

Overview of the North American Travel Market

Presented by SiPP Communications
January - December 2021



SiPP Communications

Agency Profile

About SiPP Communications

SiPP Communications is more than a name. *It's our mission: **Share Interesting Places & People.***

What sets us apart?

As a boutique, NY-based public relations agency specializing in travel and lifestyle, we know that it is the **local history, culture** and **people** on the ground that make **memorable travel experiences worth sharing**.

We are committed to uncovering the stories that highlight the places and people that make destinations, and the companies that serve those destinations, stand out in a crowded media landscape.

SiPP Communications is media connected:

Our team is actively involved with a number of associations: Society of American Travel Writers, Public Relations Society of America, New York Travel Writers, and more.

When journalists are seeking new story ideas, they turn to us to share client news and to connect with the spokespeople of the brands we represent.

Get Connected

Through our years of experience and participation in industry marketplaces, we maintain working relationships with top travel editors, producers and freelance writers, including but not limited to:



Portfolio of Services



Press Releases & Media Relations

In public relations, as in life, timing is everything. The SiPP team actively pitches timely and newsworthy announcements with the flexibility to evolve as trends develop.



Event Management

Let us bring the travel experience directly to the media. In-market events give editors, freelancers, and influencers a taste of the destination while inspiring future story development.



Press Trip Recruitment

We know that the most compelling stories come from first-person experiences. The ultimate travel inspiration comes from having the right content creators to share personal perspectives directly with readers.



Partnerships & Co-op Marketing

Key messages can be greatly amplified by leveraging partnerships with other brands. As PR people, we love it when we can marry two complementary brands.



Social Media Management

We believe the best way to reach media, partners and potential customers is by directly engaging with them across social platforms. These proactive interactions compliment story pitching and increase audience reach.



Advice & Counsel

Our team is driven by the desire to find what makes destinations and travel experiences memorable. This forms the foundation of our approach to strategy development & planning.

Meet the Team: Katie Papadopoulos

A graduate of American University in Washington DC, Katie earned her degree in International Relations with a focus on International Communications and Western Europe. In 2019, Katie opened SiPP Communications with the mission to “Share Interesting Places and People”.

Katie began her tourism career managing press and trade relations for the Belgian Tourist Office in New York, holding training sessions for airlines, tour operators and presented destination updates during travel agent events.

This experience led her to DQMPR, where she led Québec’s travel trade relationships. On behalf of the province of Québec, Katie attended major conferences and marketplaces like USATOA and the National Tour Association and organized trade and media roadshow receptions in New York and major US cities, including San Francisco, Los Angeles, Chicago, Boston and Washington DC.

Over the course of her travel PR career, Katie has managed the public relations activities for CroisiEurope, St. Barth Properties, Osiris Tours, the Belgian Tourist Office, the province of Québec, Choose Chicago and the Emilia Romagna Tourism Board.

Her efforts have resulted in articles in American Way, Boston Globe, CNN.com, Conde Nast Traveler, Food & Wine, JustLuxe.com, New York Times, Robb Report, Travel + Leisure, USA Today, USNews.com and Washington Post, to name a few. She has also organized visits that resulted in **TV segments on WUSA9 in Washington DC, WBKO13 in Nashville, episodes for the TV show *Raw Travel* and ABC’s *Good Morning America*.**

Meet the Team: Stephanie D'Adamo

Stephanie graduated from Marist College with a major in Communications: Public Relations and a minor in Global Studies. During college, she interned with consumer agency DeVries PR and also with travel PR agency MMGY Global, where she worked mainly on social media initiatives for the German National Tourist Board.

Before joining SiPP Communications in 2019, Stephanie spent over seven years at DQMPR, where she developed close relationships with media as well as clients, both of whom frequently praised her attention to detail. She has helped organize and execute countless media and trade receptions for clients like Choose Chicago, Tourism New Zealand and the province of Québec.

She also scheduled media and travel agent appointments in the greater New York area for Extraordinary Journeys, Geringer Global Travel and Tourism New Zealand.

