ever – it will be a year of renewal and reconnection with a mindfulness of how fragile life can be. People will be more conscientious about how they travel, aiming to minimize the footprint of their journey and make a positive impact.

