



December 2019

Cruises - US

"In 2018, the global cruise industry earned an estimated \$4.56 billion (a 4.6% increase over 2017) and carried an estimated 26 million annualized passengers. River cruising has become more popular over the last few years. It is poised to become even more popular as travelers realize how their ...

November 2019

Travel Tech - US

"People love travel, and they love technology. When the two meet, the smartphone reigns as the primary device used while traveling. Tech is used to both solve travel issues and alleviate boredom, but advancement in adaptation is tempered by skepticism. Brands will have to meet the demands for utility while ...

September 2019

Luxury Travel - US

"The luxury travel market is enjoying an overall high level of global wealth. However, economic headwinds in important countries are creating difficulties for international luxury tourism, which may mean an emphasis on domestic luxury tourism is necessary. Meanwhile, the highest net worth travelers are responding to providers that can streamline ...

July 2019

Hotel Alternatives - US

"The number of non-hotel lodging choices available to travelers has exploded in the last decade, becoming a categorical juggernaut in the travel industry. Younger, more experience-minded travelers jumped on early, and in fact remain hotel alternatives' strongest supporters. Now, while hotel alternatives are still attractive to current young travelers and ...

Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...

June 2019



Hotels - US

"The hotel market is strong, estimated to garner \$265.8 billion in revenue in 2019, and showing strong numbers in occupancy rate, average daily rate (ADR) and revenue per available room (RevPAR). Travelers feel that hotels are a vital part of vacations, and with brands expanding their portfolios, new players ...

May 2019

Holiday Travel - US

"Seven in 10 Americans travel during the summer or winter holidays. These trips have varied methods and motivations, whether it is a family piling into the car to visit Grandma at Christmas or married retirees taking a long summer vacation to Hawaii. However, travelers' attitudes around how they spend their ...

April 2019

Vacation Planning - US

"Seven in ten (72%) of US consumers went on an overnight vacation in the last year. Their love of travel meant an estimated \$499.7 billion dollars in revenue for companies in the vacation travel industry, a number that is expected to grow steadily in the next five years. This ...

February 2019

The Business Traveler - US

"Projected to reach over \$300 billion in 2018, the business travel market is robust, and continues to grow just as the largest generation, Millennials, become the plurality generation in the workforce. As such, not only are issues such as efficiency and convenience important to business travelers, but Millennial sensibilities should ...

January 2019

Consumers and the Economic Outlook Q1: Defining Financial Success - US



Travel - USA



"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...