Keep Discovering

Future Consumer Trends – July 2021

Consumer Planning & Insights

consumer planning & insights

consumer planning & insights

Key Events From 2020. Some Which Have Heavily Impacted Consumer Trends Now and In The Future

Summary of Key Milestones in 2020

Harvey Weinsten convicted

Beirut Explosion

Stock Market Crash

Panic Buying & Stock Piling

Death of Kobe Bryant

COVID 19 Pandemic

US & Australian Wild Fires

Royal Family – Prince Harry Quits

BREXIT

Micheál Martin - Taoiseach

US Presidential Election – Joe Biden

Black Lives Matter Campaigns

Donald Trump Impeachment

Kamala Harris – VP

Jacinda Ardern – Election

Murder of George Floyd

https://www.vox.com/2021/1/4/22204999/2020-year-in-review-covid-19-fires-election

Trends Overview

Health & Wellbeing

Sustainability

Outdoors

Technology

Flexibility

Convenience

Value

Self Identity

Now: 12 months

Next: 18 months

Future: 5+ years

Implications Overview

- Many upcoming trends have found their roots throughout the course of the Covid-19 pandemic, as consumers have been forced to slow down, reflect, and re-evaluate their habits. The year 2020 was the most unpredictable year in our lifetime. Not only has this shaped and impacted consumer trends, but we have also seen an increase in social justice movements.
- Over the past 18 months, consumers across the globe have been forced to adapt and re-adapt as restrictions have changed and continue to do so.
- The big question for the long-term is which trends, passions, and habits will stick around post-Covid.
- It seems that, in general, more transactional interactions, including not only online shopping, but actions such as remote check ins/reservations, will remain more distant and online. However, relations that revolve around human interactions will go back to the way they were before. We still want to meet people in person, and while video calls or streaming parties may supplement this, it will not replace our craving for experiences with people.

Health & Wellbeing

consumer planning & insights

Health and Wellbeing

- Driven to the fore by Covid-19, **physical & mental health and wellbeing** has become a key trend, and is likely to a big focus for consumers over the next 18 months.
- With issues of isolation and mental health highlighted by the pandemic, consumers have adapted **a more holistic approach**, and are seeking a more rounded form of personal wellbeing.
- Exercising and physical health remains a priority, but rather than chasing short-term superficial changes, consumers are seeking the **longer-term physical, mental and emotional benefits that can be gained**.

Stats:

1. **51% of UK consumers have used some form of health technology (Fitness app, pedometer, etc)**
2. **73% of US consumers who experienced a mental health disorder in the past year have diagnosed themselves**
3. **59% of consumers say they are more concerned about their overall health due to COVID 19.**

consumer planning & insights

Examples

- Discount retail giant Lidl installs hospital grade air-filtration system
- The Guggenheim museum in Bilbao installs billboards that capture air-pollutants

Source: Trendwatching Trend Report, Volume 1, 2021

Implications

- As this trend sticks around, there will be an opportunity to grow the area of **Wellness Tourism**.
- Wellness Tourism is travel associated with the **pursuit of maintaining or enhancing one's personal wellbeing.**
- There is a chance for brands to adapt this holistic approach, by catering for self-care trips, yoga retreats, and offerings focused on relaxation and stress relief.
- Physical fitness offerings will also be appealing to this group, with activities such as walking, hiking, canoeing or kayaking offering benefits for physical wellbeing, along with a chance to mentally disconnect with technology, and reconnect with nature.
- There is also an opportunity for brands to build positive relationships with consumers by caring for their health, and developing products and initiatives that emphasise this, such as the Guggenheim Museum in Bilbao.

