

Trends
Volume 33



Hyper-Holidaying



Setting the scene Hyper-Holidaying

As COVID recedes in people's minds, more and more are hitting the roads and the friendly skies.

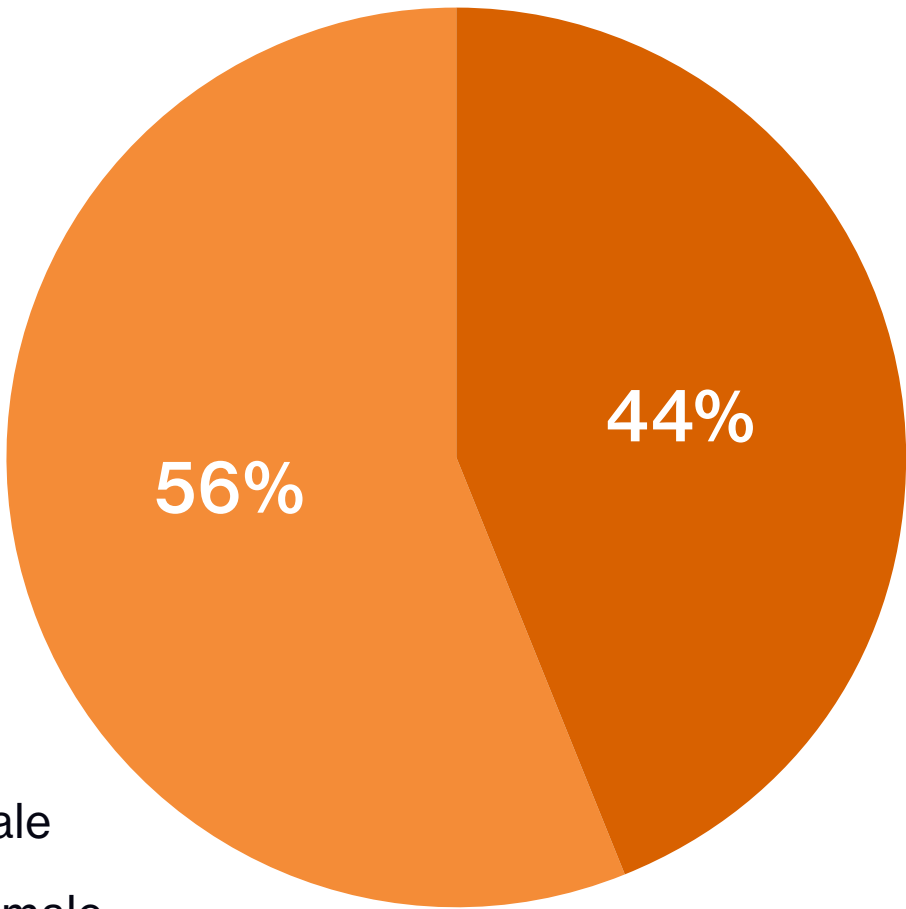
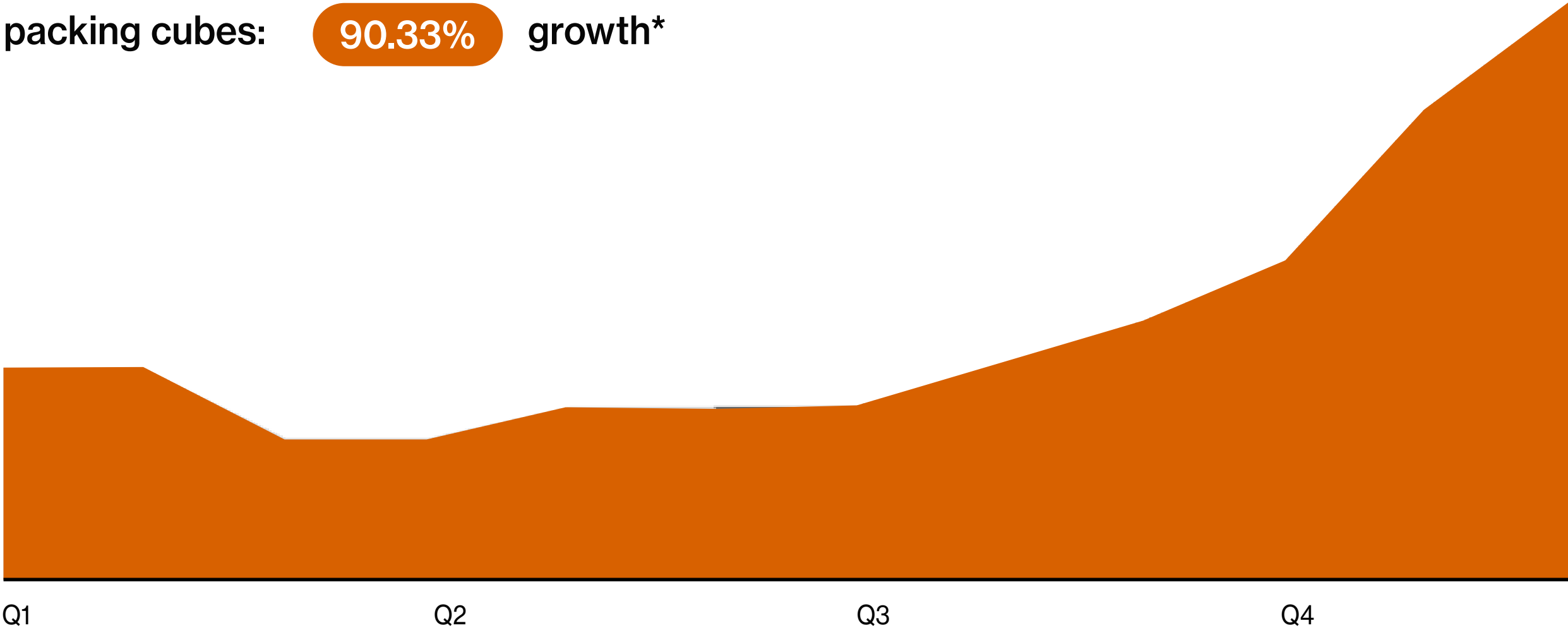
With two plus years of pent-up hunger for travel and new experiences, people everywhere are seizing the opportunity to make the most of the summer of 2022.

