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zicasso

# 2022 LUXURY SUMMER TRAVEL TRENDS





# ABOUT ZICASSO



Since 2008, Zicasso has been a leading travel company combining the expertise of the top 10% of luxury travel advisors in 101 countries.

Zicasso gives busy, discerning consumers a hassle-free way to obtain customized, unique, and authentic travel experiences not available on existing travel sites, along with flight and travel insurance services to further simplify the lives of these time-strapped travelers.

To ensure the highest quality and value, each travel specialist is vetted by Zicasso using a rigorous screening process and rated by real travelers who used Zicasso. With over 22,000 travel reviews, our specialists average 4.86 out of 5 stars.

For more information, visit [www.zicasso.com](http://www.zicasso.com).

# KEY FINDINGS

## FIRST QUARTER BOOKINGS FOR INTERNATIONAL SUMMER TRAVEL ARE UP 500%

Data from thousands of Zicasso travelers and hundreds of luxury travel advisors point to these five trends for trips set to depart between May 1 and August 31, 2022:

- Europe dominates with skyrocketing summer demand
- Uncertainty reigns, but travelers are booking a summer vacation anyway
- Travelers are ready and willing to spend
- Travelers are choosing to vacation together to bond relationships and celebrate
- Emerging destinations are increasingly attractive for last-minute bookings



Photo: Barcelona, Spain



## From the desk of Brian Tan, Founder & CEO

### **More than anytime in history, pent-up demand is driving an unusual surge in upcoming international travel this summer.**

To gain further insight into the luxury international travel market for the summer of 2022, Zicasso analyzed our bookings from thousands of travelers and surveyed hundreds of top luxury travel advisors from around the world. These key findings stand out:

#### **Luxury travelers are eager to travel internationally again - bookings rose 500%.**

As Omicron began to recede in January, a surge in demand began, and has accelerated, over the last three months. As a result, first quarter bookings grew 500% compared to a year ago with most bookings for summer travel.

#### **Europe dominates the minds of travelers.**

While demand is up everywhere, not all regions are getting the same love. By far, travelers have a stronger preference for Europe compared to 2019, accounting for almost 80% of trips.

#### **Uncertainty reigns, but travelers are booking international travel anyway.**

While travelers have expressed concerns about the war in Ukraine, accelerating inflation, and potential new Covid variants or restrictions, they are ready to venture abroad again. Since the war began, we have had less than 0.5% cancellation rate for Europe and new bookings continued its strong growth trajectory.

#### **Travelers are ready and willing to spend.**

The pandemic taught us that travel can no longer be taken for granted, so travelers want to make the next trip a trip of a lifetime. The average spend for tailor-made trips is up 27% compared to pre-pandemic summer of 2019, excluding flights. While inflation contributed to some of this increase, much of it is driven by the desire to have upgraded hotels, private guides and high-end unique experiences. Travelers are ready and willing to pay more for the perfect trip.

## **Travelers are choosing to vacation together to bond relationships and celebrate.**

Humans are social creatures--to cement our bond for each other and to celebrate our relationships, we have particularly chosen to travel together this summer. Multi-generational family travel, spanning three generations, is a key growing segment. The proportion of our travelers with groups of six or more went up 28% compared to 2019. 76% of travel advisors note an increase in trips for couples, including honeymoons and milestone celebrations.

## **Emerging destinations are increasingly attractive for those who have not booked yet.**

Many iconic European destinations have limited availability for this summer, and travelers are considering other emerging destinations. African safari destinations grew in share by 20%, with most travelers taking multi-country Southern Africa trips that include South Africa, Botswana, and Victoria Falls.

To help travelers consider other emerging destinations, Zicasso has compiled a list of 16 recommended countries with availability on page 9--smart travelers should consider these for this summer, and if Europe is on your bucket list but it's too fully booked, consider traveling there in 2023 instead.



Brian Tan

Founder & CEO, Zicasso

A man, Brian Tan, is sitting cross-legged in a vast, open grassy field under a clear blue sky. He is wearing a dark jacket and light-colored pants. Two meerkats are perched on him: one on his head and one on his lap. The field is filled with tall, dry grass, and the horizon is flat and distant.