Flexibility

Flexibility in the Workplace

- As a key trend for now and the future, flexibility in the workplace includes **both time and location**.
- Flexible working hours have provided people with greater **work-life balance**, something that has become a main priority since the beginning of the pandemic.
- Flexible working locations allow people to save time on commuting, and has given many the chance to shift their priorities in terms of location, and take advantage of **living in more rural locations with greater space.**
- This trend has been kicked off out of necessity, but will continue to grow and remain a key future trend as consumers **re-prioritise and place more importance on work-life balance.**

Stats

1. **51% of consumers selected 'time for myself' as one of their top 3 life priorities**
2. **32% of consumers claim that the ability to have a flexible schedule is the biggest benefit of working remotely.**
3. **63% of employees believe that the 8-hour work day will soon be dissolved**

From Bleisure to Workations

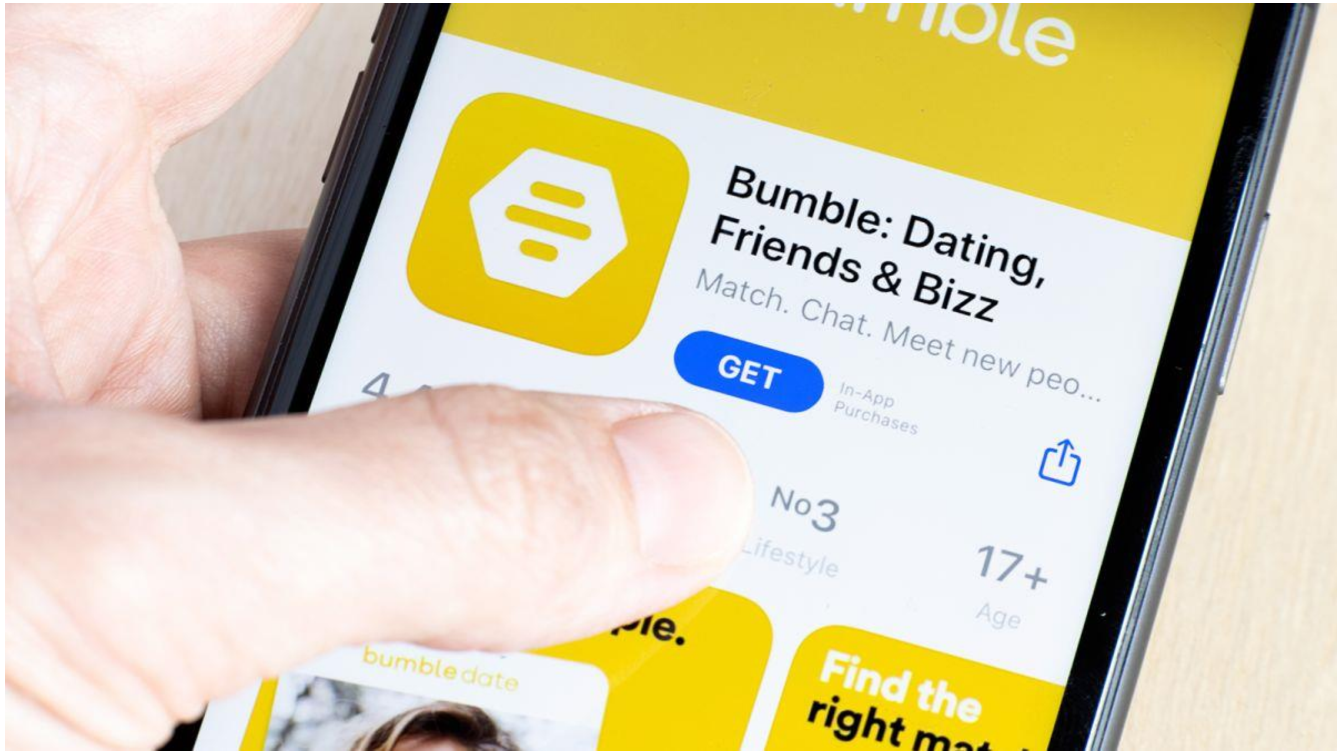
- **"Blesiure"**, blending business tourism with leisure trips, becomes less relevant, as **business travel lessens** in prominence due to the uptake of video calls and remote working.
- Instead, expect a rise in **"Workation",** with travellers looking to extend their holiday experience by staying an extra few days or weeks to work remotely. Laptops/ tablets to become even more of a mainstay in luggage than ever before.