In her work with media, Stephanie has coordinated press trips for Finnair, Choose Chicago and Quebec as well as managing the media invitations for the annual Visit European Media Exchange.

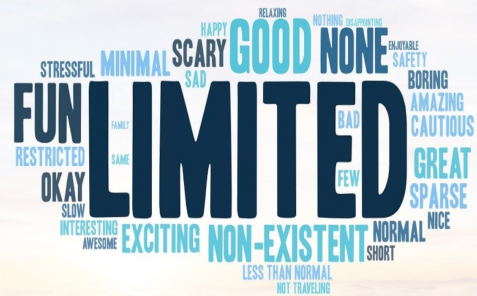
Over the course of Stephanie's career, she has achieved notable **media placements in the *New York Times*, *Boston Globe*, *Los Angeles Times*, *San Francisco Chronicle*, *Chicago Tribune*, *Washington Post*, *Travel + Leisure*, *Departures*, *Hemispheres*, *Conde Nast Traveler* and *TODAY.com***, to name just a few highlights.

Snapshot of North American Travelers

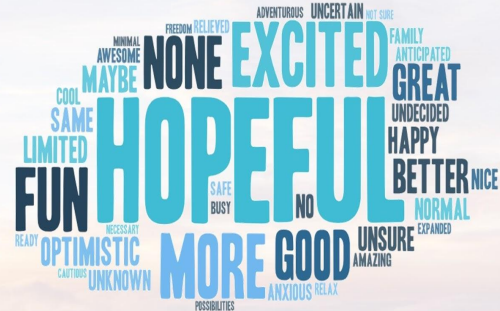
Appetite for Travel

AMERICANS LOOK FORWARD & BACK ON TRAVEL NOVEMBER 24-26, 2021

DESCRIBING 2021 TRAVEL



DESCRIBING 2022 TRAVEL

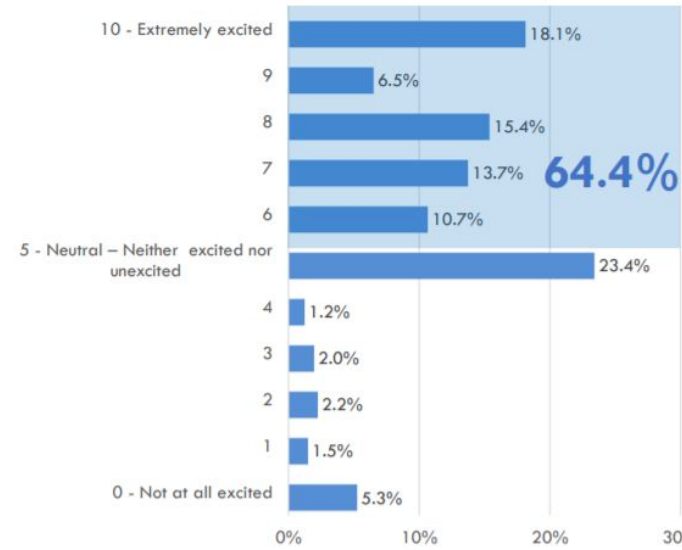


QUESTION: WHAT ONE WORD BEST DESCRIBES YOUR TRAVEL IN 2021/2022?

(Base: Wave 79 data. All respondents, 1,212 completed surveys. Data collected November 24-26, 2021)

