



## 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 ...