Stats

1. **94% of respondents to the National Remote Working Survey (Ireland) were in favour of working remotely on an on-going basis, for some or all of the time.**
2. **Over 80% expressed a preference for a hybrid arrangement.**

Examples

- **Bumble** announced in 2021 they will give the more than 750 employees of the company a week of "paid, fully offline" time off to alleviate burnout amongst employees
- **Google** relaxes remote work plan, will let 20% of employees telecommute, to help create that work life balance



Sources:

Implications

- Working from home has made the idea of living in more rural locations such as smaller towns or villages more appealing to many. As many begin to **re-locate** to these areas, there will be an opportunity for local providers to build positive associations as newcomers seek to explore their new surroundings.
- As this trend continues post-Covid, it may see consumers take advantage of the flexibility gained from working remotely, and **taking longer holidays** as a result, providing them with a change of scenery, without the requirement of taking as much annual leave.
- An attractive spot with suitable amenities (e.g. desk/chair/ strong wifi) will become a must-have when choosing where to stay when extending trips and creating the **experience of 'Workation'.** Accommodation offerings will need to be equipped to help support and meet consumers demands in this area.
- An opportunity also presents itself for those providers that have space that could be adapted into **co-working/flexible office spaces** for remote workers, while also providing an opportunity for these suppliers to link in food and drinks options for remote workers.

Sustainability

consumer planning & insights

Sustainability

- While sustainability has taken a **backseat** for organisations due to the immediate concerns of Covid-19, this will become prominent as a future trend.
- The pandemic and various lockdowns have given everyone **a greater appreciation of nature** and the environment, and has prompted consumers to re-consider this topic and the importance of being mindful of environmental issues.
- Consumers will become **more savvy in the future**, with a greater focus placed on **choosing brands that have ethical practices**, both in the products they use, and in their disposal methods.
- This trend will also see consumers **seeking local products** with a greater focus on **supporting local communities**, at home and while abroad.
- Vegetarianism and veganism are also **growing as dietary options**, as consumers explore plant-based alternatives, in relation to the topic of sustainability and wellbeing.

Stats

1. **Booking.com research found that 53% of global travellers wanted to travel more sustainably as Covid-19 has opened their eyes to humans' impact on the environment.**
2. **Carbon Trust: 64% of consumers are more likely to think positively about a brand that could show it had reduced the carbon footprint of its products**
3. **85% of people across US, Uk, and China are prepared to rethink the way they live and spend to tackle climate change, and 70% are prepared to make dramatic changes to their lifestyle if it will help**
4. **33% of consumers have made an effort to support a small, local business, through purchasing or through social media promotion**

Examples

- Visit Sweden positions Sweden as a plant-based trailblazer, with the campaign 'Plant-based by Sweden': An initiative to showcase their excellent green cuisine and destinations.
- The French Government are set to introduce a ban on domestic flights, where the journey can be completed by train within 2 and a half hours, or less.

Sources: Visitsweden.com, TrendWatching Industry Update - Travel

Implications

- As the issue of sustainability grows and becomes a key trend, businesses in all sectors will need to adapt and re-evaluate their positioning in order to meet consumer demands.
- This creates an opportunity for **Eco tourism** to grow and expand.
- It will become important for businesses, including tourism and hospitality providers, to be **transparent**, and to communicate their efforts in this area with consumers, as they become more savvy around **choosing brands based on their ethics and efforts.**
- Food providers can build positive associations by creating **seasonal menus** that use **local produce**, eliminating single use plastic, using more green energy and generally seeking to minimise their environmental impact.
- It will be vital that businesses or organisations **do not engage in greenwashing**, or leading consumers into falsely believing them to be environmentally friendly in order to get positive PR.

Value

consumer planning & insights

Value

- Priorities have shifted over the last 16 months, and consumers are getting back to basics with a shift to minimal consumption.
- Consumers are becoming **more savvy**, and want to be able to see measurable benefits from purchases made.
- A priority is now placed on **affordability, convenience, durability and flexibility of use**.
- Value doesn't imply the product or service is 'cheap', however it is fit for purpose, meets consumers needs and expectation in terms of quality that is aligned to the cost.
- This trend has a short-term driver in the Covid-19 pandemic, but it will continue to be driven in the long-term, as the issue of sustainability becomes more prominent and consumers desire to make **eco-friendly purchases**.