The summer of 2022 is the summer of YOLO-ology. Read on to discover three ways that people are navigating their way around post-COVID travel.



Ultra-convenience meets maximalism in every suitcase inch

packing cubes: **90.33%** growth*

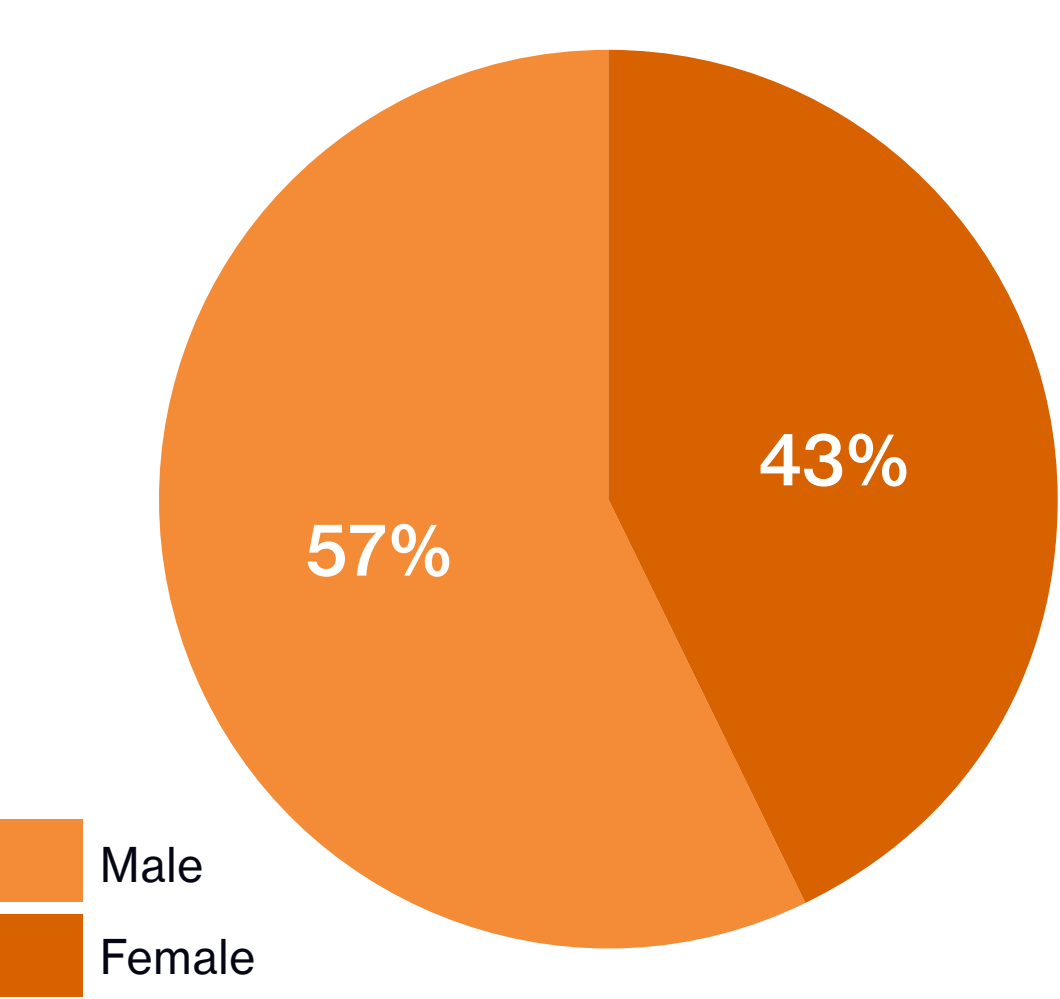
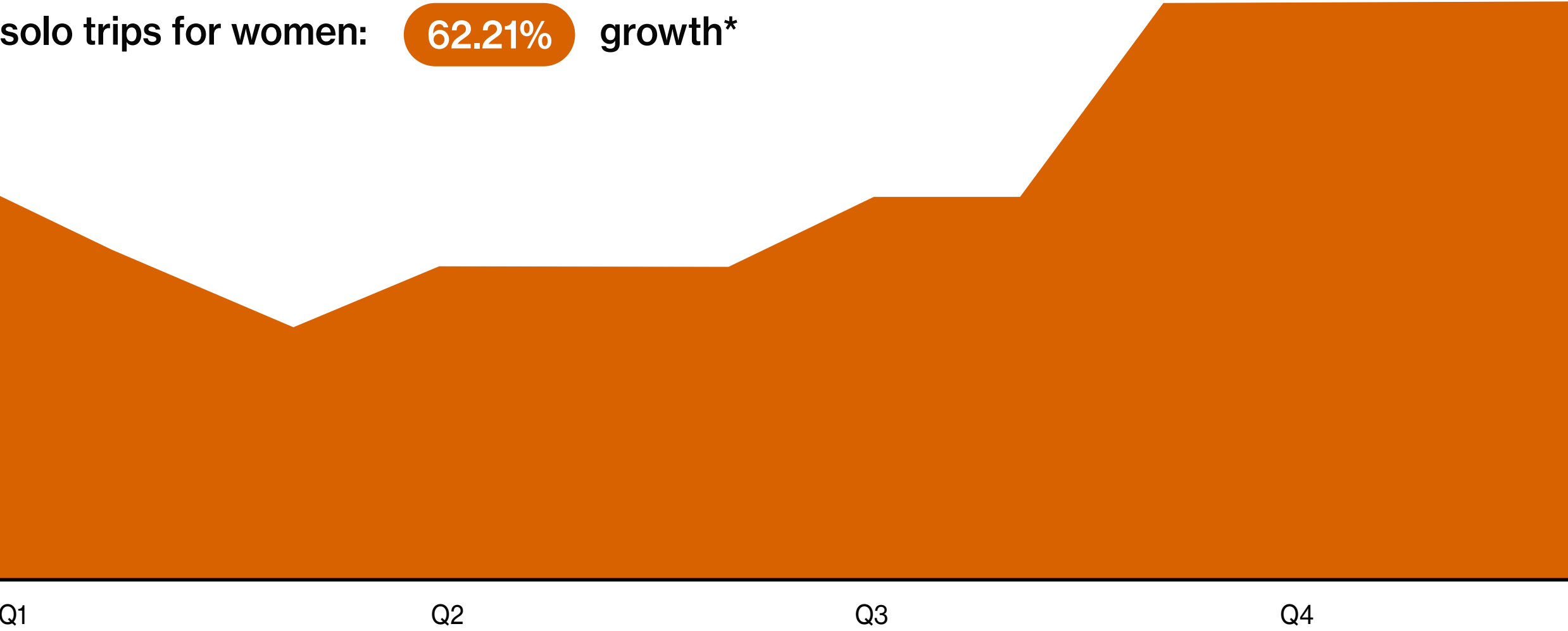


