

Rw



TRAVEL

10 TRENDS THAT WILL BE HUGE THE SUMMER OF 'IMPACT TRAVEL'



Last year, there was a lot of talk about revenge travel. The sentiments expressed by travelers and the industry as a whole in 2022 feel markedly different this time around. It's not just about going on a fabulous trip or even how we travel (though, there's some interesting data surrounding private jets and yacht charters), but why we travel.

Escapism is part of it for many, especially after the past two years. But it's more than that. It's about travel opening our hearts and minds and making an impact on the world around us. People want their travels to benefit the environment and local communities as much as going on a great getaway benefits them. And, certainly, the fact that most places have dropped quarantine restrictions for vaccinated travelers means the world is opening up in a way it hasn't in quite some time.

All this to say that things are looking up on the travel front—with KAYAK reporting a 108 percent increase in searches.

Ready to hit the road, rail, air or sea? Come along with us as we unpack the biggest travel trends for summer 2022.

EVERYONE IS JETTING OFF TO EUROPE

A summer holiday in Europe isn't anything revelatory. But after taking a multi-year hiatus due to do Covid, people are overwhelmingly excited to get back to their favorite sun-splashed European destinations and discover new ones. Almost 50 percent of Scott Dunn's summer bookings are for Europe. Virtuoso data reveals that Europe swept the top ten for where U.S. travelers are going this summer—with Greece, Italy, France and Spain nabbing the top spots. **KAYAK data supports that trend. Palma de Mallorca, for example, saw a 77 percent increase in search share (that means it's best to book your room at Can Bordoy Grand House & Garden sooner rather than later).** While Greece currently accounts for 20 percent of all Scott Dunn summer bookings.

