

**BBDO**

**TRAVEL  
2023**

*July 2023*

# THE ADVENTURE

## FANCY AN ADVENTURE

We all know the story...

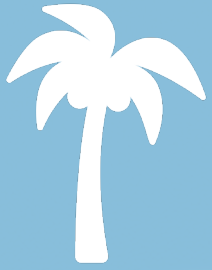
**Movement ceased during covid. The act of travel literally stopped overnight.** And we have been reminded of the fragility of the business of travel everyday since. The world is open... but not without consistent and widespread disruption.

At its best, travel is a promise (reviews, influence, anticipation). We look forward to travel in a way that is unique and all consuming.

If we are lucky, our travel punctuates our year and offers us restoration, adventure and excitement.

This is what we sign up for.





“But at its worst travel is the promise of good, gone wrong. Everything we’ve worked so hard for is unfulfilled. Travel is highly emotional.”

— *BBDO Knows*

***“We are really in the ‘how did you make me feel?’ business.”***

- *Matthew D. Upchurch, Chairman and CEO, Virtuoso  
in the BA highlife magazine 2023  
in partnership with Cedar.*

# THE EQUATION

Travel is highly emotional, highly vulnerable to context, it is a business highly susceptible to whim, but if we really distil it, this is a business of equations.

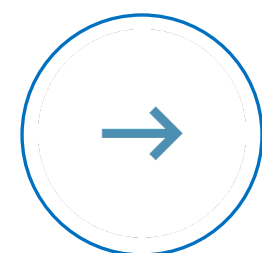
Put simply, we need **more travellers, to travel more often, and to travel for longer. Simple.**

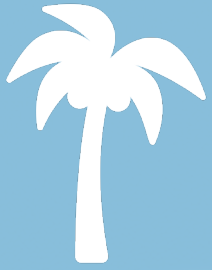


But travel is costly **and we are all cost adverse.**  
It's risky **and we are risk adverse.**

And that glorious sense of anticipation has been replaced with... anxiety.

The current travel equation is challenged.





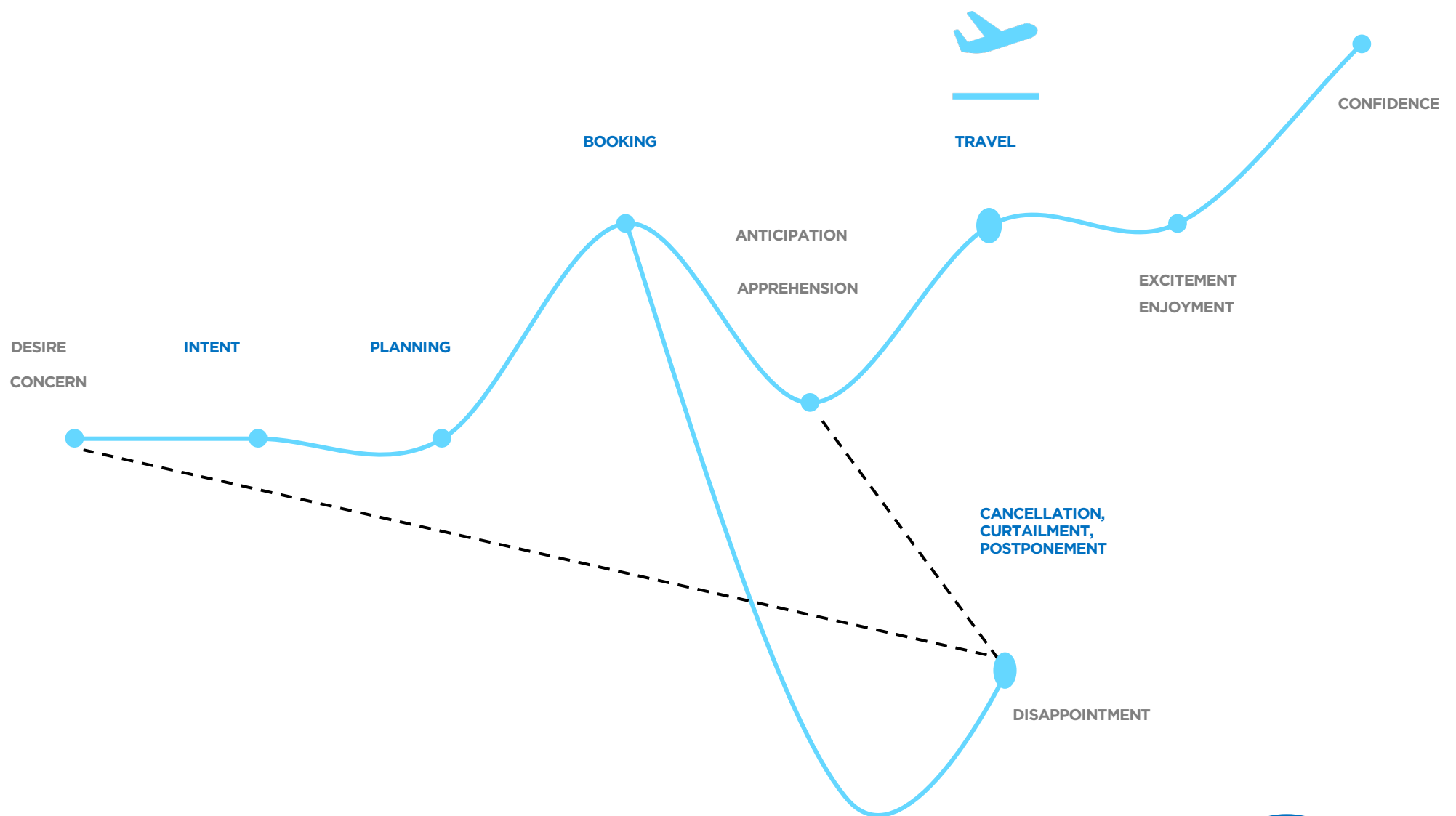
**“It’s hard to think of a business model more fragile** — more susceptible to social, political, economic and environmental shocks — **than travel.** Destinations can go out of fashion and their profitability is dependent on the whims of a discretionary spend. They can fall victim to terrorism, war or recessions happening far, far away; to climate events and, as recent history has shown, public-health emergencies.”