*Meerkats with Brian at Jack's Camp in Botswana*



# EUROPE DOMINATES WITH SKYROCKETING SUMMER DEMAND

*Bookings for summer 2022 see travelers returning to destinations most popular pre-pandemic*

50%

- Availability for most of Europe is scarce thanks to high demand and the continued rebooking of postponed trips. Our network of travel advisors indicate nearly 50% of their booked trips for summer 2022 were postponed from 2020 or 2021

8  
10

- While summer 2021 included Costa Rica and Peru amongst our top ten most popular countries, Europe further dominated summer 2022, taking eight of the top ten spots as borders reopened and travel restrictions eased

## TOP 10 DESTINATIONS FOR SUMMER 2021

GREECE  
ITALY  
CROATIA  
ICELAND  
FRANCE  
COSTA RICA  
SPAIN  
TANZANIA  
PERU  
SOUTH AFRICA

## TOP 10 DESTINATIONS FOR SUMMER 2022

ITALY  
GREECE  
FRANCE  
SPAIN  
SOUTH AFRICA  
CROATIA  
BOTSWANA  
ENGLAND  
PORTUGAL  
IRELAND

OVERALL, 2022 BEHAVIOR IS CLOSER TO PRE-PANDEMIC TRAVEL IN 2019.  
MISSING FROM OUR PRE-PANDEMIC TOP 10:  
PERU, AUSTRALIA, NEW ZEALAND, AND JAPAN



# UNCERTAINTY REIGNS

*Travelers are booking a summer trip anyway*



When asked to select the top barrier to booking for Zicasso travelers, our luxury travel specialists overwhelmingly noted these three:

**26%**

**Geopolitical  
Conflict**

**24%**

**Pandemic  
Border  
Restrictions**

**23%**

**Limited  
Availability**

Despite these barriers, bookings continue to surge.

**85%**

**The percent  
of 2022 trips  
booked less  
than 90 days  
before  
departure**

**0.5%**

**Current  
cancellation  
rate for  
summer  
trips to  
Europe**

**39%**

**Zicasso's  
month-over-  
month  
growth from  
February to  
March 2022**

TRAVELERS ARE MAKING "REAL TIME" DECISIONS FOR THE RIGHT TIME, AND THE RIGHT PLACE, FOR THEIR SUMMER TRIP



# TRAVELERS ARE READY AND WILLING TO SPEND

*Compared to pre-pandemic summer 2019, excluding flights, average trip cost is up 27%*



While inflation contributed to some of this increase, travelers spent more largely because of the desire to have upgraded hotels, private guides, and high-end experiences.

**66%**

The percent of travel advisors reporting increased interest in high-end properties compared to pre-pandemic travel

**72%**

The percent of travel advisors reporting increased interest in private excursions compared to pre-pandemic travel

**70%**

The percent of travel advisors reporting an increase in costs for guides and attractions in their region compared to 2021 travel

**72%**

The percent of travel advisors reporting an increase in transportation costs in their region compared to 2021 travel

**85%**

The percent of travel advisors reporting an increase in hotel rates in their region compared to 2021 travel

TRAVELERS HAVE A STRONG DESIRE TO TRAVEL AND WILL PAY MORE FOR THEIR DREAM TRIP.



# TRAVELERS ARE CHOOSING TO VACATION TOGETHER TO BOND RELATIONSHIPS AND CELEBRATE

*Growth segments include multigenerational family travel and trips that celebrate milestones*



**28%**

The growth in proportion of our travelers with groups of six or more, mostly consisting of multigenerational families.

**65%**

The percent of luxury travel advisors noting a marked increase in family travel - both parents with children and multigenerational trips stretching three generations

**76%**

The percent of luxury travel advisors reporting an increase in trips for couples, including honeymoons and milestone celebrations

**12**

The average trip duration, which increased by a day, compared to summer 2019.

# 16 COUNTRIES WITH AVAILABILITY FOR SUMMER 2022

SPAIN

PORTUGAL

CROATIA

BELIZE

COSTA RICA

ECUADOR & GALAPAGOS

ARGENTINA

CHILE

COLOMBIA

PERU

AUSTRALIA

FIJI

SOUTH AFRICA

BOTSWANA

TANZANIA

KENYA