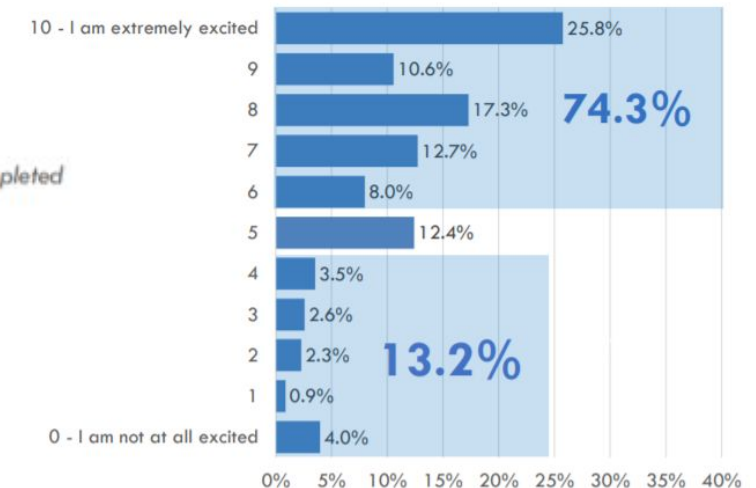
Destination Analysts
DO YOUR RESEARCH

Openness to Travel Inspiration



(Base: Wave 78 data. All respondents, 1,208 completed surveys. Data collected November 10-12, 2021)

Excitement For Leisure Travel in Next 12 Months

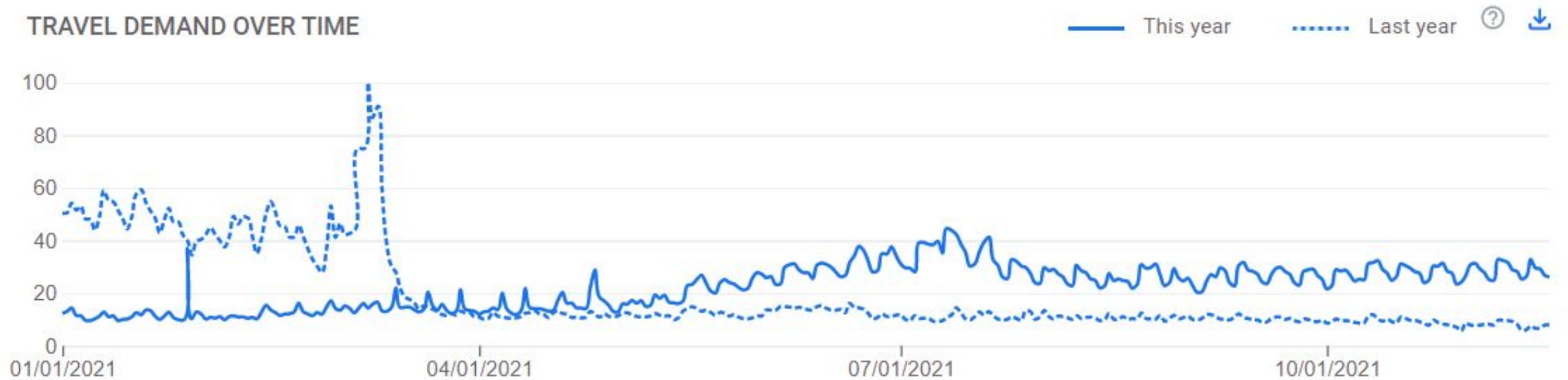


U.S. International Air Passenger Travel (2021)

Regions	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total YTD	% Change YTD ⁽¹⁾	Market Share
Europe	96,324	53,950	76,750	103,013	185,261	473,587	814,907	817,101	754,487	3,375,380	46.8%	10.2%
Caribbean	228,185	229,881	404,061	453,389	591,271	764,838	868,730	650,496	410,160	4,601,011	99.5%	13.9%
Asia	33,542	32,888	39,282	32,225	34,147	42,632	64,027	57,378	51,590	387,711	-61.8%	1.2%
South America	55,904	53,320	78,555	71,311	79,338	115,700	143,042	127,716	117,476	842,362	57.8%	2.6%
Central America	97,060	100,403	168,655	166,320	206,893	290,410	333,905	233,979	165,257	1,762,882	118.5%	5.3%
Oceania	2,934	1,140	1,196	973	3,741	6,574	7,450	5,456	4,677	34,141	-85.4%	0.1%
Middle East	47,081	48,324	75,826	73,463	100,398	168,256	196,472	161,778	119,053	990,651	71.4%	3.0%
Africa	19,392	14,085	19,326	21,178	32,861	50,321	58,466	36,665	30,216	282,510	114.3%	0.9%
Total Overseas	580,422	533,991	863,651	921,872	1,233,910	1,912,318	2,486,999	2,090,569	1,652,916	12,276,648	55.3%	37.2%

