

Travel Trends

Insight Unit
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SOUTH AFRICAN TOURISM

Methodology – Research approach, source of information, and regions are covered

Research Approach – Desktop research was used to identify current travel trends. The process followed a three-fold matrix to identify recent trends. The matrix assesses the popularity, activity, and freshness of each trend. Freshness relates to the relative newness of an article; Activity – the number of people interacting with an article, including social media postings; and Popularity – the scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

Source of Information – Trend Hunter trends platform

Regions covered – Africa, Asia, Americas (partly), Middle East, Europe, Oceania



Web3 Tourism - The travel industry is beginning to integrate aspects of a decentralized Internet


Trend - At face value, technologies like the Metaverse or NFTs seem antithetical to the travel industry in that they challenge the value of physical over digital. However recent developments in the tourism industry show Web3 technologies adding delight and convenience to various parts of the journey, from booking to an in-person experience.

Insight - Web3 is defined as the next iteration of the Internet; it focuses on decentralization via the Metaverse, NFTs, and token-based economics. This shift in technology is slowly impacting various consumer-facing industries, though for now, in small, experimental ways. The tourism industry is one ripe for disruption considering how much necessary change it's sustained due to the pandemic. Specifically, this industry is more open to technological and non-physical shifts than ever before as it adapted to these needs during recent COVID-related lockdowns.




Branded NFT Treasure Hunts


Volkswagen South Africa Promotes Safety Features through Game On




Innovative Metaverse Hotels



Branded Virtual Islands




Seaside Pony Metaverses



Cruise Industry NFTs



Frequent Flyer NFT Programs



Gamified Hotel Campaigns

Airport Activations - Experiential airport activations once again become the norm post-pandemic

Trend - As travel opens up in a post-pandemic world, brands are once again curating experiential, pop-up experiences in airports for travelers to enjoy. These activations make use of travelers' waiting times in airports and prioritize experience over fast shopping.

Insight - When consumers are traveling by air, they typically spend a lot of time idle and waiting. This presents an opportunity for brands, as filling the time and preventing boredom become a priority for consumers who are waiting for their flights. Here, experience-based shopping is just as valuable as convenience-based shopping.



Airport Whiskey Pop-Ups

House of Suntory and Lotte Launch an Immersive Pop-Up at Changi Airport



AR-Enabled Airport Vodka Experiences

Grey Goose & Swipe Back Launch an AR Activation at Heathrow



Immersive Airport Shops

Hudson Set to Launch Innovative Airport Store Called 'Evolve By Hudson'



Airport Terminal Gaming Lounges

The Nintendo Switch Pop-Up Lounges will be at Several US Airports



Luxury Airport Pop-Ups

Chanel Opens Two Airport Pop-Up Shops to Promote Its 'Factory 5' Collection



SOUTH AFRICAN TOURISM

Flight Experience - In-flight experiences are elevated by airlines trying to draw in customers

Trend - As the travel industry ramps up again, airlines are increasingly prioritizing unique in-flight experiences. Often collaborating with different businesses, airlines are now offering everything from in-flight exercise to ecommerce platforms.

Insight - With pandemic-related restrictions lifting around the world, some consumers are ready to get back to their pre-pandemic lifestyles. This means more excitement around industries like travel--particularly when they prioritize elevated experiences that help consumers justify the high costs (and current added inconveniences) of travel.



In-Flight Fitness Classes

Peloton's Classes in the Clouds Can Be Done on Delta Airlines



Generous In-Flight Entertainment

Delta's Partnership with Spotify Brings New In-Flight Music



Inflight E-Commerce Platforms

Panasonic Launches New Digital Marketplace With Singapore Air



In-Flight Ordering Systems

British Airways' Digital Ordering Lets Travelers Buy In-Flight Food



Airport Retail - Airport retailers are turning to digital solutions to adapt to COVID-19 rules

Trend - With businesses continuing to adapt to the changes that COVID-19 has brought on, airport retailers are turning to digital solutions that allow people to shop in a way that's safe. These solutions include everything from in-airport food deliveries to augmented product sampling.

Insight - The economic consequences that COVID-19 has brought on has resulted in businesses having to make quick and transformative changes in order to keep up with consumer demand. This demand comes with concerns from consumers about maintaining their health and safety, and brands are trying to manage those concerns with their bottom line.



