
2022 TRAVEL TRENDS

22 WAYS TRAVEL IS CHANGING IN 2022



PW/T

PREMIER
WELLNESS
TRAVEL



“There are in our existence spots of time,
That with distinct pre-eminence retain
A renovating virtue, whence--depressed
By false opinion and contentious thought,
Or aught of heavier or more deadly weight,
In trivial occupations, and the round
Of ordinary intercourse--our minds
Are nourished and invisibly repaired.”

- William Wordsworth "The Prelude XII" (1805)

Dear Adventurer,

Well, we lovers of travel have lived through a remarkable time together. And while the constraints of the pandemic will continue to affect how and where we travel, why we travel remains constant.

We travel to enjoy new escapades. We travel to rejuvenate our minds and our bodies. We travel to step outside of our daily lives. We travel to learn, to taste, and to satiate our curiosity. We travel because we have the heart of an explorer.

We travel, in the words of Wordsworth, to embrace those spots of time that...retain a renovating virtue, whence...our minds are nourished and invisibly repaired.

Here are the top trends I'm seeing in travel as we emerge, albeit slowly with fits and starts, from the pandemic. Allow yourself to explore what's possible and dream big travel dreams again. Our first chat is always complimentary.

My travel design philosophy aims to help you live your best life to your fullest potential through transformation and inspiration.

Let's make a plan together.

Cassandra

1 | THAT AWE FACTOR

Awe is an antidote to the doldrums. Through travel, we seek out that wow factor that makes us feel astonished and amazed. Extraordinary and stunning landscapes, music, art, food, and stories are what make us feel alive. These types of extraordinary adventures inspire us to live differently when at home to bring that sense of wonder into every day.



2 | REUNIONS RULE

After two years of isolation, humans are craving to reconnect and spend time with those they treasure. Sometimes, after being shut in with immediate families, that means a getaway with friends. Many have felt lost over the past two years, and travel is a way to reacquaint ourselves with our values and desires and especially the best people in our lives.



3 | PERSONAL. PERSONAL. PERSONAL.

Guests are looking for travel that is very personalized and bespoke. For optimal wellness, travelers are enjoying individual consultations with practitioners who strive to become specialists in who they are and what they need. Travel advisors create trips tailored to your specific desires for your travel wishes and wellbeing needs. It's all possible.



4 | TIMING IS EVERYTHING

The one thing we know for certain is that travel can change at any time and that everything is going to be uncertain for the foreseeable future. Travelers are either planning well in advance with travel insurance or, planning their travel dates within a few weeks.

Planning and adjusting plans are easier with me by your side and as your advocate.





