

Trends

Departures



Overview:

Quilt.AI uses multiple data sources and artificial intelligence to execute human insights and anthropology at global scale.

Our trends series aims to inspire and inform organizations regarding certain industries or products in scope.

By combining Artificial Intelligence, Big Data and Anthropological prowess, we've identified a number of key trends to provide a snapshot of market movements.



Setting the scene

Departures

With every departing flight, comes a sense of distance as well as return to normality.

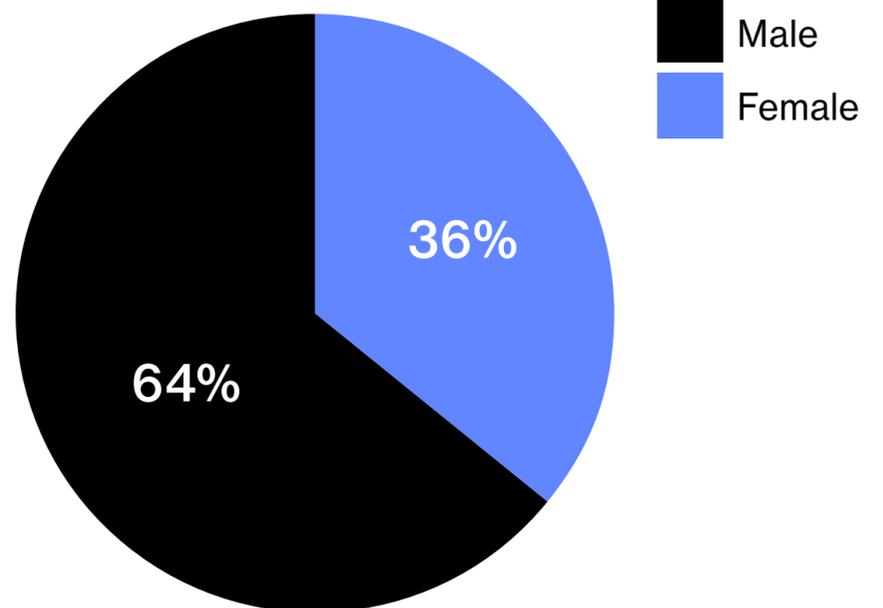
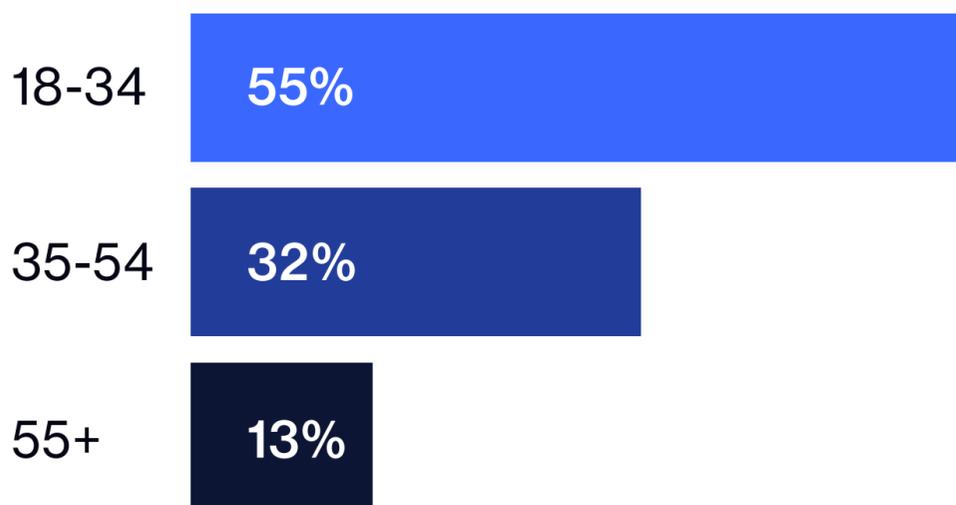
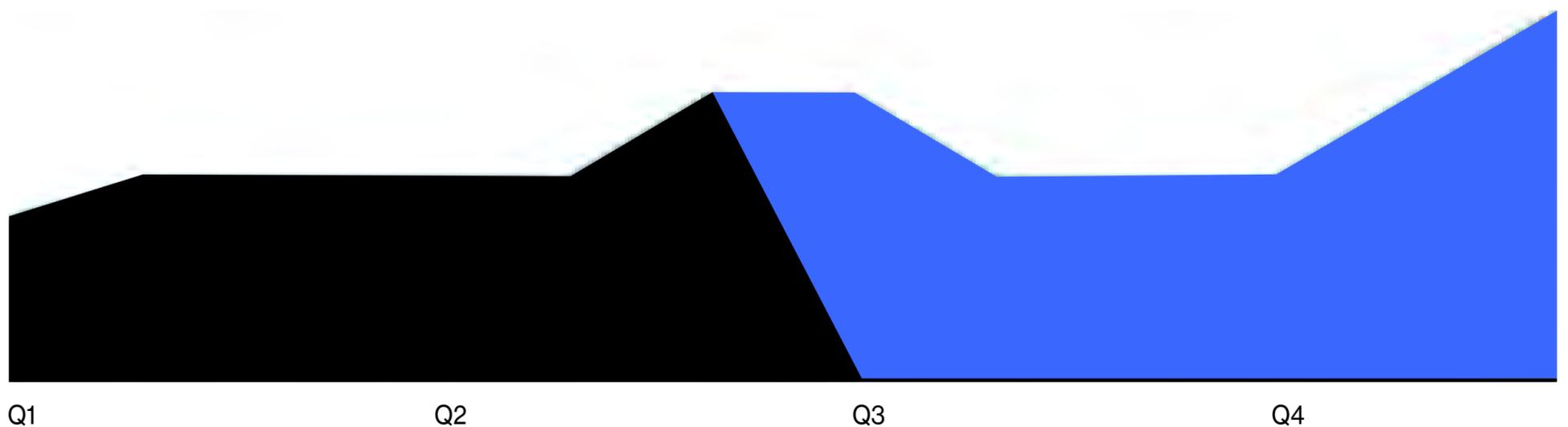
‘Departures’ as a concept have emerged across all categories. We recognise that our way of life has changed.

