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Company Information

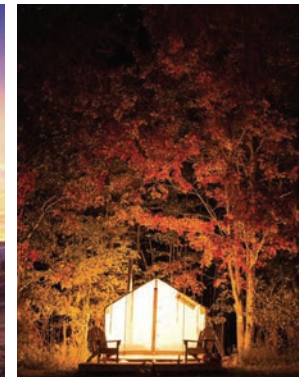
kps3.com

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INTRODUCTION

2021 Travel Trends



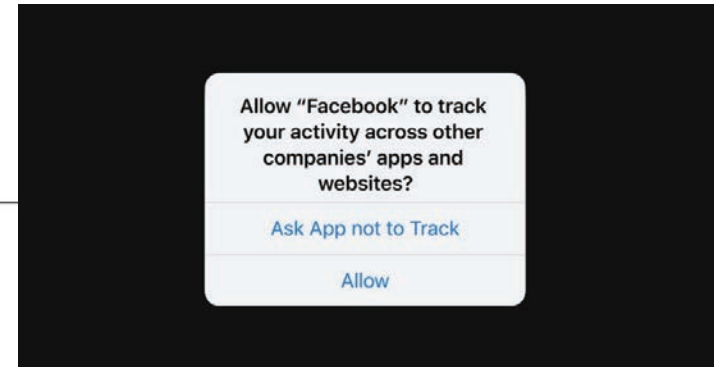
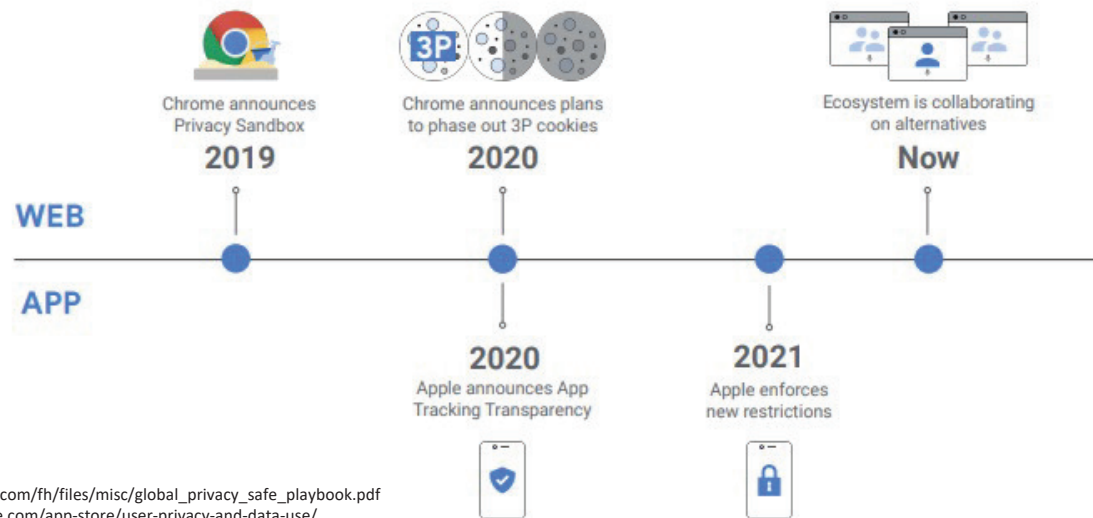


Privacy

THE CURRENT STATE

Privacy

- **iOS14 Updates** | Apps are required to ask users for permission to track them across apps. This includes targeted ads based on user data collected from apps/websites owned by other companies. Sharing device location/email lists with data broker.
- **Third-party cookies** | Being phased out in Chrome. Affects audience marketing, remarketing and measurement.