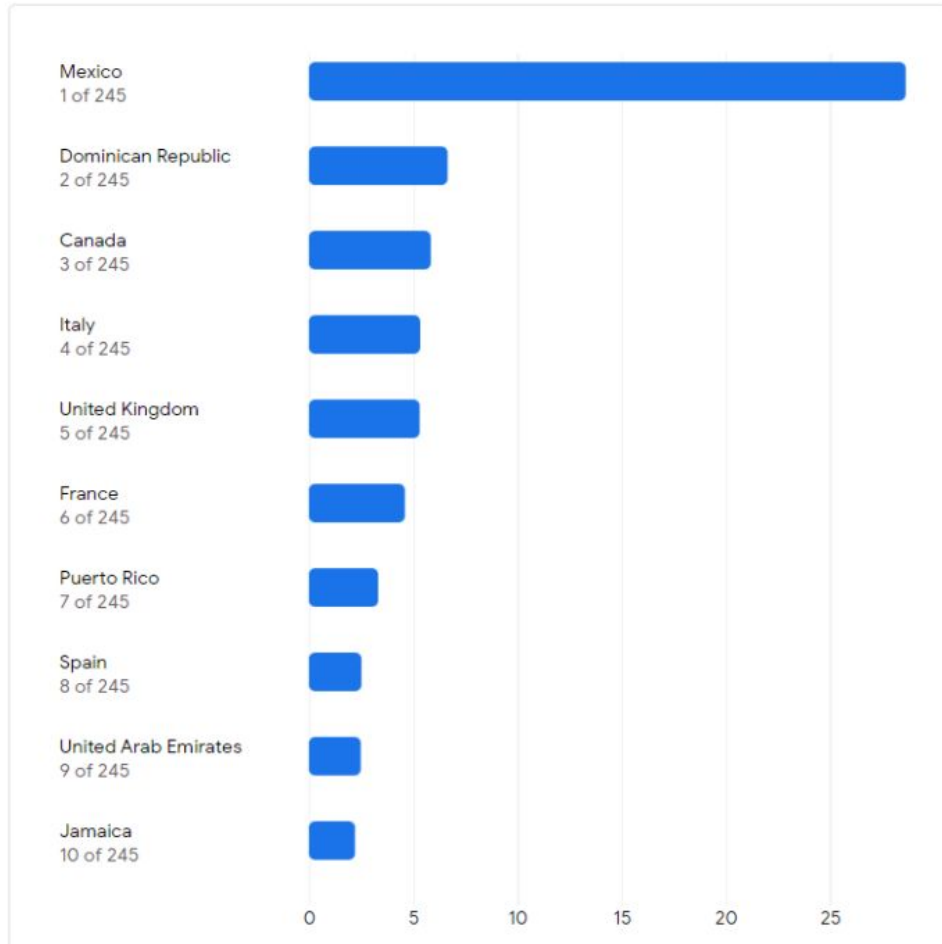
Source: "U.S. International Air Passenger Statistics Report"
(January-September 2021 data reported; data released November 2021)

U.S. Demand for Travel to Italy (January - Present 2021)