— *The Times*, 2022

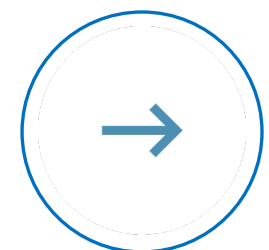
# THE EMOTION

We want to travel. We need to travel. Time away from the sector has only boosted our desire. We are prepared to make sacrifices to travel. And we are searching for trusted partners to minimise risk. Travel fulfils important needs.

**Travel is inextricably linked to emotion.  
But not always in a good way:**



The BBDO Knows Travel Rollercoaster 2023





**“Post-COVID-19, consumers value holidays more than ever and constant uncertainty is encouraging an experience-hungry ‘now or never’ mindset.**

At the same time, they are not prepared to take risks when it comes to the holiday provider and their spend... While the cost of living crisis is encouraging them to cut back in areas such as takeaways or impulse fashion purchases, **holidays have become increasingly treasured.”**

— *British Airways Travel Trends Report 2023*

## WE'RE GETTING OUR INSPO FROM TV

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External Article · Destination Marketing

How 'White Lotus' and Other TV Shows Are Helping Millennials and Gen Z Choose Their Next Vacation

# 66%

Of travellers have considered **trips to destinations based on a movie or TV** show they've streamed.

- [Expedia](#)

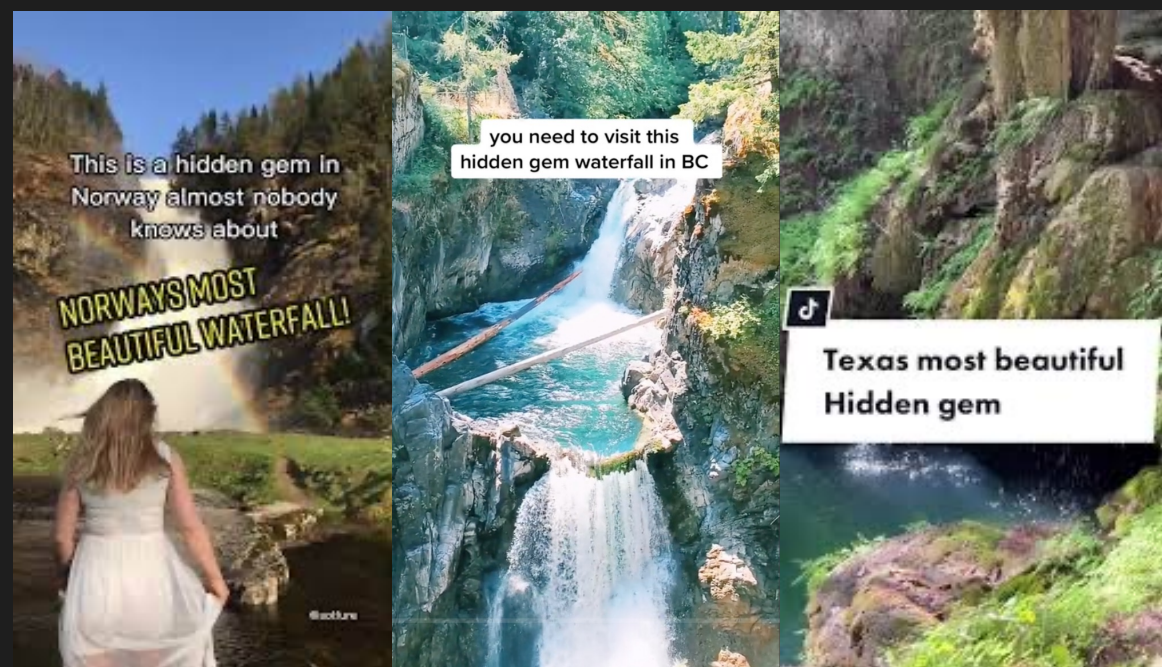
Our intent to travel is healthy.