Male
Female

Packing Cubes, though nothing new, have been trending on Google at all time highs. These are part of a larger ultra-convenience trend we’ve been exploring as consumers look to make lives simpler and easier.



There’s no time to wait as female netizens jet off

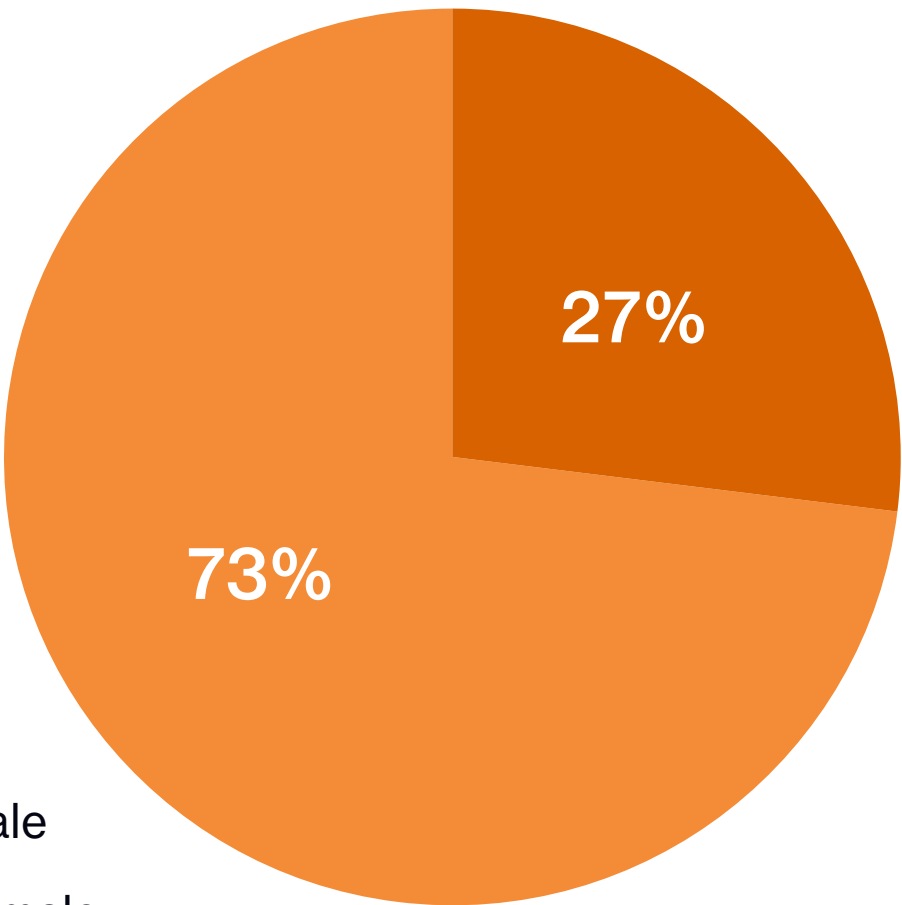
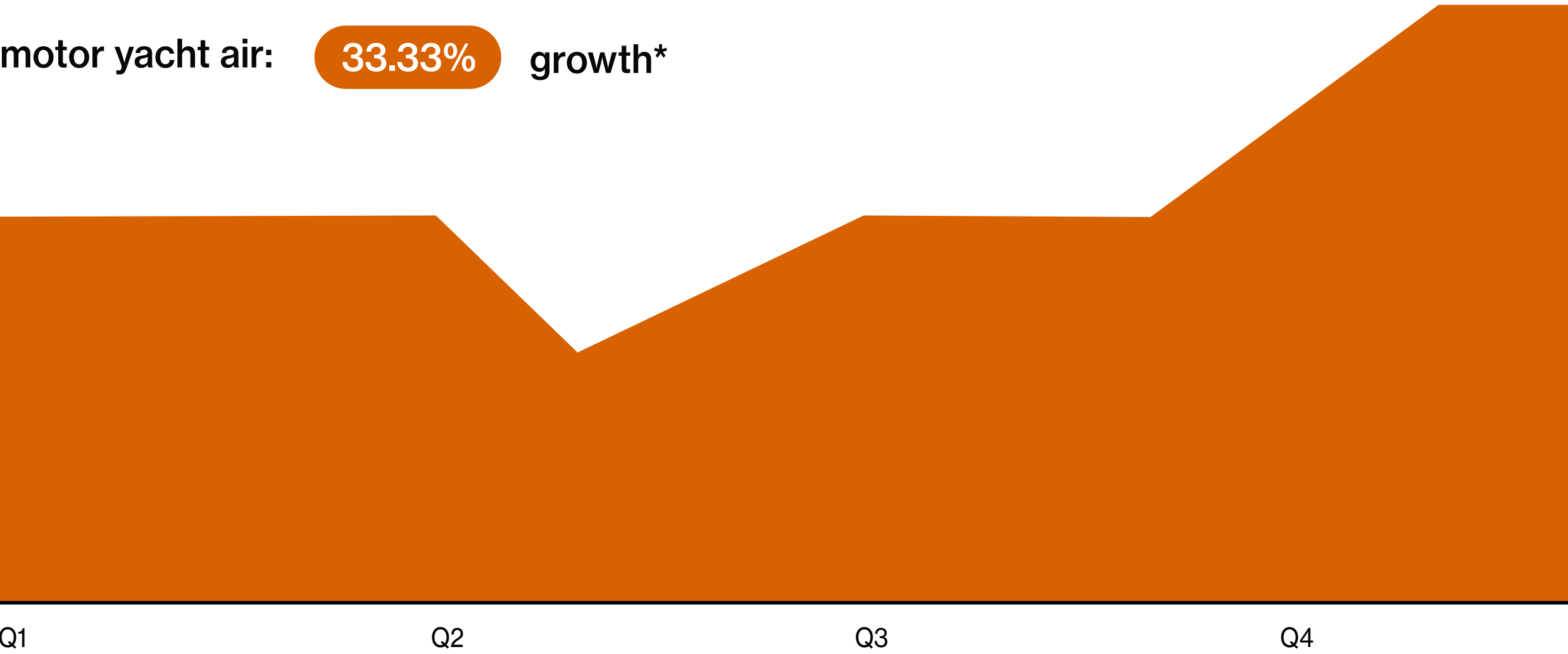


With the sun setting on the horizon, it appears there’s increasing appetite to get away, even if that means independently.



For those fortunate enough, yachts provide a more seaworthy option

motor yacht air: **33.33%** growth*



Male
Female

The Motor Yacht ‘Air’ variant is provided by a Dutch shipping yard, and has seen steady growth in the run up to summer, potentially as a ‘safer’ rental option over more turbulent flight and airport issues.



1 YOLO while you can

Even though the new roaring 20s haven't materialised due to the impact of war and inflation, people aren't letting anything stop them from their first big break since 2020.

How can you support the YOLO lifestyle for your consumers through offerings and communications that elevate the summer of YOLO-ology?



To find out more, contact
us at enquiries@quilt.ai