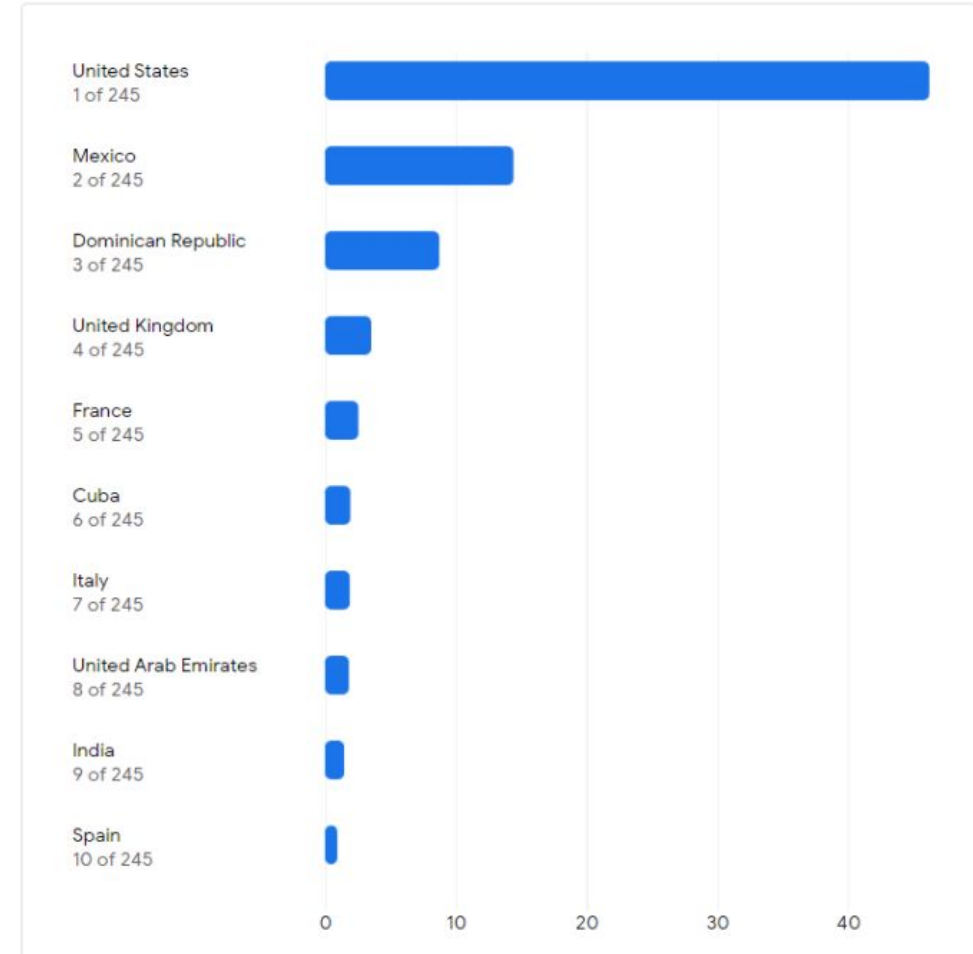


Top Global Destination Search Results

Top Global Search Results for U.S. Travelers



Top Global Search Results for Canadian Travelers



Top 5 Cities in Italy for U.S. & Canadian Travelers