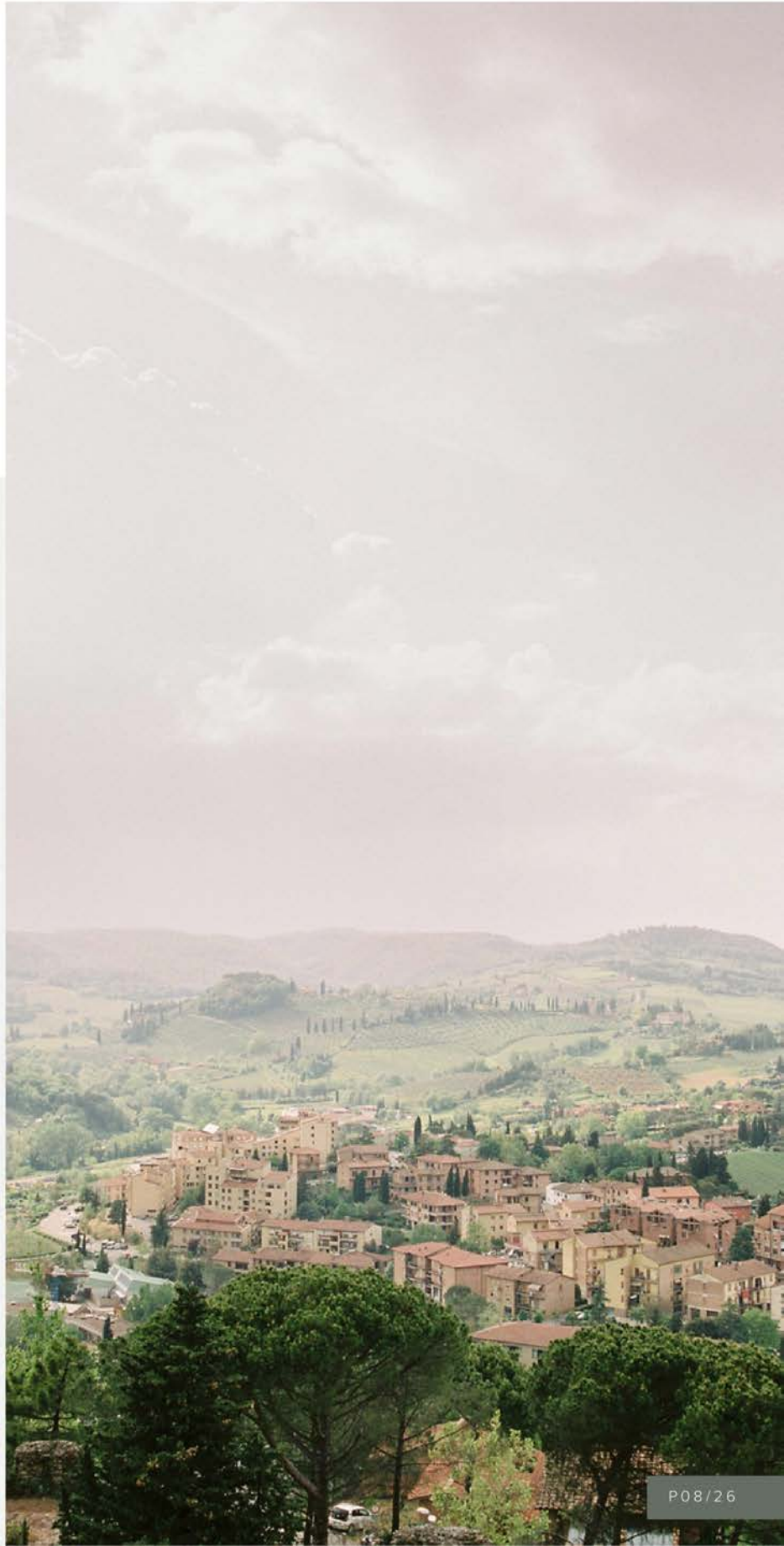
5 | EMBODY FLEXIBILITY

Speaking of uncertainty, when you plan to travel, build in flexibility. Make sure all your reservations are refundable and be prepared to make flexibility part of your very being. If you embrace that, you will not be derailed by the unexpected and you can relish the serendipitous and spontaneous adventures that are often even more delicious and delightful than what you originally had planned.

6 | DREAM TRAVEL

Sometimes called revenge travel, this type of travel recompenses all those months at home. Dream travel embraces the places that seemed too outlandish before. As a salve for all the dashed hopes, dreams, and canceled adventures, travelers are now planning trips they only dreamed of. That could be seeing the northern lights, walking the Camino de Santiago, cruising around the globe, or renting an apartment in Paris.

What's your dream?



7 | EDUCATE + INTEGRATE

Guests are looking for lasting knowledge. They are saying, “I want to feel better. Teach me how.” Because of that, empowering guests is key. Plus, more and more destinations are offering post-trip support to integrate lifestyle changes at home – and Premier Wellness Travel does too.



8 | LUXURY AT HOME

Many resorts here in the United States have revived their facilities and expanded their experiences and offerings. Many undertook extensive renovations during the downtime in order to uplevel their interior design and upgrade their properties. Even more exciting, many international luxurious hotel lines are expanding now into the United States.





9 | MENTAL REJUEVENATION

Travelers are being more transparent about their mental health needs and mental exhaustion. Wellness resorts are addressing anxiety, depression, loneliness, grief, and more. Creative and active ways to rest are also offered, as well as sleep programs.

10 | OUTDOOR MOVEMENT

Hard-changing fitness is out, physical adventures and experiences are in, especially those outdoors. Yoga that assists in inhabiting the body and in raising awareness of physical sensations continues to rise in popularity. So does exercise that enables guests to move and to immerse themselves in special, natural places - from waterfalls to water rapids, from ancient forests to rocky, desert paths, from fishing in the sea or diving in the ocean. Now, travel is a means to find unusual playgrounds.



11 | LOCAL DISCOVERIES

Just as Americans have been exploring places here at home, others abroad have done the same. Erudite, regional guides have always been a key element of gratifying travel, but now, as they've spent the last two years rediscovering their own countries, travelers who are good listeners and who pay attention to locals can reap surprising and delightful benefits.