Ready-Made Meal Vending Machines

Snapfresh Installs a Meal Vending Machine at Brisbane Airport



Immersive Airport Shops



Augmented Reality Beauty Stores



Omnichannel Airport Retailers



Contactless Airport Shops



In-Airport Delivery Apps



Airport-Specific Mobile Ordering Apps



Biometric Hospitality - The hospitality industry adopts biometric security functions

Trend - The use of biometrics in the travel industry is no longer restricted to airport security, with a wide range of brands now adopting biometric means of authentication in order to enhance security, allow access, or provide information to travelers.

Insight - Consumers are becoming more aware of the various ways in which their security may be at risk. In the height of social media, questions and conversations surrounding data privacy become commonplace. Ironically, anyone on social media is willingly sharing parts of their identity in a public space, and sharing personal data on the back-end of those sites; consumers are now hyper-aware of the need to draw boundaries when it comes to the types of information they're willing to share, creating a greater need for security measures elsewhere in their lives.



Biometric Antitheft Travel Packs
The 'LockPack' is Fitted with Fingerprint Locks for Security



Trackable Smart Lock Luggage
The Plevo B-One and D-One Series Bags Come in Four Sizes



Biometric Travel Discovery Tools
Seeker by Le Club AccorHotels Offers Next-Gen Travel Suggestions



Biometric Flight Check-Ins



AI Body Scanners



Next-Gen Tech Hotels



Academic Airline - Airlines offer more productive forms of entertainment on flights

Trends - Airlines are increasingly prioritizing more engaging or productive means of passing time for their passengers by prioritizing on-flight experiences like meditation programs or educational platforms. Such initiatives appease consumers frustrated with the process of flying by offering environments that make them feel as though they're gaining something from their time and money spent.

Insight - The rise of streaming and cord-cutting has shifted the way consumers view entertainment. With downloadable materials like audiobooks, podcasts, and docu-series available at all times, consumers have come to expect these varied forms of entertainment at their beck and call, regardless of where they are. As a result, they are turning to brands to provide them with these different kinds of entertainment during all potential occasions.



Vast Airline Film Libraries

Emirates Now Offers Travelers Over 1,000 Movies on Board



Productivity-Focused Airline Cabins

Eva Air's New Business-Class Cabin Was Designed by BMW



Meditation-Focused Flights

Virgin Australia is Quelling Flying Nerves With Meditation Programs



Digital Literacy Airplane Entertainment

The Free Educational Videos are on How Computers Work



LGBTQ Travel - Travel services and programs cater specifically to LGBTQ+ people

Implications - Focusing on both safety and empowerment, brands are offering travel services and tips for the LGBTQ+ community. These programs and services aim to enhance the lives of people in this community by offering them accessible forms of travel, prioritizing the safe spaces that LGBTQ+ people often require in order to live and enrich their lives.



Pride-Friendly Travel Resources

Destination Pride Visualizes a Country's Approach to LGBTQ+ Issues



Queer-Friendly Travel Apps



Experiential LGBT Travel Services



LGBTQ Community Info Platforms



Authentic LGBT Travel Services



Celebratory LGBTQ-Staffed Flights



Toronto-Based LGBT Travel Services



Inclusive Itinerary - Emerging travel brands increasingly prioritize people of color

Implications - Between discriminatory Airbnb hosts and prejudicial airline practices, the travel industry hasn't always been as accommodating as it should be for people of color – a fact that is slowly changing via travel brands led by and prioritizing people of color. By creating such specific spaces, these brands are showcasing the importance of grassroots and self-led empowerment in the process of creating large-scale change.



African American Travel Brands
Nomadness Travel Tribe is a Lifestyle Brand for Black Travelers



Luxury-Focused Inclusive Travel
Up in the Air Life Offers Luxe Travel for People of Color



Inclusive Accommodation Services
Innclusive Lets Guests be Themselves Regardless of Race



African Diaspora Travel Guides
Travel Noire Explores Black Communities Through Travel



Wellness Wandering - Wellness-focused travel experiences are rebranded to reach a new generation

Implications - Millennials today are known for their preference to spend on experiences rather than products, and this has impacted and contributed to the popularity of travel among this generation. Layering onto this interest in exploring the world is millennials' interest in self-improvement, which has led to the creation of tailored travel experiences focused around providing a path to wellness as well as a chance to explore the world. This shift speaks to the ways in which wellness has the capacity to impact a huge variety of segments, and the ways in which companies can leverage that interest to create something more appealing to today's young adult consumer.