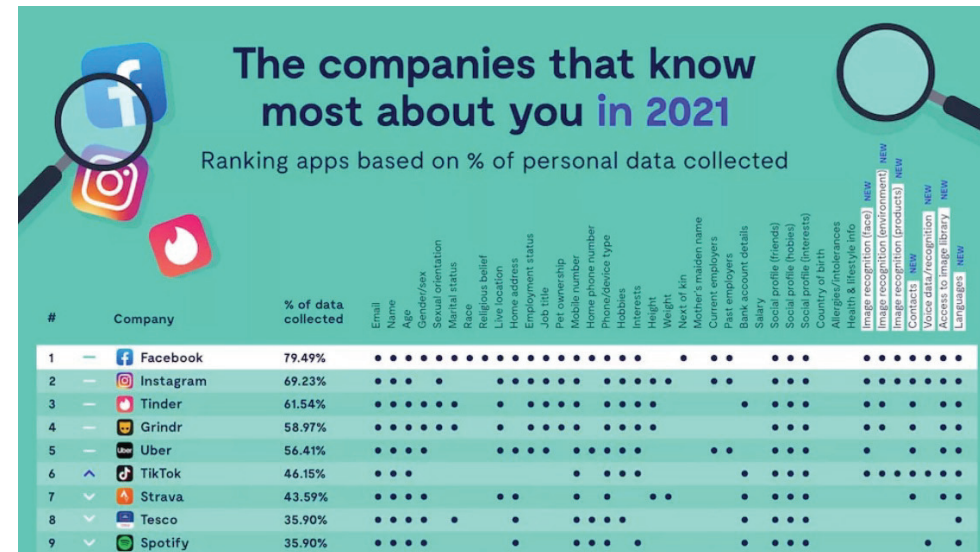
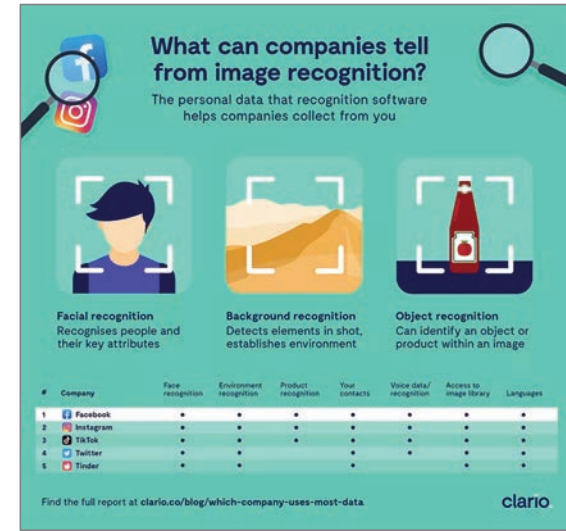
https://services.google.com/fh/files/misc/global_privacy_safe_playbook.pdf
<https://developer.apple.com/app-store/user-privacy-and-data-use/>

THE CURRENT STATE

Privacy

- **Privacy Builds Trust** | Key tactics for building customer trust are the key ingredients for driving growth.
 - Those that are building trust through privacy see an increase of 270% in return. 48% of people stopped buying from a companies that don't have solid privacy reputations.
 - Tell people what you're doing with their information.

<https://clario.co/blog/which-company-uses-most-data/>





Post-COVID Trends

TRAVEL TRENDS

Post-COVID Trends

- **Expanded Outdoor Dining** | Temporary measures will turn into something more permanent, e.g. “I don’t know why we didn’t do this before.” Also, to-go alcohol sales became a thing.
- **Opt-in Hotel Housekeeping** | With the challenge of finding hotel staff, daily housekeeping is moving to an opt-in model. E.g. Marriott guests choose frequency. Hilton provides daily housekeeping only upon request.
- **Business Travel** | Pre-pandemic, leisure travelers were young, single travelers in the tech industry. Now, it’s a broader range of demographics including young families and older couples. This increases the stay duration, and the future could include business travel for people going into the office.

<https://thetravelvertical.com/2021/07/13/one-third-of-hospitality-employees-will-leave-for-good-hilton-and-marriott-say-housekeeping-is-optional/>
<https://ktla.com/news/california/california-keeping-to-go-alcohol-sales-outdoor-dining-expansion-after-state-fully-reopens-this-month/>
<https://www.bostonglobe.com/2021/06/11/metro/post-covid-world-theres-craving-outdoor-dining-stay-menu/>
<https://www.ogilvy.com/ideas/come-fly-me-5-post-covid-travel-trends>



