

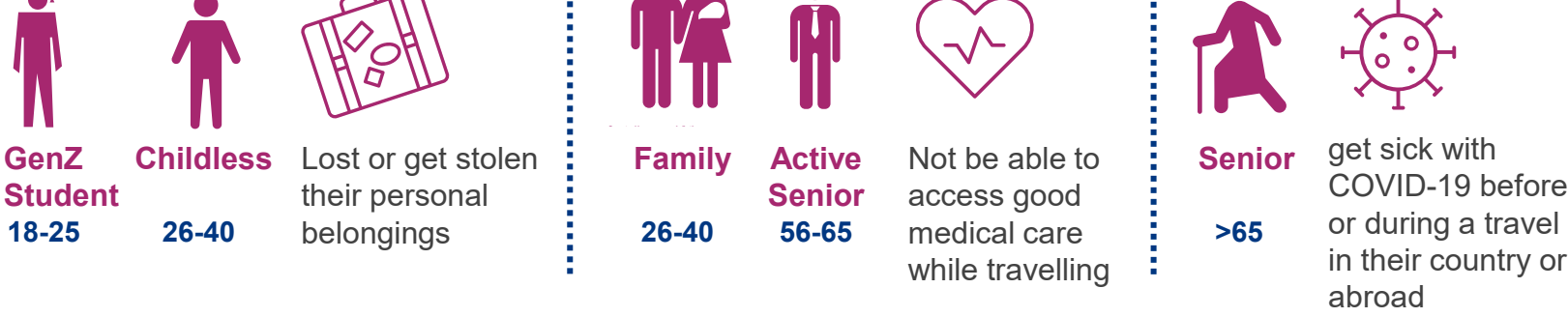


# Travel consumers behaviors trends : The future looks bright

To understand the latest shifts in travel expectations, attitudes and behaviors, Allianz Partners surveyed more than 25,000 consumers in 10 countries in February 2022.



## Main concerns



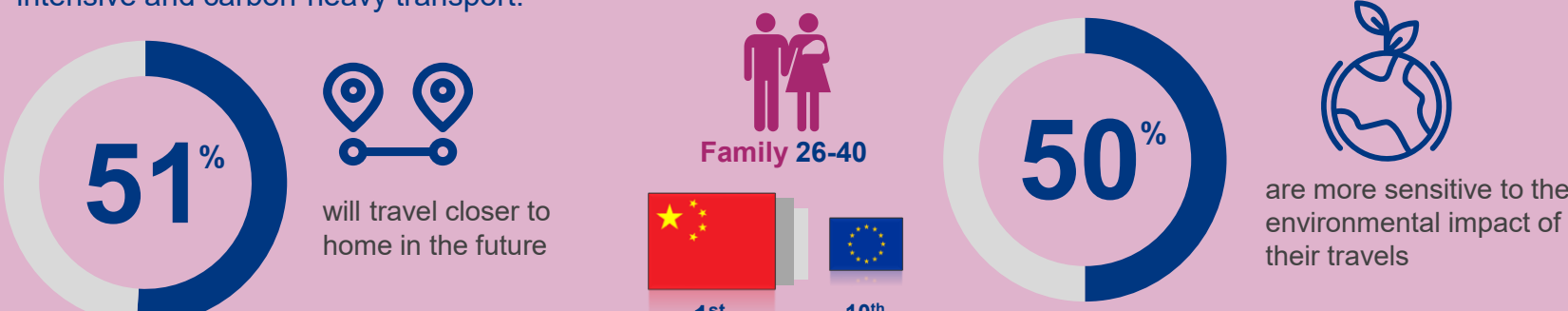
## TRENDS #1

### Green travel

Travel's outsized carbon footprint is under the microscope

→ As eco-concerns grow among consumers, sustainability will become as important a factor as price and travel duration when it comes to booking travel journeys – and rail may replace flying for short haul trips

→ In the absence of legislation, particularly eco-minded consumers will start self-rationing their travel and limit their usage of energy-intensive and carbon-heavy transport.



## TRENDS #2

### Safe Family travel

Coming out of the pandemic, a reprioritization of values, and spending time with loved ones is at the top of the list. The traditional family vacation has expanded to become multi-generational and include extended family

When travelling with family, safety is a key priority. Hygiene measures are still expected in all travel-related activity. They increasingly prioritize safety over adventure and are engaging with risk-reducing products and services.