12 | AUTHENTIC ENCOUNTERS

WTF does that mean? Travel, at its best, celebrates the cultural and historical stories of a place. So, for example, that means indulging in skiing in the Swiss Alps and enjoying a Thai massage in Thailand. (Okay, we'll allow some flexibility on that last one). Authentic travel also means sipping scotch in Scotland and tequila in Mexico. That means local tour guides who offer with regional knowledge. Authentic travel helps us encounter a place in a more profound and rooted manner.





13 | ETIQUETTE

When we travel, we are visiting another's home, so, we must be good guests. The onus is on visitors to know, understand and follow the rules set in place to arrest the spread of the pandemic. If you plan to travel in this new world, you get vaccinated and carry proof, you fill out the necessary forms, you download the apps, you make a plan in case you test positive and can't leave, you test regularly, and you wear a medical-grade mask. You do all the things necessary to show respect and care for the people who live there.

14 | GRATITUDE MINDSET

The whole world is contorted with grief caused by the death of loved ones and the loss of jobs and freedoms. As the world begins to travel again, we do so with an attitude of gratefulness for all that we do have. In the wake of mourning, the things we love, we love more. Those who love travel appreciate it all the more as we gingerly and tenderly reemerge and reconnect.



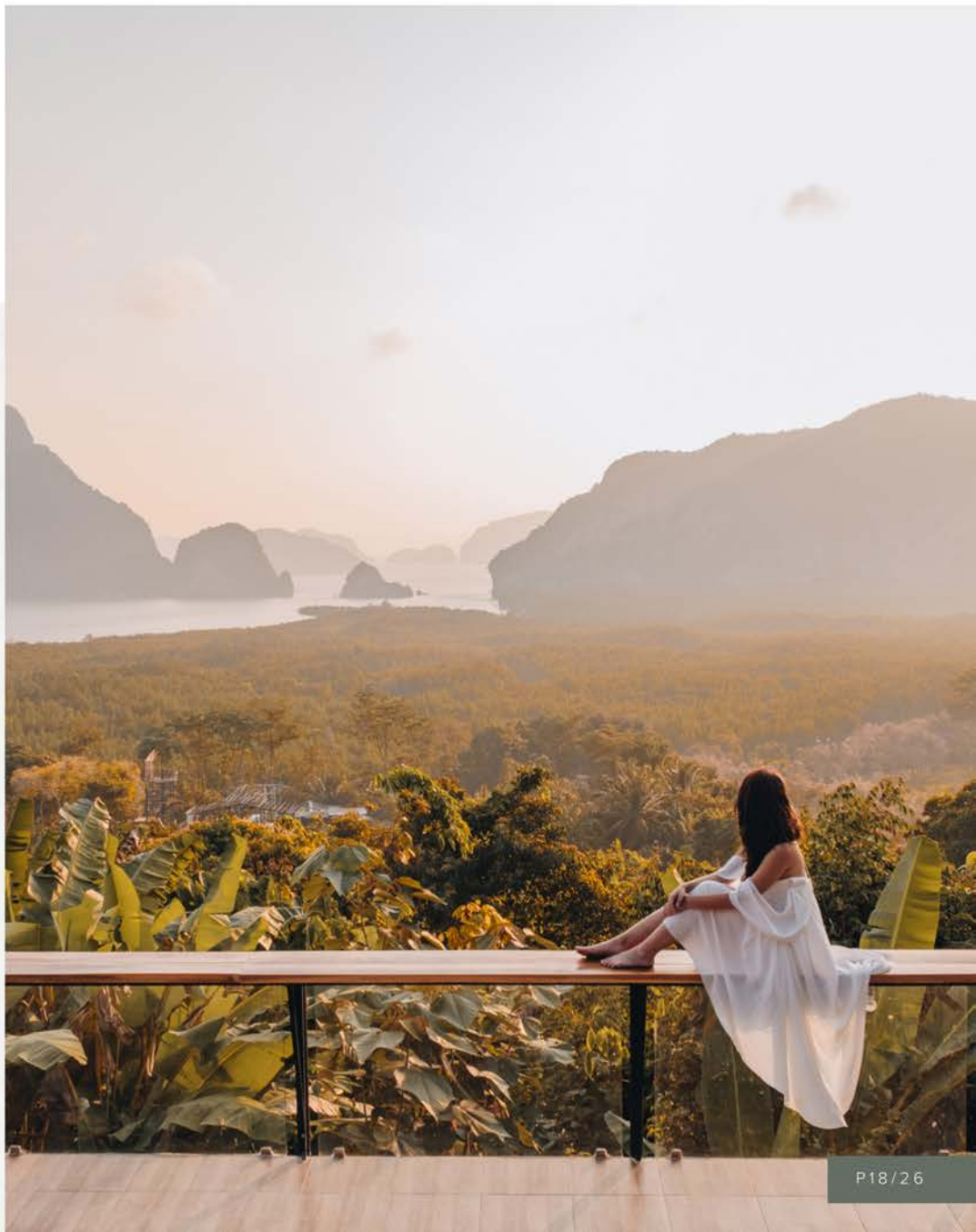
15 | NATURAL BEAUTY

Places of beauty feed our souls. Now more than ever, escapes into nature are recognized as an integral part of wellbeing. Hikes, rafting, fly-fishing, forest bathing, and other outdoor activities are offered at more and more destinations. Also, as a benefit of the extensive renovations many hotels went through in the past year, outdoor elements of interior design bring nature inside to enhance wellbeing.



16 | REGENERATING EARTH

While sustainable travel has grown exponentially in the wake of the pandemic, the travel industry is looking to do more. Regenerative travel aims to go beyond sustaining the status quo in order to leave a place better than before. This new direction is a greater factor in consumer choice.





17 | SLOWER AND STILLER

Instead of country hopping, travelers will slow down and visit only one or two countries per trip. Regulations to cross borders (yes, even within Europe) animate this trend, as does the desire not to have a nose swab every three days. Limiting destinations enables explorers to relish more immersive days and to be able to probe places deeper.

18 | EXTRA INTIMATE

More private itineraries create more intimate and memorable experiences – such as individual tours to sites after hours, exclusive dining experiences on a terrace overlooking the Mediterranean, designing your own purse at a top fashion house, or your bespoke perfume at a fashionable perfumery atelier. Premier Wellness Travel is not only a specialist in travel; we are specialists in our clients. We get to know you well to surprise and delight you with experiences you can't discover or secure anywhere else.