Stats

1. **10% sales growth of discount retailers like Aldi and Lidl from 2019-2020**
2. **64% of UK consumers have a budget they try to stick to**
3. **Future finances are prioritised over current finances for 49% of consumers, compared to 42% pre-pandemic, and 51% indicated they have begun saving more as a result of the lockdown.**
4. **When asked what items they would cut spending on should their income decrease Irish people said that clothing (46%) and leisure activity (44%) would take the greatest hit.**

Examples

- Apple launched a second generation of the low-cost iPhone SE, showing the demand for affordable yet high-quality products.
- The ride sharing company Lyft offers the option to book shared rides at discounted rates, giving consumers an option that is both budget-friendly and beneficial to the environment.

Sources: Euromonitor Global Consumer Trends, Apple.com, Lyft.com

Implications

- This shift to a more minimalist consumption lifestyle may see consumers begin to **identify by their experiences** instead of material possessions.
- With the focus shifting to experiences rather than possessions, consumers treat themselves to certain indulgences, allowing themselves to **spend more on hospitality and leisure,** further justified by the savings made from remote working.
- As value and sustainability continues to be at the forefront of consumers' minds, the Sharing Economy will be in a good position to continue to grow. Options such as Air BnB and Uber will offer consumers value and convenience, along with a sustainable form of consumption.
- A similar opportunity may appear for the luxury goods market. As consumers focus more on durability and longevity, they will be willing to pay more for products or experiences that they perceive to be **better quality, with longer lasting power**. However, brands will have to work to really communicate these **tangible benefits to consumers**, to prove their quality and persuade them to purchase.

Convenience

consumer planning & insights

Convenience – Longing for the Old

- Consumers are longing for the convenience of life before 2020, as the pandemic eliminated spur of the moment activities, with everything from taking trips, going for dinner, or running errands now needing **to be pre-planned**.
- Taken with consumers **more minimalist outlook**, along with an uncertainty over the economy, convenience is set to be a crucial part of the decision-making process going into the next 18 months.
- Elements that have been introduced to bridge this loss, such as QR codes, self service kiosks, and even social distance markers in shops have led to a **loss of human interaction and service in store.**

Stats:

1. The loss of human interaction is keenly felt by those over 60, 68% of which prefer to talk with human representatives

consumer planning & insights

Convenience – Adopting the New

- Businesses have quickly **revved up their digital adoption** in an attempt to give back some flexibility to consumers, and provide them with a more seamless experience.
- This has allowed businesses to test new solutions and, as a result, many consumers will have grown used to new conveniences which will be desired going forward.
- Such new conveniences have included QR code menus in restaurants, self service check ins at hotels, touchscreens, and virtual shopping experiences with a dedicated assistant.
- **Pre booking/ planning ahead, contactless or cashless payments** have also become the norm as consumer behaviours have shifted due to health and safety concerns during Covid-19.
- These digital initiatives are more **embraced by the younger age group,** while those aged over 60 are craving the human interaction.

Stats:

1. **Data from Visa in October 2020 showed that there had been 500,000,000 additional pin-less, touch-less transactions since contactless limits were increased in 29 countries across Europe.**
2. **61% of global shoppers said they are more likely to browse for new products online instead of in physical stores, as the experience is more convenient.**
3. **36% of consumers expect companies to reduce all friction associated with deliveries.**

consumer planning & insights

Examples

- Cronins Restaurant in Killarney is one of many restaurants to adopt QR Code menus, allowing consumers to conveniently scan a code with their smartphone, and view the menu in a safer way during the pandemic.
- Department store John Lewis introduces a Smart Mirror in key stores, giving customers a quick and virtual way to try on clothes. The mirror also gives suggestions for clothes to match the one selected, and lets customers take photos of themselves trying on the clothes virtually

Sources: Croninsrestaurant.com, Retail-innovation.com/john-lewis-magic-mirror-trial

consumer planning & insights

Implications

- Businesses will need to **find the right balance between digital technology and human interactions,** to cater for both the older cohorts, and the younger age groups, and their differences in preference.
- In general, businesses will need to consider the **contactless consumer journeys** that individuals take with them, along with the more traditional consumer journeys.
- In particular, there is an opportunity for hotels to continue to innovate in their digital technology interactions, now that consumers are more receptive to new technologies. Such innovations may include self/mobile check ins and check outs, QR code menus, bedroom access via smartphones, touchless technology, and food and beverage apps.
- After not really taking off up to this point, QR codes have grown in popularity, and are a **safe and convenient** way for businesses to interact with consumers, providing them with information, allowing them to access menus, and make bookings.
- Ordering food online for collection or delivery has also become a real convenient indulgence during the pandemic, providing an opportunity for hotels in urban areas, particularly those with good reputations for food, to develop off-sales distribution, allowing consumers to order quality food from their restaurants for collection or delivery.