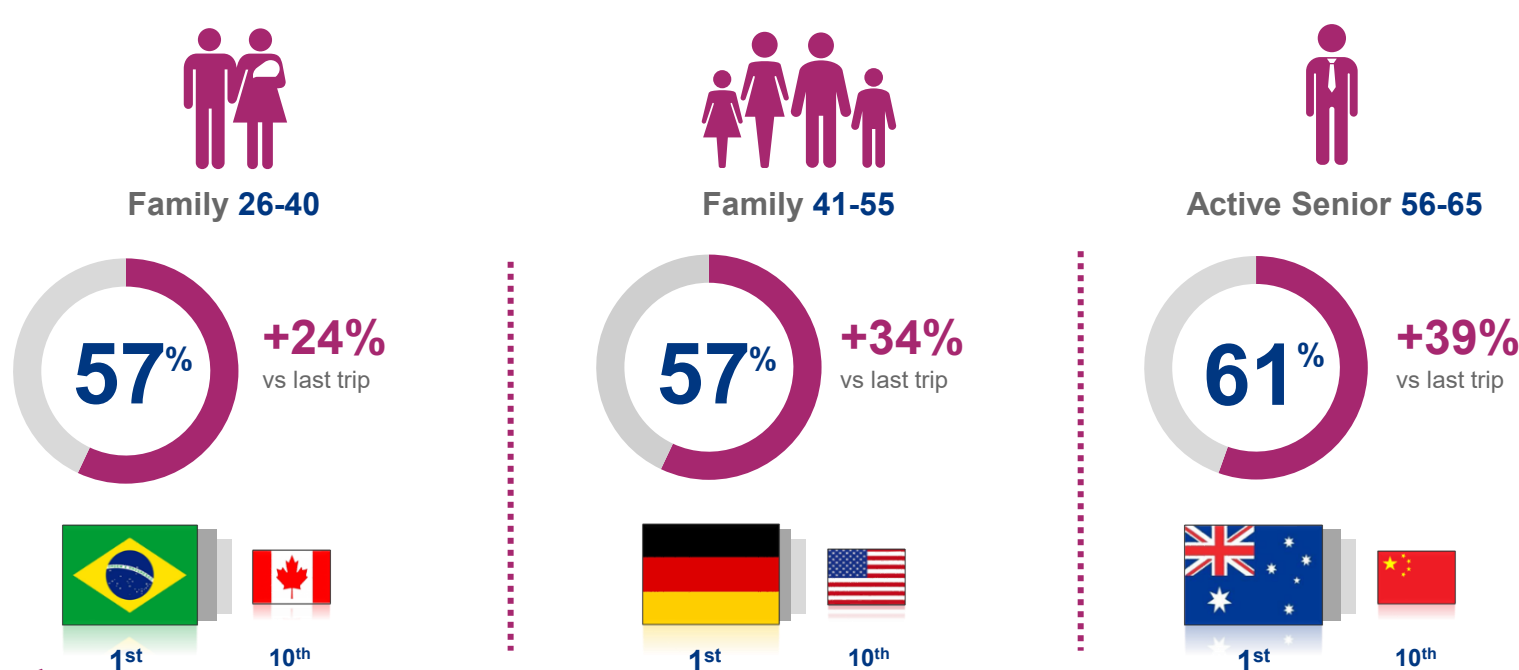
Families are relishing the chance to get away and are beginning to plan big vacations



Families & Seniors are clearly the most inclined to limit the risks across all generations.



Travel insurance buying intention – Trip abroad (vs last trip)



In result we could notice an high uptake of travel insurance buying intention from all the generations for their next trip abroad