Top 5 Italian Cities With Highest Interest From U.S. Travelers

TOP DEMAND BY DESTINATION CITY



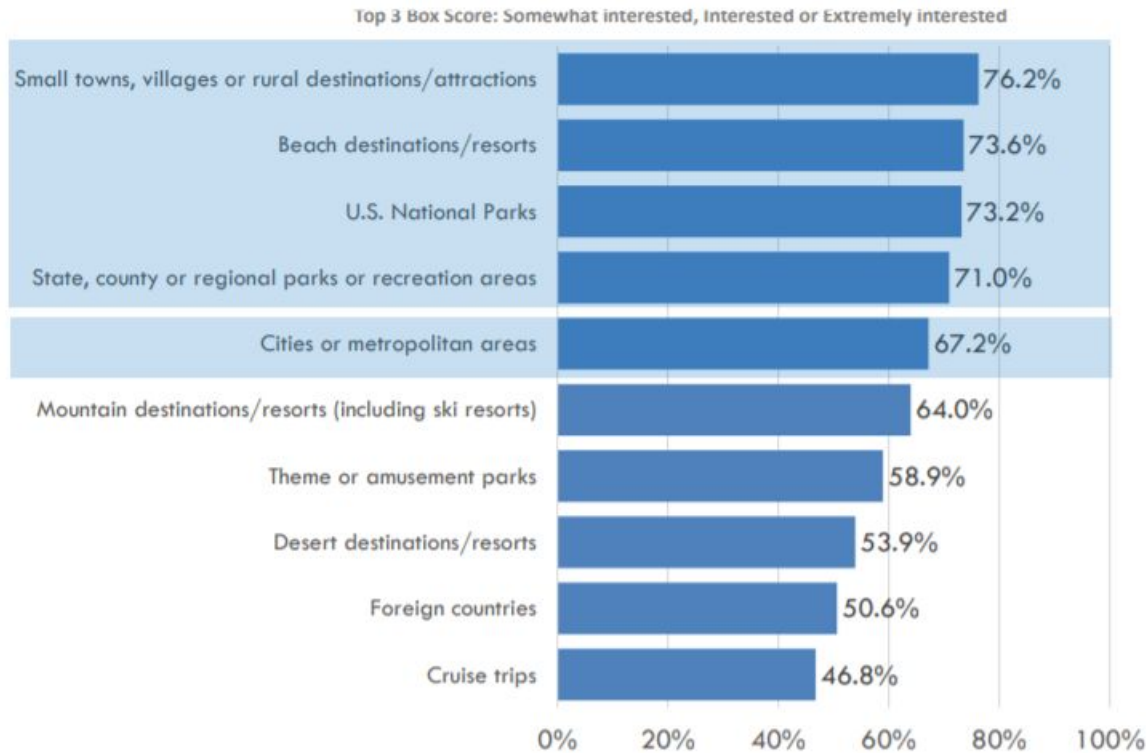
Top 5 Italian Cities With Highest Interest From Canadian Travelers