TRAVEL TRENDS

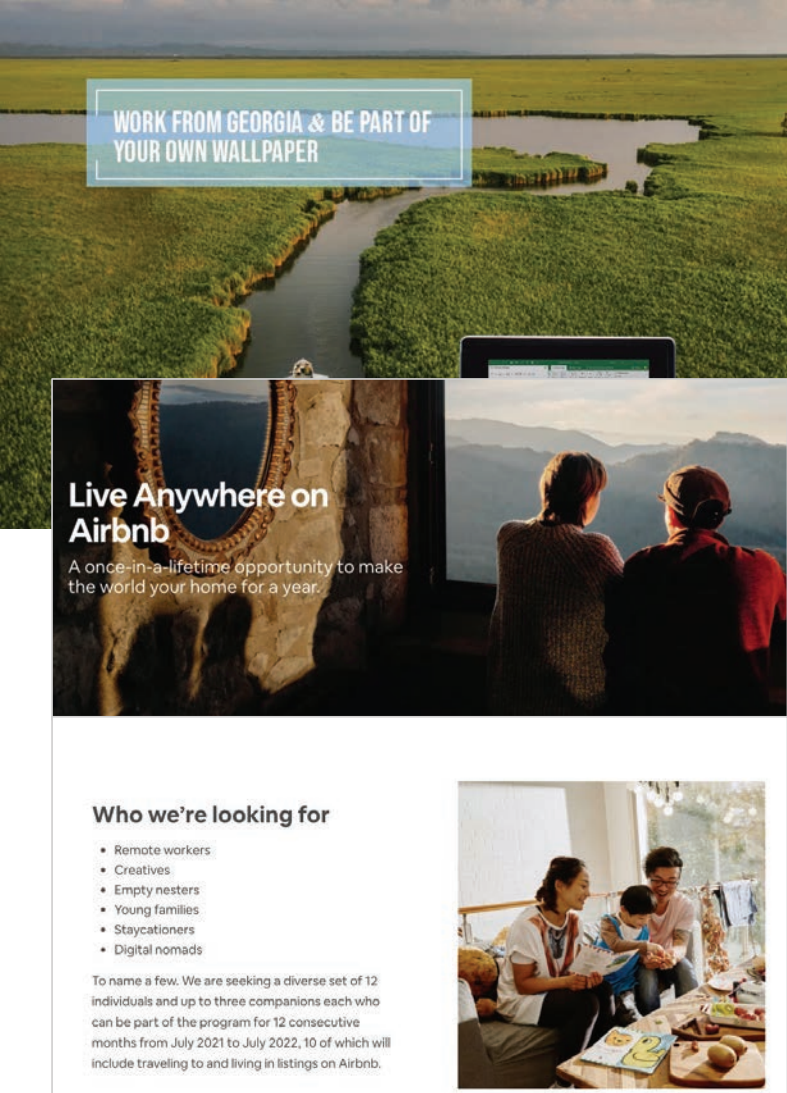
Workcations

Lines between traveling, living and working are blurring

- **Incentivizing longer travel**
 - Dubai promoting itself as semi-permanent destination.
 - Barbados with the 12-month welcome stamp.
 - Work remotely from Georgia.
- **Hotel Subscriptions** | Inspirato charges \$2500 per month for unlimited access to lodging
 - Travel subscriptions offer accommodation that's targeted to remote workers, rather than traditional vacationers.
 - A May 2020 Upwork survey predicted 1/5th of the US workforce could be entirely remote after the pandemic.
- **On-Demand Offices** | Starbucks unveiled a store that has the option to rent solo workspaces in 15-minute increments.

<https://www.wundermanthompson.com/insight/the-future-100-2021>

<https://safetywing.com.medium.com/remotely-from-georgia-program-everything-you-need-to-know-34c678fc5635>



WORK FROM GEORGIA & BE PART OF YOUR OWN WALLPAPER

Live Anywhere on Airbnb
A once-in-a-lifetime opportunity to make the world your home for a year.

Who we're looking for

- Remote workers
- Creatives
- Empty nesters
- Young families
- Staycationers
- Digital nomads

To name a few. We are seeking a diverse set of 12 individuals and up to three companions each who can be part of the program for 12 consecutive months from July 2021 to July 2022, 10 of which will include traveling to and living in listings on Airbnb.