## TRENDS #3

### Loyalty Subscriptions

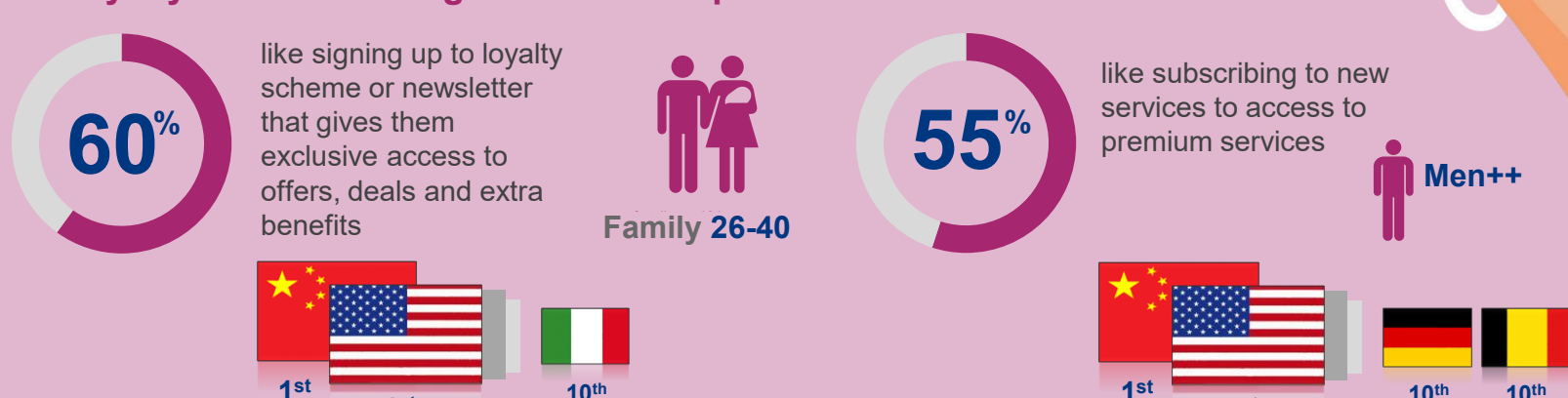
Long-term custom earned rewards, recognition in the form of exclusive tiered memberships, access to premium services, better facilities, and more comfortable and luxurious experiences become more prominent.

→ The pandemic boost was part of a wider switch away from the outright ownership of products towards access models where consumers pay a regular fee to access amenities as a service. As part of this movement, paid-for loyalty schemes are also growing in number, where members receive ongoing benefits in exchange for a regular membership fee.

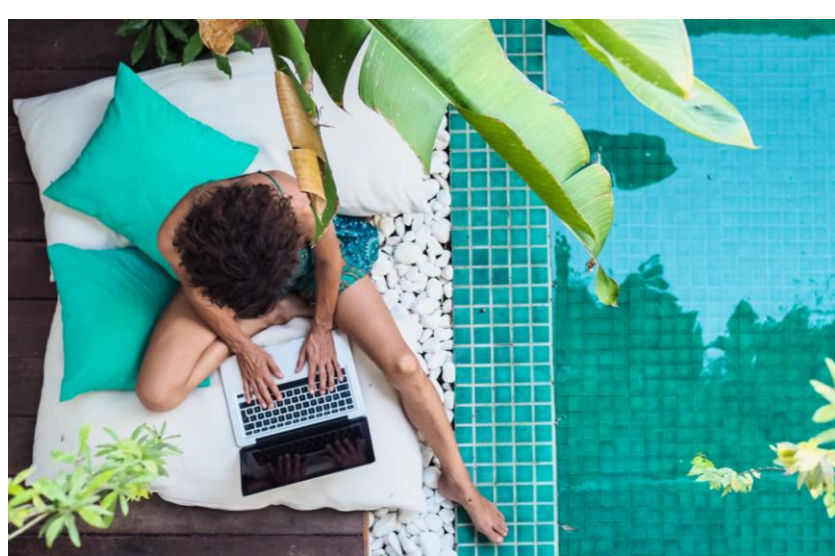
→ Consumer demand will grow for holistic subscription services that encompass all aspects of the travel journey-all travel, accommodation and experiential services to engage with the brand through special events, exclusive experience and more.



Travel Loyalty has been energized since the pandemic



## TRENDS #4



### Digital nomads

Workcation is a new experience that emerged during COVID-19. Consumers travel to novel, exciting destinations to work remotely - are likely to maintain appeal and become an established feature of travel behaviors in the post-pandemic world.

- In long term to attract remote workers, hotels will begin focusing on subscriptions rather than nightly rates.
- Millennials and Gen Z will fuel this shift because of their struggle to afford home ownership, as well as their global outlook and digital savviness.
- There may be some pushback from locals in remote work destinations who resent digital nomads for overstaying their welcome or failing to integrate into the culture.

The GenZ embrace the autonomy of remote work and the work-from-anywhere lifestyle