In this week's report, we explore some of these departures. It's time to set sail into a bold new world.



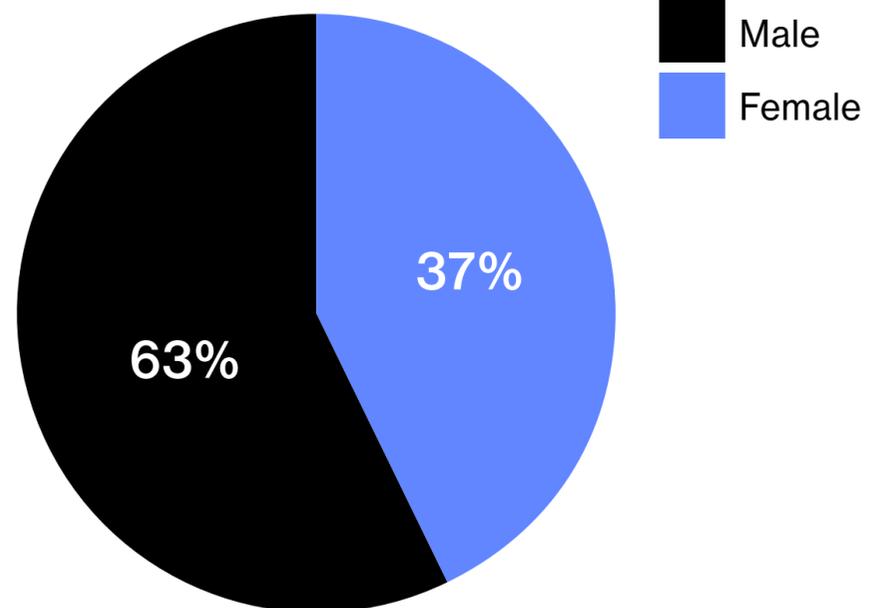
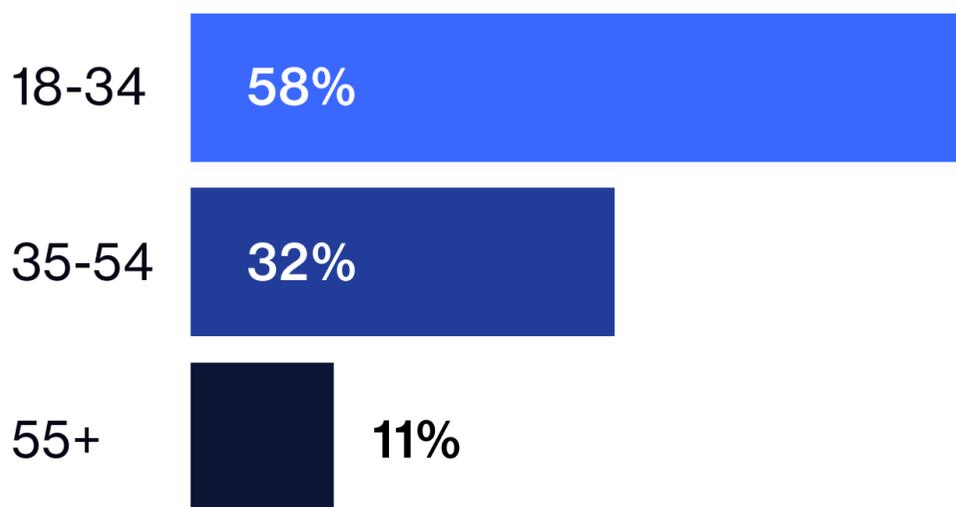
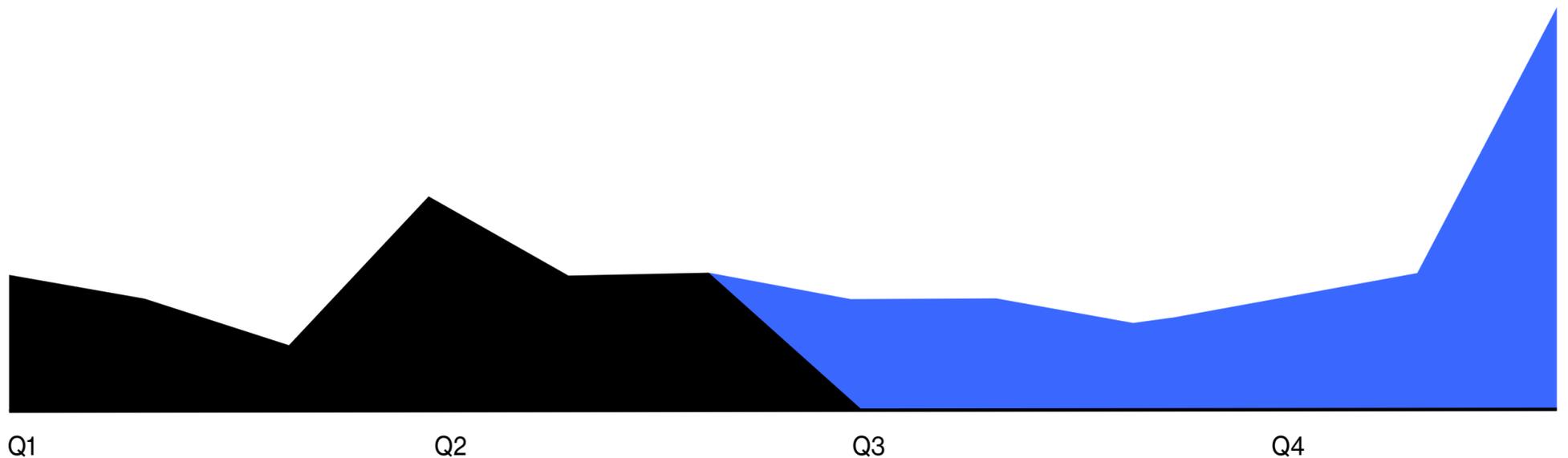
We've become sensitive about the **environmental costs of travel** because we are now sensitive to the environment as a whole