TRAVEL TRENDS

Multi-Generational Travel

- After months of separation, extended families are now opting to holiday together.
- Their focus is on more meaningful journeys.
- “Cramming” last years celebrations into one vacation.
- Traveling with three generations can be hectic
 - Mobility, larger spaces, etc.
- Safety still a concern
 - Busy resorts and popular cities may still look too risky. That may be a wonderful opportunity for us.
 - Outdoor spaces are important in a beautiful location.

<https://www.wundermanthompson.com/insight/the-future-100-2021>

<https://www.fodors.com/news/coronavirus/is-multigenerational-travel-going-to-be-a-post-pandemic-trend>

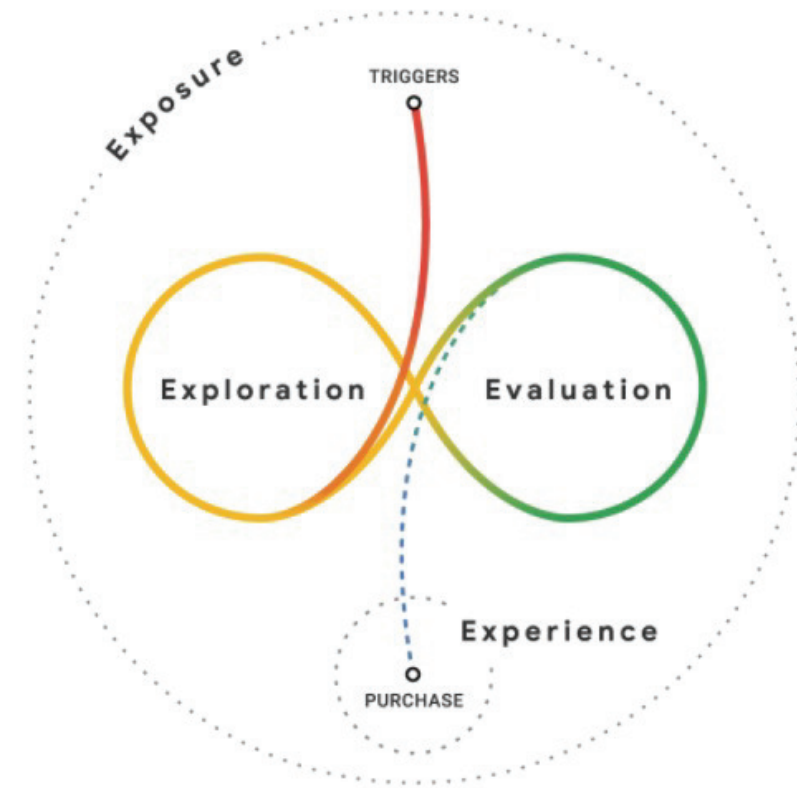




Customer Journey

Journey Reshaped

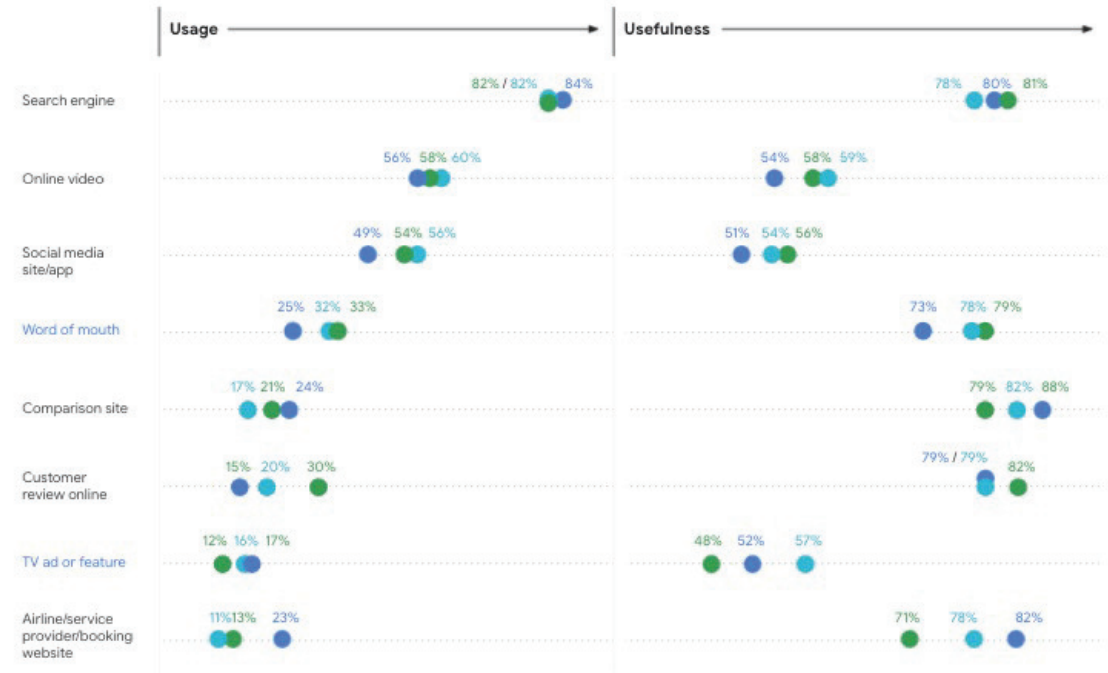
- **Buyer's Journey Re-imagined** | The journey is not linear: Shoppers cycle through modes of exploration and evaluation known as the “messy middle” before making a purchase.
 - Exposure is the awareness of brands, but has no trigger
 - Triggers move consumers from a passive to active purchase state
 - Exploration is an expansive model
 - Evaluation is a reductive model
 - Experience is what the customer has with product/service
- **Purchase Triggers** | Seeing family and friends right now is a primary trigger to book air/non-air transport. Getting away is the primary trigger for booking accommodations.