TOP DEMAND BY DESTINATION CITY

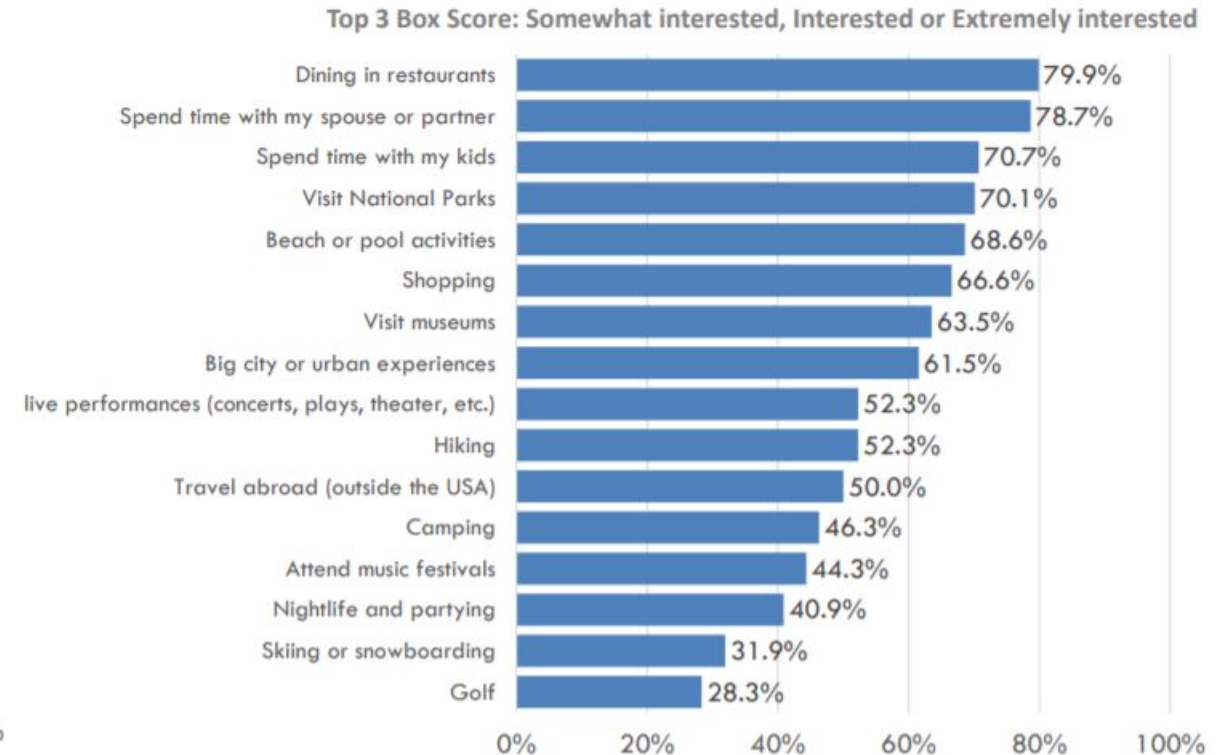


Attractions & Activities of Interest

Destination Interest in the Next 12 Months



Travel Activities of Interest in the Next 12 Months

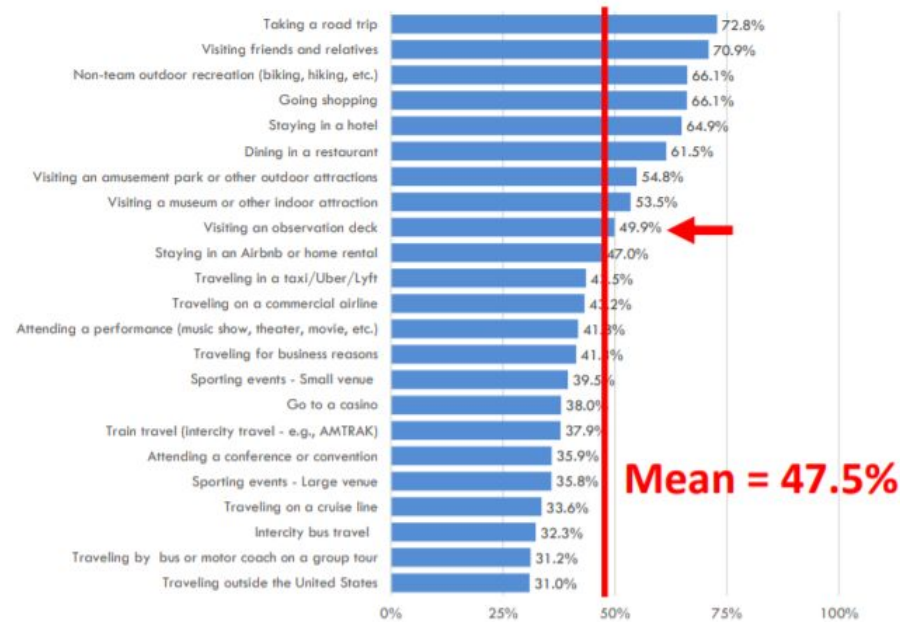


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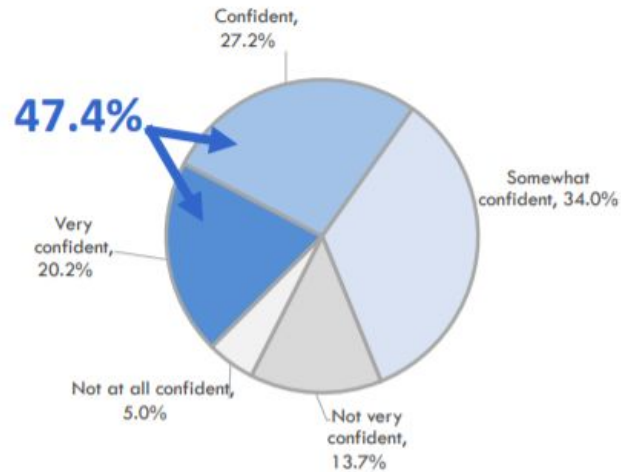
Perceptions of Safety for U.S. Travelers

How Safe Do You Feel Doing the Following...?