Outdoors

consumer planning & insights

Outdoor Experiences

- A heightened taste for the outdoors is a direct result of the Covid-19 pandemic and life with restrictions, and consumers are now embracing the outdoors for dining, exercise, activities, and socialising.
- Concerns over safety has caused many consumers to **seek the outdoors for their leisure time**, with many even making the move to living in more rural areas to take advantage of added outdoor space.
- Flexible and **remote working** has also allowed consumers **more time to engage with the outdoors,** taking up activities such as sports, hiking, swimming, and exploring the natural landscape.
- In terms of travel, consumers are actively seeking outdoor activities, with scenic walks and hikes, water-based activities, glamping and **exploring the landscape** all featuring prominently in itineraries.

Statistics:

1. 52% of consumers commuted 5 or more days per week at the beginning of 2020

2. 64% of professionals think work from home will become a long-term change

3. The number of adults walking for recreation is up from 65% in 2019 to 76% in 2021

4. Approximately 1 in 6 have taken up a new activity since the Covid-19 restrictions, with the majority expecting to continue the activity after the restrictions end

consumer planning & insights

Examples

- Chicago city launched outdoor dining challenge to help restaurants get through the Winter.
- Lmnts Outdoor Studio builds 50 individual outdoor domes for people to practice hot yoga in a safe way.

Sources: Trendwatching Trend Report, Volume 1, 2021, Lmnts Outdoor Studio

Implications

- The taste for the outdoors is something that is likely to stick around and grow in the next 5+ years, both in terms of **activities and social and dining experiences**. To take advantage of this, the sector will need to continue to invest in optimising outdoor areas.
- This may see an uptake on outdoor alternatives to indoor activities going forward, and it will be important for businesses to consider how to optimise for this. **Outdoor cinemas, open air events such as concerts or fairs, outdoor exercise classes, the use of outdoor pods or domes, and an uptake in the desire for glamping experiences are all areas to be explored**, particularly for the leisure and entertainment industry.
- Restaurants and hotels will need to review their outdoor offerings taking the local climate into account, and seek to set their outdoor spaces up in a way that consumers can eat outside throughout the seasons. Menu consideration will also be key, taking into account the types of food suited to outdoors, consumers tastes for outdoor dining, and the distance from the kitchens.
- Outdoor experiences for businesses should: Be sheltered from wind and rain, have well lined chairs and heating systems, have good lighting in place, have an attractive aesthetic, and be set up in a way that is comfortable no matter what the season is.
- On a larger level, there is an opportunity to completely reimagine spaces and places, not merely on an individual business level, but through looking at the city-scape itself, and how businesses can be brought together in a more permanent way.

Identity

Self-expression & Identity

- Now more than ever, consumers are willing to **take a stance, speak up,** and make sure that their voices are heard.
- Younger consumers, in particular, have become engaged in social and political issues, and are **using social media** to weigh in, and voice their opinions on topics that they care about.
- A number of events have spurred consumers into speaking up, from the death of George Floyd, to misinformation on social media, data privacy, and **trust and transparency in brands.**
- But it's not all bad news. Consumers are just as likely to take to social media to share their support of brands and causes that they are passionate about.
- This trend will broaden the definition of what it means to be an ethical brand, and will see brands needing to be transparent, set values, and live by them.

Stats:

1. **78% of Gen Z believe that people should be able to define their identity instead of being labelled by society.**
2. **72% of consumers agree that they are concerned about corporations abusing technology**
3. **20% of UK consumers say they often shop with a retailer that supports a cause they believe it**
4. **80% of consumers prefer buying from and into the brands whose actions align with their beliefs and values**

Examples

- **Pernod Ricard** took a stance against misinformation and bycotted their paid ads on Facebook in July 2020, as part of the #StopHateForProfit campaign.
- As part of the **Rugby Against Racism message**, the Guinness PRO14 games were preceded by a Unity Moment, which showcased values of solidarity and respect, and stood against racism during a very topical moment in time.