Shifting intent to active planning is key. Helping us find our destination of choice is half the battle.

## AND TIK TOK...

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On TikTok #HiddenGem has **2.1 billion views!**





## WE'RE LOOKING FOR VALUE...

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WE ARE SEARCHING AROUND



# 500%

YOY increase in searches  
for travel discounts.  
Google

# 72%

Of consumers agree that “**getting value for money** from my holiday is as important to me as having a fun holiday” British Airways 2023



**Dinkleman** @Dark\_CarniVol · Jun 11

Replying to [@dcfoodsafety](#)

Understandable. My family & I did enjoy a nice vacation & it was not easy for us to do. The trade off is I have no savings & will never retire.

If planning is a pleasure, then booking is filled with fear.

We need reassurance, reassurance, reassurance...

## AND REASSURANCE

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# 69%

Of US travellers say “the ability to cancel a trip and get a refund” is most important to them when considering travel insurance for an upcoming trip. Perr Knight

**Best “Cancel For Any Reason” Travel Insurance Of June 2023**

**“I refuse to book somewhere that doesn't offer comprehensive refunds. In a post-pandemic world I won't take that risk.”**

- Sophie, 52, London

**Getting the traveller from desire to the end experience. Or from concern to confidence is no easy task.**

The diagram features a rollercoaster track with several stations and points of interest. The track starts at a low point on the left, rises to a peak, dips, rises to a higher peak, and then descends to a low point on the right. A dashed line indicates a path from the start to the end, while a solid line shows the rollercoaster's path. Labels include: DESIRE CONCERN, INTENT, CANCELLING, BOOKING, ANTICIPATION, APPREHENSION, TRAVEL, CANCELLATION, CURTAILMENT, POSTPONEMENT, DISAPPOINTMENT, ENJOYMENT, and CONFIDENCE.

**The opportunity is for brands to take the travel rollercoaster, and turn it into a beautiful, virtuous cycle.**

# HOW TO PIVOT TRAVEL PAIN POINTS

Dial up the desire, get travellers back into the journey by easing their concerns.



Help travellers plan a trip around their value and values.



Reassure, reassure, reassure, at the point of purchase.



Disruption is beyond your control but how you communicate it isn't...



Consider how to elevate the experience, even incrementally, any upgrade can feel big.



Everyone's an influencer. Convert your travellers to loyal advocates.



## ‘Go Where Your Mind’s Been Wandering’ – Department of Tourism and Tourism Promotions Board Philippines



The campaign ‘Go Where Your Mind’s Been Wandering,’ highlights the re-opening of 10 popular tourist destinations in the Philippines, from white sand beaches to strawberry farms, in captivating photos that illustrate the unique characteristics of each place and, if you look closely, reveal a silhouette of a hidden face. Stop dreaming, start planning, now ‘go where your mind’s been wandering’.

**BBDO GUERRERO**

## Barbie Dream House - Airbnb



“The marketing efforts surrounding the Barbie film have been extensive. The team behind the release has taken the art of building hype to new levels. From viral selfie generators and various brand collaborations to pop-up cafes, hotels and a life-sized Malibu Dreamhouse that can be booked on Airbnb, **“if there’s one thing we can learn from their playbook... it’s the importance of diversifying your marketing strategy”**. Creative agency founder Charlotte Mair adds that brands like Airbnb who take note of culture-redefining moments like these “always come out on top”.”

## Choose your own adventure – Tourism Authority of Thailand



Write Your New Chapter (BBDO Bangkok) - the Tourism Authority of Thailand (TAT) has launched a new campaign via BBDO Bangkok which depicts a trilogy of cinematic trailers, from adventure, to romance to an action-packed sci-fiction, where the viewer follows the different characters on their unique journeys through Thailand.

**BBDO BANGKOK**

# THE JOURNEY

Travel is emotional, it evokes excitement, it evokes anxiety.

It's a unique time to be a passenger, it's a unique time to be in the business of travel but those businesses and brands that turn the rollercoaster of pain points into a series of elevated touchpoints will absolutely thrive.



We're ready to welcome you back on board.

You'll see changes at every step of the way. Prepare for your next journey at [ba.com/welcomeonboard](https://ba.com/welcomeonboard)

Enjoy your trip!



If you want to learn more about the way BBDO thinks please contact us at [bbdo@bbdoknows.com](mailto:bbdo@bbdoknows.com)

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