



CENDYN | 7 TRAVELLER TYPES THAT ARE READY FOR REVENGE TRAVEL

Revenge travel

It's become the buzzword of the travel rebound. With their wings clipped during the pandemic, millions of travellers have been planning trips for when borders reopen. That said, despite the pent-up wanderlust escapism, travellers are not taking anything for granted.

What is a Revenge Traveller?

Travellers who will take to the skies (and roads) with a vengeance, making up for lost time by reuniting with friends, visiting family and doing all the things they took for granted prior to the pandemic.

The rise in bucket list experiences, family reunions and far-flung adventures correlates with the expansion of vaccine availability across the United States and elsewhere. Even as the recovery happens in fits and starts, revenge travel will be a primary driver of demand.

Keep in mind that revenge travel doesn't only mean people traveling from far away. It's really a catch-all term for pent-up demand. Additionally, the global shakeup in travel patterns means that your property may appeal to different segments than it did before. This is a great chance to capitalise on cooped-up travellers and appeal to new segments with clever marketing.

These 7 traveller types are ready for revenge travel — and are ideal targets for your property's marketing in the coming months.

1. Multi-Generational Travel

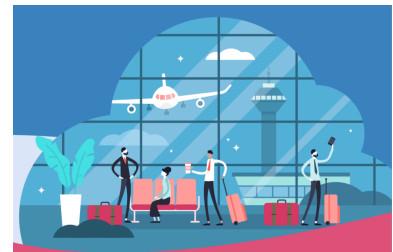
Many families have spent a year apart. As more people get fully vaccinated - especially older generations - families will feel more comfortable getting together. These trips are a bit more complex than your average stay, with different expectations and comfort levels across generations.

To target these travellers, use imagery that includes multiple generations. Identify some core value(s) that your property can provide — adjoining rooms, elder-friendly guest rooms, private spaces for group meals — and then build campaigns accordingly. Also, search your CRM for families and other multi-generational groups you can reach out to with exclusive offers.



2. International Travel

Without a coordinated global strategy, travellers won't have equal access to international trips. Some may face mandatory quarantines upon return, which limits the willingness to travel abroad. Look at the countries most likely to travel to your destination and orient your marketing segments accordingly.



3. Drive Markets

Of course, revenge travel doesn't mean traveling far away! We've all been staying closer to home during the pandemic. Even as reluctance slowly fades about international travel, drivable destinations will continue to be popular. This means that you'll need to continue your existing campaigns targeting drive markets.



The competition is stiff, as you know. To succeed with drive markets, maintain a view towards balancing early bookings and less price-sensitive last-minute travellers. Since many destinations with driving distance of big cities are selling out at the weekends, you'll want to optimise revenues and maintain rate competitiveness amidst surging demand.

4. Locals

Just because there are widespread vaccines doesn't mean that everyone will rush out to travel. Locals (and nearby drive markets) will continue to be significant sources of demand. These nearby guests can round out your demand from travellers further afoot with additional ancillary spend in lieu of room revenue. One of the best ways to drive local business is to start with your F&B operations. Every time a local comes to eat, offer a "good neighbour" discount. This builds loyalty and allows you to start nurturing your list of engaged locals. Periodically, surprise them with a discounted staycation rate and work to convert them into overnight guests as well!



5. Team Retreats

Revenge travel also extends to business travel, especially as the hybrid workplace has transformed how we conduct business. With many workers now permanently remote, there's a new need for quarterly team meetings. Your sales team should be proactive around off-sites for hybrid workplaces. To get ahead of your competition, step quickly into this segment and establish that loyalty early on!



Many newly remote workers are looking forward to meeting up with their teams. So even if your CRM's previous business travel segment isn't visiting for conferences or sales meetings, pivot your attention to team retreats. While this segment has always existed, there will be many more teams looking for quarterly get-togethers.

6. Bucket Listers

If there's one thing we've all shared this past year, it's a feeling of loss. Travellers are thinking about those trips they've been putting off and prioritising them in their post-pandemic plans.

Those bucket list adventures are going to be a bright spot in travel. How can your hotel participate in this conversation? Whether it's an overnight stay on their way to the main event or by launching an end-to-end bucket list concierge, find ways to help people achieve their travel dreams.



7. Solo Travellers

Similar to bucket listers, solo travellers are ready to jump back into travel. The Solo Female Travellers Club added 65,000 new members during the pandemic, signalling strong demand ahead. Don't overlook the solo traveller ready to hit the road! To engage this segment, develop partnerships with communities of single travellers online. Offer solo traveller rates and packages, redeemable only by members, so that they feel welcome and encouraged to stay. Even better: offer to host exclusive events as the pandemic lifts, giving solo travellers a trip on their calendars!

