

Travel Trends 2021



Go big (near or far) or stay home:

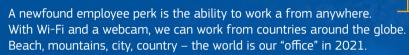


The year travel dreams come true

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.



Nomadic travel: Embracing work from anywhere





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.



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.





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.





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.