Touchpoint Usage vs. Usefulness



- **Search** – Both usage and usefulness is high (80%+)
- **Online Video** – Usage is about 57% and usefulness is 55%. Compared to TV ads which usage is low and usefulness is a bit lower.
- **Social Media** – Right in the middle.
- **Comparison sites/reviews** – Usefulness is high (82%), but usage is low (32%).
- **Word of Mouth** – Usage low (30%) but usefulness is high (78%)



Recommendations

- **Purchase Triggers** | Seeing family and friends right now is a primary trigger to book air/non-air transport. Getting away is the primary trigger for booking accommodations.
- **Stimulate Demand**
 - Promote flexible cancellations or provide travel insurance.
 - Appeal to the top emotional triggers. Focus on people's desire to get away and/or see loved ones.
 - Lower barriers to purchase by offering great value.
- **Adapt to the evolving consumer journey**
 - Increase search presence with most relevant search terms.
 - A brand's owned site is a key asset that should be leveraged. UX and content should be optimized.
 - Explore ways to surface relevant ratings/reviews to help aid in purchasing decisions.

PATH TO PURCHASE

Expedia Insights

- **Travelers want to stay close to home**
 - A drivable destination was the top selected choice for the next vacation.
 - 7 in 10 travelers are willing to drive up to 6 hours.
- **Travelers want an extended stay**
 - Offer a reduced rate to incentivize longer stays.
 - Generally, longer stays mean “flexcations.”
- **Travelers want to envision their stay**
 - Cleanliness and flexibility.
 - Describe the neighborhoods around the lodging. E.g. give guests ahead of time where to go such as tourist sites, local hikes, bars, restaurants, etc.
 - Travelers view an average of nine photos before making an accommodations decision.

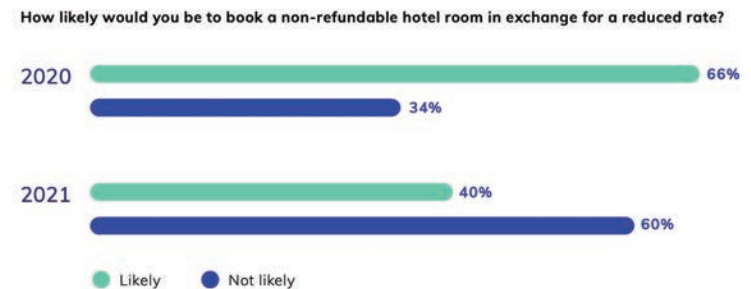
Top reasons travelers are more likely to book an extra night:

1. Room discount
2. Free breakfast
3. Upgraded room
4. Drink or food vouchers
5. Attending an event or experience unique to the location

Where are travelers considering a trip to in the next 18 months?