Carbon neutral travel: 1H to 2H **22.58%** growth*



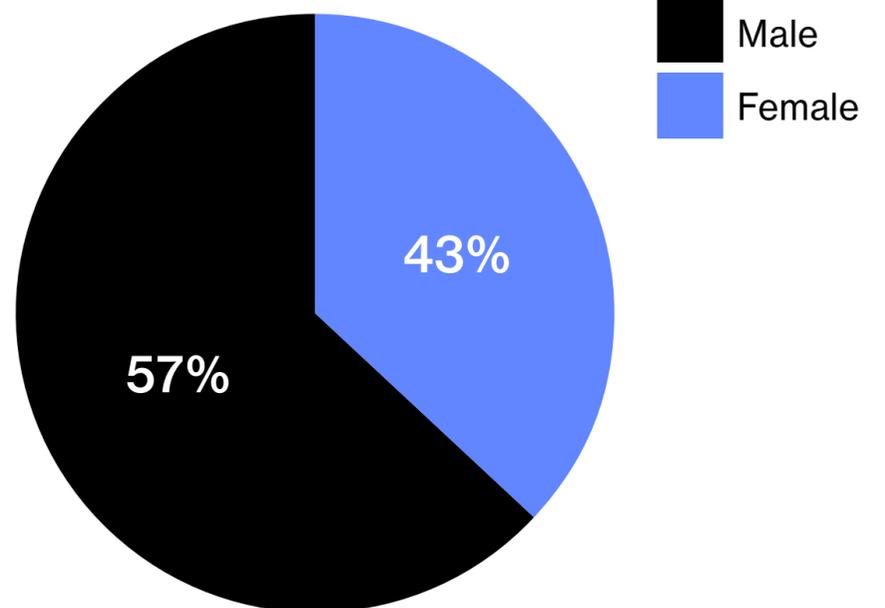
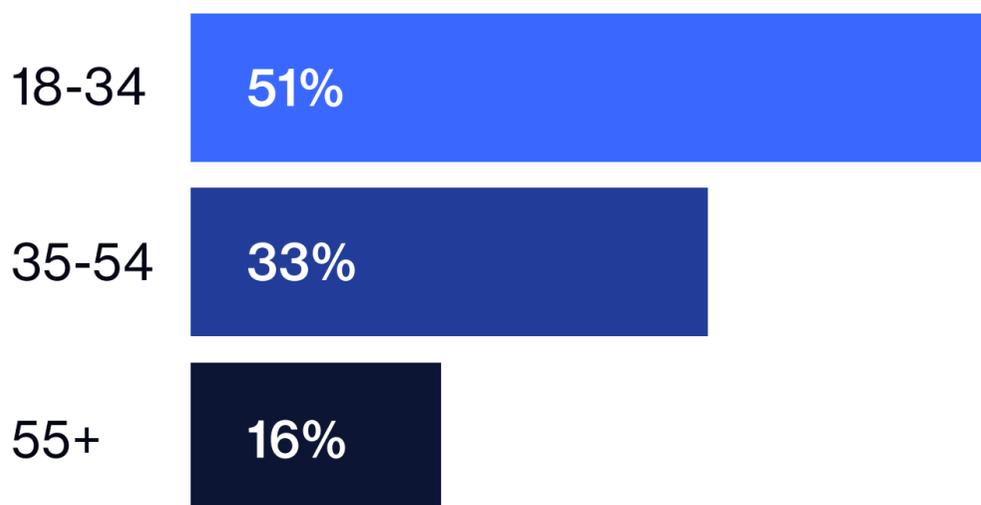
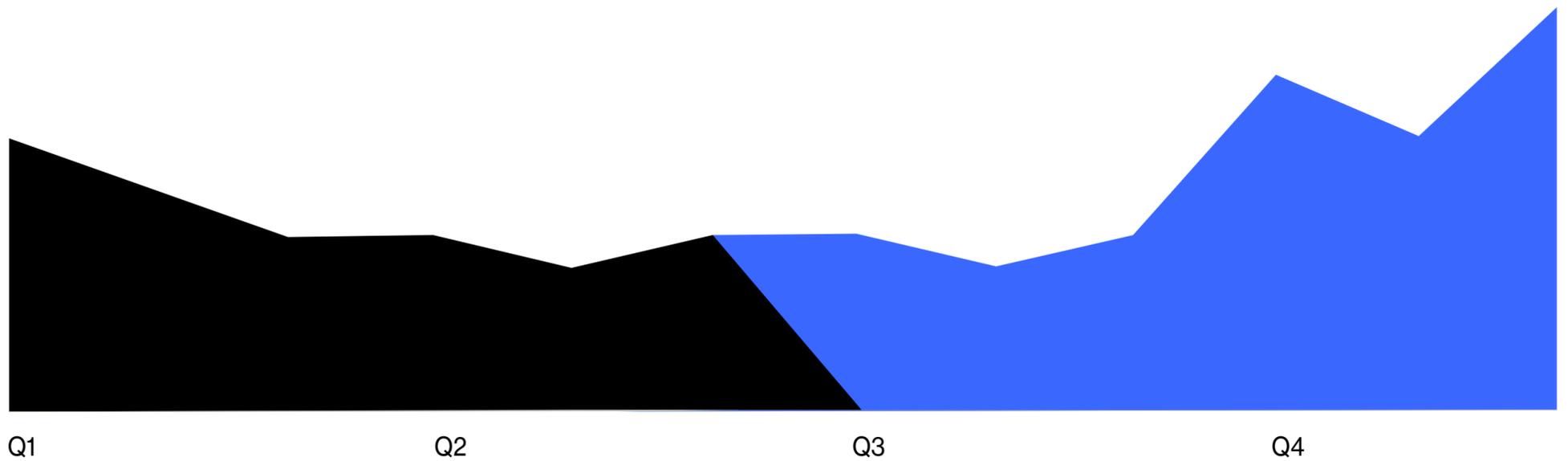
Prison Tourism interest indicates that younger netizens may have become a little *too* familiar with COVID lockdowns