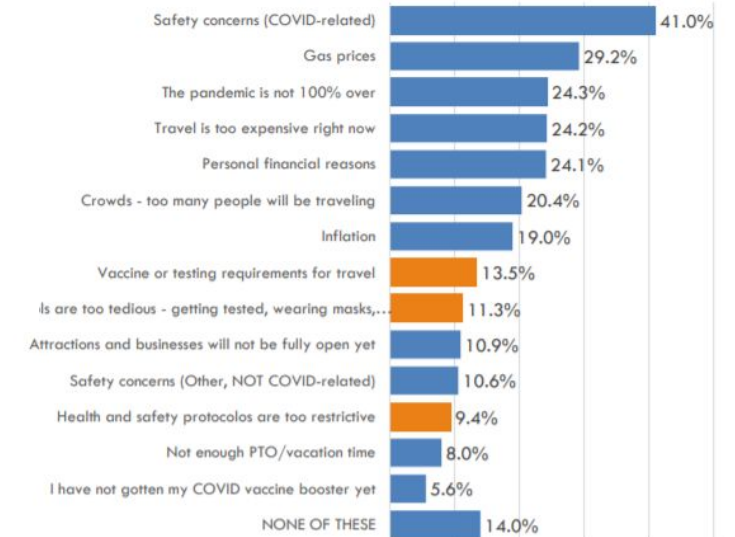
Top 2 Box Score—% Selecting "Somewhat safe" or "Very safe"



Confidence Traveling in Current Environment



Deterrents for Travel This Winter



(Base: Wave 79 data. All respondents, 1,212 completed surveys. Data collected November 24-26, 2021)

Forecast for Travel Spending Compared to 2019



U.S. TRAVEL FORECAST - SPENDING

			TRAVEL FORECAST				
	2019	2020	2021	2022	2023	2024	2025
Total Travel Spending	\$1.17 T	\$680 B	\$877 B	\$1.06 T	\$1.16 T	\$1.23 T	\$1.26 T
Domestic	\$992 B	\$642 B	\$838 B	\$932 B	\$997 B	\$1.04 T	\$1.06 T
Leisure	\$722 B	\$555 B	\$702 B	\$726 B	\$745 B	\$766 B	\$776 B
Business	\$270 B	\$88 B	\$136 B	\$206 B	\$252 B	\$277 B	\$284 B
Transient	\$157 B	\$59 B	\$93 B	\$127 B	\$152 B	\$164 B	\$169 B
Group	\$113 B	\$28 B	\$43 B	\$79 B	\$100 B	\$113 B	\$115 B
International	\$181 B	\$38 B	\$40 B	\$131 B	\$159 B	\$183 B	\$198 B
Leisure	\$145 B	\$31 B	\$32 B	\$107 B	\$130 B	\$148 B	\$162 B
Business	\$36 B	\$7.3 B	\$8 B	\$24 B	\$30 B	\$35 B	\$36 B
Transient	\$22 B	\$4.6 B	\$5 B	\$16 B	\$19 B	\$22 B	\$22 B
Group	\$14 B	\$2.7 B	\$3 B	\$8 B	\$11 B	\$13 B	\$14 B

North American Travel Trends

2022 Travel Trends: Reunion Travel

- Whether it's a "Friend-cation" or a family reunion, people are using travel as a way of reuniting with loved ones following the pandemic
- Group bookings have increased by 83% since Fall 2020 according to Amadeus Demand360
- This is driven, in part, by milestone travel: weddings, anniversaries, and milestone birthdays will be celebrated through travel



2022 Travel Trends: Remote Work

- “Bleisure” (business + leisure) or workcations (working remotely from a vacation destination) are going strong;
- This trend is being driven by travelers over 40 years of age. They are 5x more likely to take a trip longer than two-weeks
- From July to September 2021, 20% of Airbnb reservations were for stays of at least one month, the fastest growing category



2022 Travel Trends: Following Passions

- Hilton trends report shows that people developed new hobbies over the pandemic, and they'll want to incorporate those passions into travel
- Demand for culinary travel experiences are expected to increase faster than ever.
- According to Expedia, travelers are interested in new foods (40%), local delicacies (31%), music events (14%) and off-the-beaten path experiences (23%)



2022 Travel Trends: Sustainability

- More than 50% of travelers say considerations such as carbon emissions are important when planning travel.
- 51% of travelers who stayed in accommodations or booked a flight say sustainable/environmentally friendly options are important.
- An American Express Global Travel Trends report showed 77% of American travelers want to support small/local businesses while traveling



Grazie! Thank You!

Questions?

