

Buzz insight report highlights key trends of returning travelers in 2021

In the *Buzz 2021 & Beyond - Trends & Insights Report*, the company has identified five major traveler trends that are expected to be strong in 2021 and beyond.

The report from [Buzz](#) reflects the macro trends that have endured through the pandemic and uncovers the ones that will be critical in the year ahead as the industry looks to the return to travel.

"Understanding the macro trends, the key drivers fueling consumer behavior and action, will help to support and reassure travelers as they plan," reads the April 10 press release.

The report highlights these trends:

Conscious luxury

Conscious luxury is the intersection of sustainability and luxury. Luxury has moved from wasteful opulence towards the value inherent in conscious design. Consumers are being selective about which brands they are loyal to, supporting brands that demonstrate a meaningful purpose and support an honest journey to make their world better.

Wellness reset

Clean is the new luxury. But clean experiences need not feel clinical. As people navigate the COVID reality, they value the little luxuries, style, or fun added to our sanitized world. Wellbeing needs have evolved with brand-led initiatives to encourage positive mental health, support happiness, and enrich mind and soul. Necessity is driving innovation in hygienic, antimicrobial materials and touch-free solutions.

Economy of hope

The pandemic has reignited the deep importance of communities to our global wellbeing. Communities that are filled with hope and positivity for the future, are inspired to make positive changes for the greater good. Messages focusing on unity, the power of togetherness and positive mindsets are powerful and inspiring.

Space reimaged

As the world emerges from their homes and embraces travel again, consumers will have a new relationship with space. With necessary hygiene protocols and more space between us, it is easily possible to become impersonal and feel distant. Brands have the opportunity to design a contactless experience catering to consumer needs, delighting the senses and not compromising on service.

Enriched collaborations

Consumers are now demanding purposeful and meaningful engagement since 2020. A deeper level of authenticity, coupled with ingenuity, will reward those who seek to build enriched collaborations. Brands and creatives partnering to ignite their talents, merge cultures or who wish to entwine their brand essence or vision, can yield great value in the eyes of consumers who want more reasons to support, engage and share.