Prison tourism: 1H to 2H 20.31% growth*



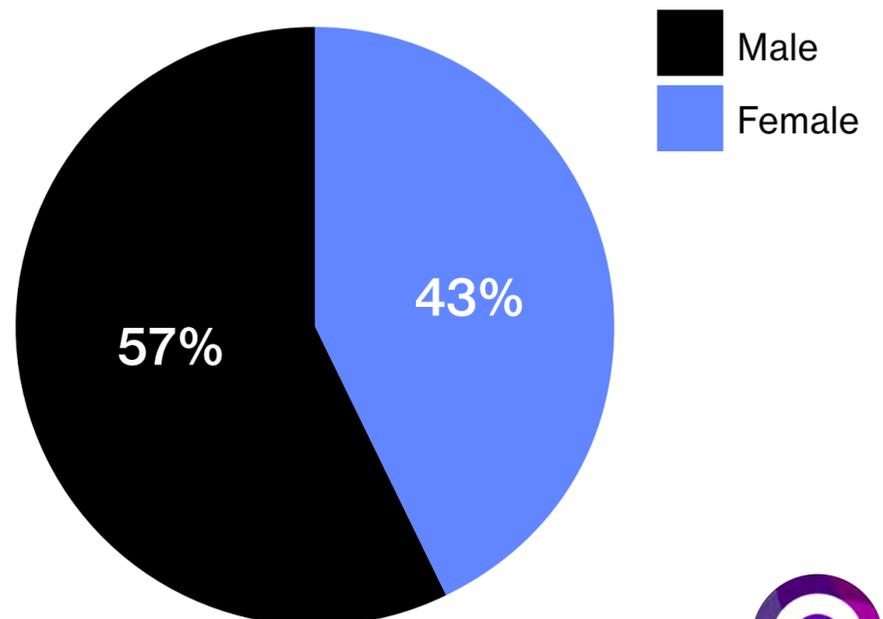
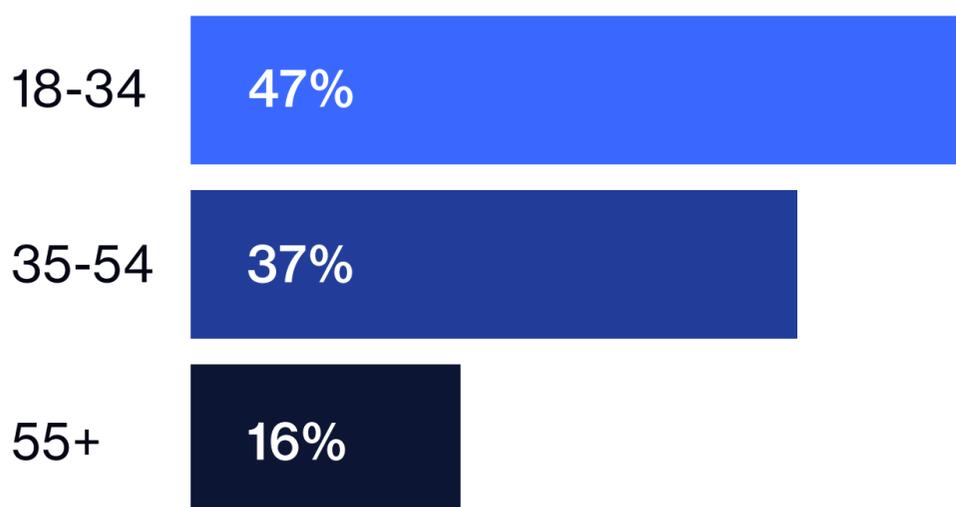
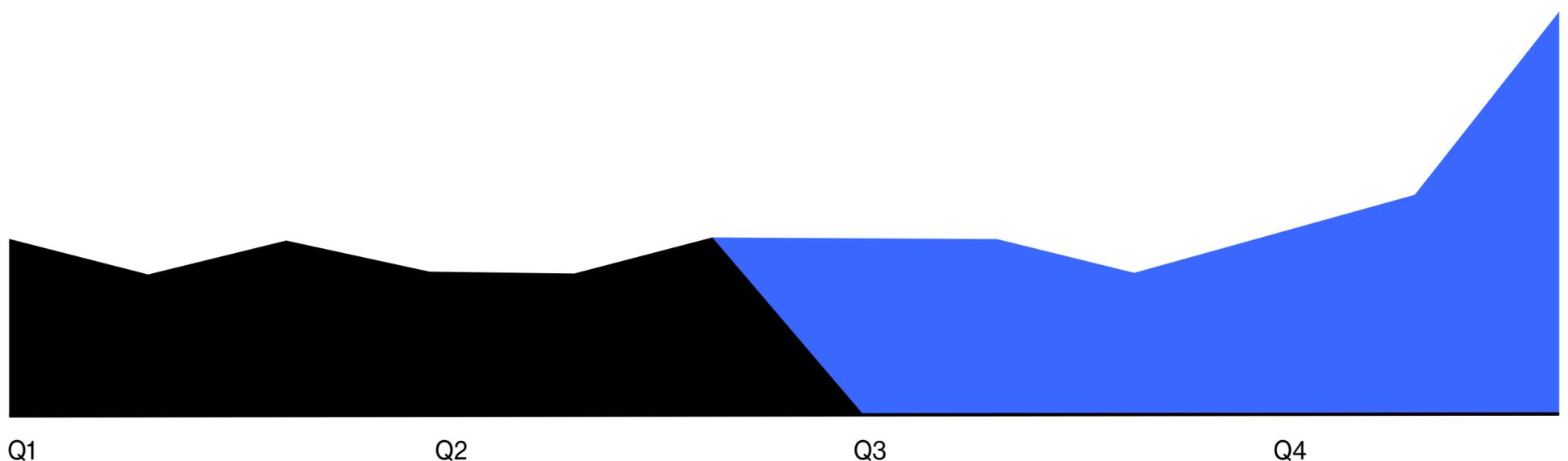
Travel now has two evolving dimensions - *leaving* home, and *shifting* consciousness as well

Marijuana travels: 1H to 2H 29.46% growth*



The Babymoon Holiday occasion grows in intensity, becoming the *last* holiday before new arrivals, while also the *first* holiday post pandemic

Babymoon holiday: 1H to 2H **34.41%** growth*



Key brand takeaways

1

Come down to earth

With consumers rethinking environmentally unethical use of air travel, even the likes of luxury retailers and goods producers may need to take note.

Luxury retailers and duty free halls appear interestingly juxtaposed in airport terminals as a new environmentally conscious and sustainable traveller returns...



Key brand takeaways

2

Do some time

With spikes in marijuana travels and overnight prison-stay tourism, it appears some consumers are rethinking what is normal and what is fringe.

Even casual FMCG brands can tap into this debate with the use of controversial (though ethically sound) ingredients to tap into an inner need to be 'naughty'.



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