

# EMERGING TRAVELER TYPES MARKETERS CAN'T AFFORD TO IGNORE

Get to know the new normal's new travel segments. These are crucial audiences to consider in your marketing plans because their influence on the travel ecosystem is already being felt—and will only continue to grow.

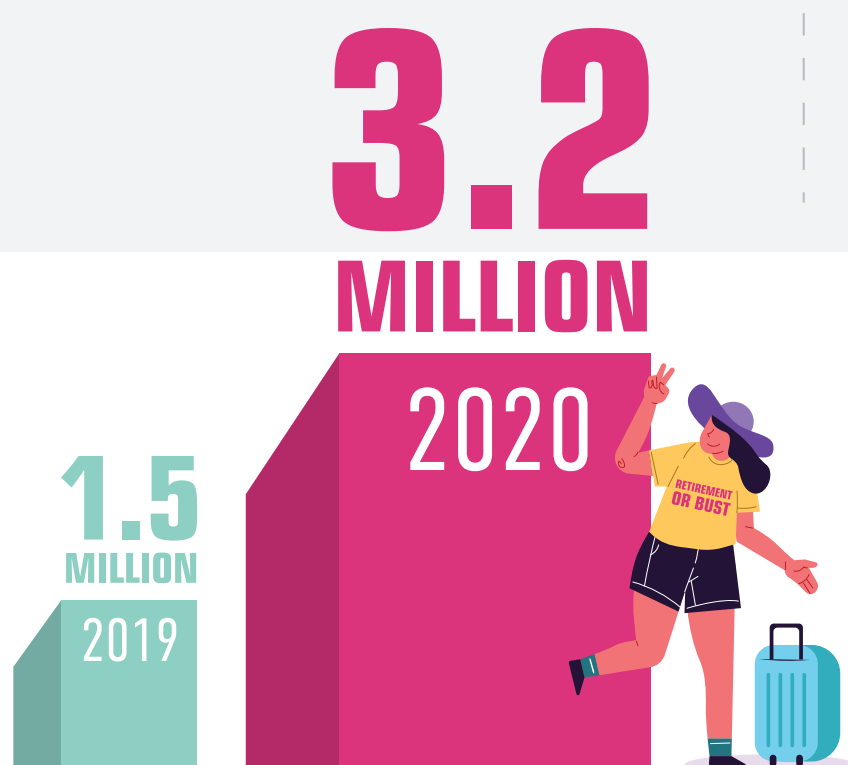
## EARLY RETIREES

The pandemic created a surge of early retirements. Some were forced, but many were voluntary—spurred by younger business owners perhaps concluding that there's more to life than work. This could indicate the emergence of a growing segment of well-off individuals who are looking for memories over more money (and there's no better way to achieve that than with travel).



**110%** The increase in Large Business Owners who plan to retire sooner than expected.

Source: Wilmington Trust Business Owners Outlook: Rush to Retire 2Q 2021



The increase in the number of Boomers (born 1946-1964) who retired in 2020, up from an increase of 1.5 MM in 2019.

Source: Bloomberg, Pew Research Center analysis of July, August and September Current Population Survey files

## FLEXCATIONERS

Some trends from the Covid upheaval are here to stay. The flexible workplace is one of them. While many offices are opening back up, employees aren't rushing to their desks. In fact, a study by global staffing firm Robert Half shows that over a third of professionals (34%) currently working from home due to the pandemic would look for a new job if required to be in the office full time.

Source: Robert Half Survey Conducted March 9-16, 2021

### ~~FLEXCATIONER WISHLIST~~ Must Haves

- Super-Fast WiFi (No Dead Zones)
- Children's Activities & Programs
- Pet Friendly
- Extended-Stay Discounts
- Ergonomic Workspace
- Use of Conference Rooms
- Print & Scan Services
- Extra Monitors Available

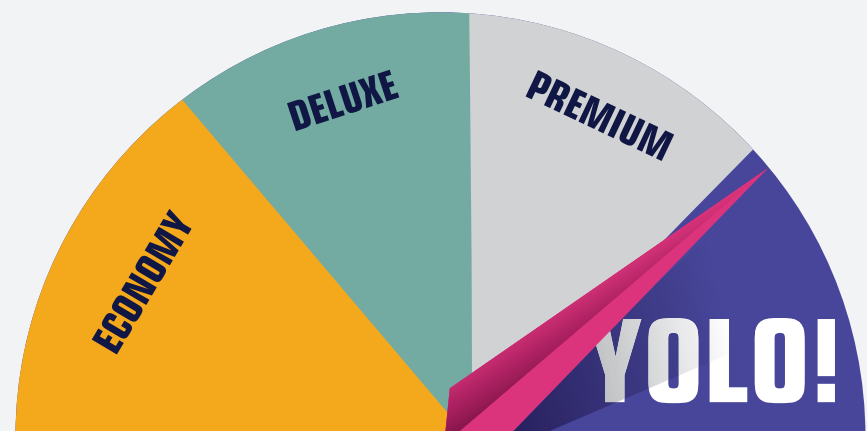
Flexcationers are looking for an office-away-from-home that will let them seamlessly toggle between productive working time and relaxing downtime. That means blending superior convenience with added technology offerings.

### THE LONG AND WINDING WEEKEND

Remote workers have quickly come to appreciate the ability to work from home—or from somewhere else entirely. That's led to an increase in lengthy working vacations that include the whole family, and 'weekend' getaways that last 5-6 days.

## YOLOers

For a growing number of millennial workers, a cocktail of burnout and a year of forced savings has triggered a "You Only Live Once" attitude that has tilted the scales heavily in favor of stepping off the career treadmill to seek new experiences. For many of those, travel has moved firmly up the priority list.



### UPGRADING THE ADVENTURE

Merely going somewhere isn't YOLO enough. YOLOers are splurging for enhanced experiences like staying in one-of-a-kind rooms or booking once-in-a-lifetime excursions.

### THE FARTHER, THE BETTER

YOLOers want to escape all facets of their old life. This isn't about staycations, it's about a change of scenery and avoiding the expected.



## ONE SUITCASE DOESN'T FIT ALL

Each of these segments require unique consideration in your marketing strategy. We'd love to chat with you about ways you can tailor your tactics and creative to take full advantage of these influential new audiences. Our no-cost video session will also take you through insights gained from the Big Day Travel Mindset Survey.

**EMAIL US AT [HEY@BIGDAYTHEAGENCY.COM](mailto:hey@bigdaytheagency.com) TO SET UP YOUR FREE 30-MINUTE INSIGHT SESSION**

## WE'RE THE TRAVEL PARTNER'S PARTNER

Big Day is a full-service creative agency that works with some of the top brands and travel providers in the world, including Royal Caribbean Group (Royal Caribbean International, Celebrity Cruises). Our hybrid approach to marketing means we can efficiently do what it takes to move your needle with everything from digital and social to print and video.