The impact of COVID-19: Travelers prefer flexibility over cost savings in 2021



<https://advertising.expedia.com/blog/research/expedia-group-research-what-travelers-want-2021/>

CURRENT TRENDS

Trip Stacking

People are booking 2-3 trips over the same travel period in case COVID-related problems ruin their preferred plans.

- CNBC reported that 50% of Americans canceled or changed travel plans due to the delta variant.

Potential Outcomes

- Trip stacking will cause prices on airlines and hotels to increase.
- Some hotels will charge non-refundable fees upfront making the traveling less flexible.
- Trip stacking has benefited travel agencies (at least travelers are traveling).
- Postpone. Don't cancel.

<https://www.cnbc.com/2021/09/02/what-is-trip-stacking-and-why-are-travelers-booking-multiple-trips.html>





Brand Behavior

BRAND

Brand Behavior

- Amid the COVID-19 crisis, the Black Lives Matter movement and a fraught political atmosphere, a sense of collective social responsibility has been pushed to the top of the agenda.
 - Consumers are 4-6x more likely to purchase and champion purpose-driven companies.
 - 2020 “was the year that ‘purpose’ went mainstream.” – Forbes
 - Consumers are taking strong stances in terms of their values and are demanding that brands do the same.
- Brand Safety
 - Brands are now making a company’s ethics ever-more transparent.
 - Monitoring your brand’s content or advertising appears. Where you advertise can undermine your brand.
 - Modern consumers look past messaging and dive into ethics, actions, and values.

<https://www.wundermanthompson.com/insight/the-future-100-2021>
<https://reimagine tomorrow.disney.com/>

The Walt Disney Company
reimagine tomorrow

Menu

We can't change the past, but we can acknowledge it, learn from it and move forward together to create a tomorrow that today can only dream of.

Advisory

On Disney+ the following advisory will appear before identified titles:

This program includes negative depictions and/or mistreatment of people or cultures. These stereotypes were wrong then and are wrong now. Rather than remove this content, we want to acknowledge its harmful impact, learn from it and spark conversation to create a more inclusive future together.

Disney is committed to creating stories with inspirational and aspirational themes that reflect the rich diversity of the human experience around the globe.

To learn more about how stories have impacted society, please visit www.disney.com/storiesmatter



Unique Experiences

FUN TRENDS

Subterranean Resorts

- Hotels are being designed to integrate into landscape.
 - Maintains the natural beauty and tranquility of surroundings.
- Helps support the rewilding movement to restore nature for the benefit of wildlife and the planet.
- Natural light and Wi-Fi signals are challenging.
- Expensive, but “It’s a once-in-a-lifetime experience.”

<https://www.wundermanthompson.com/insight/the-future-100-2021>
<https://justhooit.com/blog/underground-hotels>





Gamirasu Cave Hotel in Turkey



The InterContinental Shanghai Wonderland



La Dimora di Metello in Italy



Grand Canyon Caverns Suite



Kokopelli's Cave in New Mexico



Woodlyn Park in New Zealand

IMPORTANT TRENDS

Accessibility

- 20% of Americans that traveled in the past two years were either disabled or visited a destination with a friend or family member with a disability in their party.
- Among America's 75 million baby boomers, 40% will age into a disability after their 65th birthday.
- Page highlighting accessibility locations in your destination
- Ability to also include more access on web pages

<https://thetravelvertical.com/2021/09/21/accessible-landing-pages-and-why-you-need-one-pronto-p-s-its-easy/>

The image shows a screenshot of the Visit Mesa website, which is a travel destination page for Mesa, Arizona. The page features a header with navigation icons, a search bar, and a weather widget showing 82°. The main content area is titled "Where to Stay" and lists several hotels with images and descriptions. An "Accessibility Menu" overlay is visible on the right side of the page, providing various accessibility options. The menu includes a search bar for the Merriam-Webster Dictionary, a language selector set to "English (USA)", and a grid of icons for: Screen Reader, Contrast +, Smart Contrast, Highlight Links, Bigger Text, Text Spacing, Pause Animations, Dyslexia Friendly, Cursor, Tooltips, Line Height, and Text Align. At the bottom of the menu, there is a "Reset All" button and options for "Page Structure" and "Move/Hide". The footer of the menu includes a "Report a Problem" link and the "USERWAY" logo, which is associated with "Accessibility by UserWay.org".