Health-Focused Outdoor Care Retreats
Snøhetta's Elevated Cabins Tap Nature-Induced Wellness



Authentic Peruvian Healing Retreats
The 5th Dimension Helps People Recover Physically and Mentally



Meditative Mexican Retreats
Rancho La Puerta Rejuvenates the Mind, Body and Spirit of Attendees



Healthy Travel Tours



Transformational Health Cruises



Spontaneous Travel Campaigns



Accessible Excursion - Travel services offer programs to better accommodate people with disabilities

Trend - Travel brands are offering services and trips that are focused on accessibility for people with disabilities. These emerging programs speak to the need for brands to view accommodation and inclusivity as not simply a necessity, but as a means to enhance the consumer's lifestyle.

Insight - The demand for accessible spaces and services is intensifying as activists with disabilities and their allies continue to push for inclusivity in products from various industries. Going beyond the bare minimum, this demographic demands not only recognition and apt assistance, but also equality. When their unique lifestyle needs are met, individuals feel better supported and, as a result, more comfortable and empowered.



Disability-Friendly Travel Services

Enable Travel is India's First "Accessible Holiday Specialist"



Accessible Travel Services

Planet Abled Customizes Excursions for Multiple Disabilities



Disability-Friendly Ridesharing Services

Thailand's uberASSIST is for People With Disabilities



Disability-Focused Travel Packages

'Easy Access Travel' Caters to Mature and Disabled Travelers



Traveling Hotel - Mobile hotel concepts pop up as consumers seek more experiential forms of travel

Implications - Hospitality brands are increasingly offering mobile accommodations for consumers seeking distinct travel experiences. These mobile hotels come with a shift in consumer preference, in which they increasingly seek out adventure and culture immersion over relaxation in their travel experiences.



Secret Cabin Retreats

Slow Cabins Don't Reveal the Location Until the Trip is Booked



Travel Van Resorts

The Truck Surf Hotel is an Oceanside Van That Offers a Luxe Travel Experience



Eco-Conscious Modular Hotel Concepts

WSP's Building Design is Sleek and Can Be Built On-Site



Floating Urban Hotels

The OFF Hotel Offers a Suspended Aquatic Bar and Luxe Accommodations



Self-Sufficient Floating Hotels

Pierpaolo Lazzarini Proposes a Pyramid-Like Hotel City



In-Flight Elevation - Luxe in-flight experiences become increasingly niche

Implications - For those who can afford them, in-flight experiences that expand beyond comfort and entertainment are becoming increasingly common. Ranging from pet-friendly jets to in-flight aromatherapy, these products cater to luxury-minded consumers seeking more for the high costs they pay to fly, while giving brands the opportunity to elevate customer experiences with little extra costs.



In-Flight Bunk Beds

Airbus Bunk Beds are Set to Change Comfort in Air Travel



Premium In-Flight Sleeping Products



Wellness-Focused Flying Experiences



Aromatic In-Flight Experiences



Pet-Friendly Travel Services



Chef-Curated Airline Meals



Updated On-Flight Dating Apps



Jet Lag Tech - Innovations seek to mitigate the effects of jet lag while consumers travel

Implications - Specialized tech that mitigates the various symptoms associated with jet lag is helping frequent travelers maintain their health and routines while they're away from home. These products serve consumers who are willing to take on high costs in order to prioritize their health –making them most suitable for busy, traveling professionals.



Relaxing Jet Lag-Curing Helmets

The 'AURA' Enhances Peace and Serenity for Avid Travelers



Programmable Sleep Masks

The 'Nuvi' Sleep Mask is Designed to Help Improve Sleep Quality



Jet Lag-Eliminating Pillows

The 'E-Sleeping' Sleeping Pillow is Packed with Smart Technology



Sensory Jet Lag Systems

'Jeggo' Uses Light and Sound to Help Travelers Acclimatize to Time Zones



Travel Relief - Brands hone in on traveler experience with the goal of anxiety reduction

Implications - With the process of travel often being a source of anxiety for consumers, brands are developing designs, products and tools that provide relief to those who experience travel-induced stress. These innovations reveal the growing importance for brands to go further than functionality in creating positive consumer perceptions, and instead dive into areas related to user experience that had previously been neglected--ultimately creating more valuable, loyalty-based connections between the brand and the consumer.



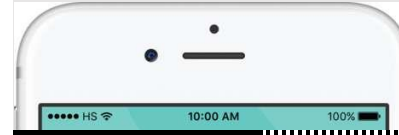
Stress-Relieving Interior Design Firms

Icrae Creates Relaxing Spaces in Stressful Environments



In-Flight Well-Being Apps

Air France and Mind Keep Travelers Relaxed and Happy During Flights



Mid-Air Meditation Platforms

Headspace's Airline Partnerships Help Travelers Keep Calm in the Sky



Stress-Reducing Airline Food

'Monarch Mood Food' was Designed by a Food Psychologist