Sources: Euromonitor, Leinsterrugby.ie

Implications

- Brands will be no exception to this movement. More and more, **consumers will be looking to brands** to take a stance on key issues, or support the causes they care about.
- Brands that do not engage in some fashion could run the risk of losing credibility or trust from their consumers, who will become increasingly more conscious about seeking out ethical brands to purchase from.
- There is an **opportunity for brands to build trust and positive associations** with their consumers, by creating initiatives that seek to support certain causes, supporting the local communities, or doing their part to take a stance on larger, more complex issues.
- However, brands seeking to take up woke marketing or campaigns must ensure that they avoid greenwashing or conveying false impressions. Instead, businesses must be accountable, and this must be built into their overarching company strategy, rather than being merely content for content's sake.
- Activism will continue to rise with people rooting their identity in their stances regarding various social and political topics, which may lead to an uptake of consumers seeking out more **transformative travel experiences as a holiday option, as a means to express their identity.**

Technology

consumer planning & insights

Technology

- Consumers are ever increasingly living in a digital world in all areas of their lives, from shopping, to being able to attend workshops and exhibitions online, to socialising with their friends through watch parties, gaming, and zoom calls.
- The use of technology amongst all age cohorts accelerated during lockdowns as consumers relied heavily on tech devices to remain connected with families and friends across the globe.
- A greater merging and **seamlessness between the digital and physical worlds** will become notable, as consumers grow to expect to experience digital interactions in the outside world, with every sector expected to move into the 'Phygital' space.
- Augmented reality and virtual reality are the technology to watch as the next big thing in this space, both for brands to implement, and for consumers to engage with in their homes.

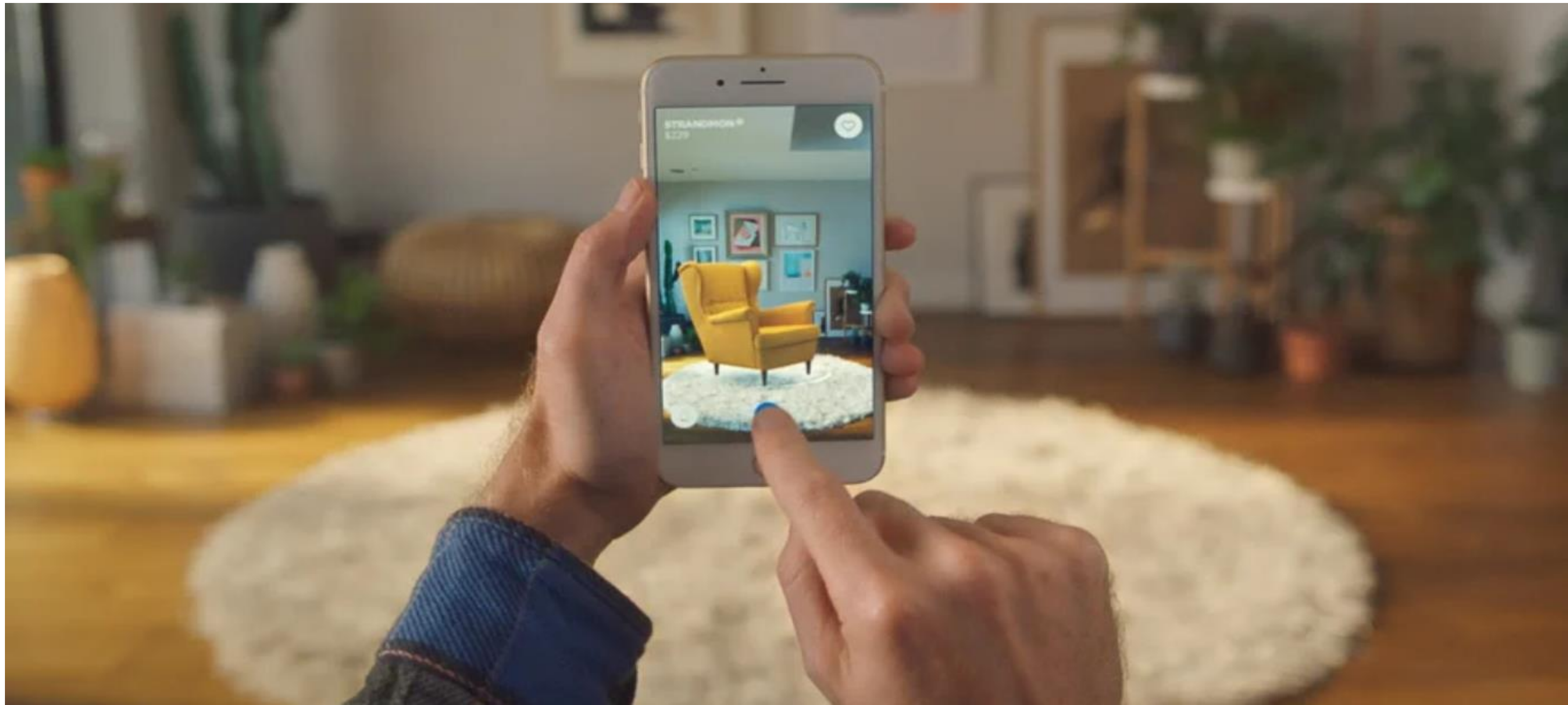
Stats:

1. **61% of consumers said they would be more likely to buy from a brand that uses immersive technology (AR, VR, 3D content)**
2. **34% of UK consumers who use mobile apps say using an app to experience a virtual exhibition (Eg, art gallery/museum) appeals to them *(Mintel 2021)***
3. **2 in 5 consumers claim to make a booking via mobile devices.**
4. **68% of Irish consumers do more online shopping now than before the pandemic**
5. **More than 75% of consumers took an interest in online activities in 2020. Top activities included video calls, ordering groceries online and shopping online**

Examples

- **The King of the Vikings** visitor attraction in Waterford uses virtual reality to give visitors a viking adventure and a novel tourist experience
- The **IKEA** Place App uses augmented reality to allow consumers to test the scale and look of furniture and products in their own homes before deciding to purchase.

Sources: King of the Vikings, Waterford.
IKEA Place App



Implications

- Many of the ways consumers now utilise technology as a result of Covid-19 will remain in place, such as ordering groceries and shopping online. However, consumers will still **seek the belonging and connection** of human contact, as the emotional connection is something that is non-replaceable.
- Businesses can seek to move into the phygital space through creating apps that allow for onsite virtual experiences, setting up virtual play areas in stores, and seeking new and innovative ways to allow for in-person experiences in the consumers' homes.
- It will be the responsibility of the brand to ensure that they stay up to date with technology, as consumers now expect to interact with technology not only online, but within brick and mortar businesses.
- Providing novel experiences with technology **can make a business stand out from the crowd**. This provides exciting opportunities for the tourism and entertainment industries in particular.
  Introducing augmented or virtual reality into sectors such as museums, galleries, historic houses and tourist or heritage centres can provide a novel, immersive experience that visually contextualises what the visitor is seeing, while working to differentiate the business.

Travel Trends & Fáilte Ireland

Travel Trends and Implication on Fáilte Ireland

Sustainable/ Eco Tourism

- Travellers mindsets have shifted and now make decisions with the environment in mind
- Important to note that sustainability is <u>not only</u> about the environment. It’s also about making a positive impact on cultures, economies, and the people at the destinations.
- Booking.com claims that 72% of tourists believe that people need to take action now and make sustainable travel choices in order to save the planet and preserve it for future generations.
- Future trends in travel stemming from this may see more focus placed on outdoor experiences and activities, and tourists deciding to visit less congested destinations or take more trips closer to home, in an attempt to make more eco-friendly choices and lessen over-tourism.

Fāilte Ireland

- Sustainable tourism will be one of the most applicable tourism trends to Fáilte Ireland.
- Consumers will seek ways they can help limit their impact on the environment and the opportunity to explore natural destinations.
- Activities such as Hiking and Garden visits will be top of mind for consumers. They will be keen to support local economies. When shopping consumers will be seek locally produced food to help support the business and also been aware of carbon foot print.
- This trend is applicable to Unconstrained Adults Under 45’s, Over 45’s and Families. Likely to have some stronger activists within each segment but overall it will appeal to all three segments.

