



October 2018

Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

July 2018

Frequent Travel Programs - US

"A strong economy encourages people to spend on travel. With many tools available to help consumers find the lowest prices, travel providers lean on their loyalty programs to build crucial brand loyalty. These programs must innovate in order to maximize their effectiveness in the face of changing traveler habits and ...

Car Rentals - US

"The car rental industry is a nearly \$30 billion industry in the United States, providing rental cars to consumers across the country. Car rental agencies thrive in the travel industry, where they provide vehicles to consumers in places or situations where they may not have access to a vehicle. Thus ...

Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

June 2018

Travel Booking - US

The US travel industry looks rosy overall, with Mintel projecting a 4-5% annual increase in the booking industry alone through 2023, reaching revenues of \$57.6 billion in the next five years. With vacationers spending more and looking for more experiential travel, booking providers are trying a variety of tactics ...

May 2018

Outdoor Vacation Activities - US



"As travelers put greater emphasis on experiences over destination, vacations that include outdoor activities can provide an escape from daily life. Leisurely outdoor activities appeal to a broader group of vacationers, but active outdoor activities tend to attract a more dedicated group of enthusiasts. The opportunity to connect with others ...

April 2018

The Experiential Traveler - US

The experiential traveler is one who seeks authentic experiences and is willing to dig deeper into a culture/location, often stepping outside the expected to move beyond his or her comfort zone. The experiential traveler also desires a truly immersive experience – whether through accommodations, dining experiences, or activities – ...

Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

Airlines - US

The airline industry has enjoyed a period of record profitability, mostly due to low fuel costs and an economy and culture that enables and promotes air travel. However, market factors are starting to turn against airlines, and they will have to adapt and innovate to satisfy the demands of a ...

Theme Park Vacations - US

"Driven by an excited core audience willing to pay for admissions prices and beyond, theme parks are expected to grow significantly in the coming years. Still, theme park vacations face stiff competition from other vacation types. Theme parks can work to differentiate themselves by focusing on what sets them apart ...

February 2018

Family Vacations - US

"For parents with kids under 18 in the household, family vacations offer an opportunity for quality time, relaxation, and even some adventure. Visiting family and friends is the most popular type of trip, indicating that the destination may already be dictated for family vacations. Even so, travel brands can win ...

January 2018

Consumers and the Economic Outlook - US



Travel - USA



"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- **Jennifer White Boehm, Associate ...**