19 | BACKSTAGE AND SMALLER

Before the pandemic, travelers would only take the time to visit smaller towns after visiting the top destinations. However, places that don't typically encounter international tourists are wonderful hidden gems that can freshen perspectives and make you feel like a genuine explorer. Travelers are spreading out – in part to escape crowds – but also to gravitate to unusual and magical encounters.



20 | CURIUSER + CURIUSER

Being able to travel again will be a wonder, and, like Alice, travelers will roam and ramble with more curiosity. Fresh insights, new stories, and ancient myths all reveal a people and their culture. Having been still with the familiar at home, those who go abroad will do so full of questions in search of connection and understanding.





21 | REBOOT ROUTINES

Many of us have seen our routines dissolve during the pandemic. Travel can help us reinvent our routines with our renewed priorities and reassessed values. While travel inspires us to live better, guests now unabashedly invest in self-care. And you'll carry those refreshed habits home to you.

22 | RECIPE FOR PATIENCE

If you wish to travel, patience is the rule of the day, week, month, and years. From the beginning of time, (think of Odysseus, for example), travel required a dose of patience. Delays and inconveniences have always been a part of the experience. That's now magnified times ten.

When you venture abroad, expect things to go wrong and prepare your mindset. Also, plan your contingencies and do what you can to reduce potential points of collision by making sure all your documents are in order.



“Travel, which is like a
greater and a graver science,
brings us back to ourselves.”

- Albert Camus



"We are travelers on a cosmic journey, stardust, swirling and dancing in the eddies and whirlpools of infinity. Life is eternal. We have stopped for a moment to encounter each other, to meet, to love, to share."

- Paulo Coelho

I find this quote so apt as you've found your way to this guide. To me, you are more than someone interested in travel — you are the potential for a connection and a friend.

The most important thing I want to convey is this: we have begun a two-way conversation. As I offer my insights into travel, places of rest and wellness, and my experiences and dreams, I ask that you share your story with me.

Where's the first place you want to go when you're able to? Is there any destination you'd like to return to explore? Do you have a special place you revisit for restoration? Start the conversation with me by clicking the button below. I'd love to hear from you.

I'm so grateful that you are here and now a part of the oasis that is Premier Wellness Travel.

Well-come.

Cassandra

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WELLNESS — TRAVEL