Travel Trends and Implication on Fáilte Ireland

Transformative Tourism

- Transformative travel is not just about traveling for leisure but also aiming to make a difference in both the lives of others and oneself. It's purpose is to have a positive impact, which applies meaning and consumers can take action.
- The focus is on travel that changes you for the better.
- One of the main aims for transformative travel is to be involved in something that's significant and adds purpose to the trip.
- Booking.com shares that 68% of global travellers would consider participating in cultural exchanges to learn a new skill, followed by a volunteering trip (54%) and international work placements (52%).

- Transformative travel will be less applicable for Fáilte Ireland, as it is considered to be more appropriate and aligned with international travel.
- International travel offers a greater opportunity for consumers to experience cultural changes by trying and learning new skills, volunteering and undertake jobs they haven't previously tried.
- This trend is likely to be suited to Unconstrained Adults Under 45, who travel abroad and look for a trip with a positive impact.

Travel Trends and Implication on Fáilte Ireland

Experience Tourism

Fāilte Ireland

- Experience Tourism is about having a once-in-a-lifetime experience or gaining an emotional connection with cultures and nature.
- Travellers have started to seek authentic experiences in their chosen travel destination. E.g. Food tourism enables travellers to enjoy different local cuisines, maybe even learn how to cook some of the recipes and interact with the people's traditions in the process.
- Harris Group revealed that 72% of millennial prefer spending more money on unique experiences rather than on material things.
- Airbnb now offer consumers the opportunity to book 'experiences'. Byway travel is an another example to experience travel by train, boat or bike. The concept is to discover the world by travelling through it, not over it.

- Experience Tourism is a trend that is applicable to Fáilte Ireland in relation to the ways consumers interact with the beautiful nature, landscape and unique culture of Ireland. This trend can be applicable for both domestic and international tourism.
- Consumers behaviours have shifted and are now more so than ever willing to invest in experiences rather than items. This is an opportunity for Fáilte Ireland to showcase the different types of experiences Ireland has to offer, the communication around the types of experiences that are available will be essential to help drive this trend.
- This trend is likely to be driven by those with more disposable income and less responsibilities such as Unconstrained Adults Under and Over 45. This is also likely to increase after the pandemic, due to a shift in consumer behaviours. Families are likely to partake in experience tourism but not to the extent of the other segments, due to restraints such as children's ages, expense etc.

Travel Trends and Implication on Fáilte Ireland

Solo Travel

Fāilte Ireland

- Solo Travel is a wonderful and self-rewarding experience that forces you to grow and leaves you feeling stronger and more confident.
- There is different reasons for solo travelling. Some may want the freedom to do whatever they want, whenever they want, whilst others seek to travel alone for their own personal growth, and seek something deeper from their solo adventure.
- In a November 2019 survey, Booking.com reported 17% of respondents were planning a solo trip. That number nearly doubled in their July 2020 survey in which 30% of people said they were planning a trip on their own.

- Solo travelling is a trend Fáilte Ireland can tap in to by highlighting what the experience has to offer.
- Consumers who partake in solo travelling are doing it for their self esteem either to put themselves first or explore and find deeper meaning.
- This trends is only applicable to Unconstrained Adults Under 45 and Over 45. However, the activities they seek may differ. For example Under 45's are likely to seek more fulfilling and adventurous activities that they cannot take part in everyday such as Surfing. Whilst, Over 45's will utilise the alone time to enjoy their own company and perhaps seek deeper meaning from their adventure and experience.

Travel Trends and Implication on Fáilte Ireland

Wellness Travel

- Wellness Tourism is travel associated with the pursuit of maintaining or enhancing one's personal wellbeing.
- Consumers mindsets have shifted and are now more so than ever conscious of their physical & mental health and wellbeing. Consumers are seeking ways to incorporate wellness into their daily lives wherever they are.

Fāilte Ireland

- In the short term, Wellness travel may not be associated with domestic tourism and Fáilte Ireland. However, with the trend on health and wellbeing expected to accelerate and grow, it may be a future opportunity.
- Ireland has the potential to help maintain and enhance consumers wellbeing. However, Fáilte Ireland need to determine the correct positioning and communication around the types of activities and destination that can offer what consumers seek from wellness travel.

Consumer Planning & Insights

Future Consumer Trends - July 2021