



What Does Travel Look Like in 2021?

Experts weight in on what to expect from your next adventure.

While we might not be able to jet across the globe to our fantasy destination right now without restrictions, there’s nothing wrong with planning ahead and daydreaming for those days when the world will once again be our oyster to devour.

So what’s changed since last year? Trusted travel advisors will play a crucial role in future travel bookings moving forward in 2021. Well informed advice and recommendations along with experts who can make the best use of all the technology and platforms available will become essential to your sojourn.

We spoke to some of the top award-winning international bespoke advisors in the business for hot tips, trends and to find out where people are most likely headed, and how they will be hitting the road when travel restrictions lift.

Brown + Hudson:
Founder, Philippe Brown and author of REVISIT, The New Art & Science of Luxury Travel

How will we approach travel in 2021?

“META travel—travel that teaches you to travel smarter—will come into its own. Expect a greater focus on travel as a therapeutic tool, with travel advisors going beyond the product and a quick-sell to share insights in new realms like wellbeing, happiness, flow, creativity, play and transformation.”

What types of trips and to which locations are increasing in popularity?

“Multi-generational trips are big at the moment—planning three or four trips in one to remote destinations. Yacht charters and private islands are in great demand from the Maldives, the Azores, Iceland, Greenland and Pantelleria.”

“Our Luxpedition concept provides stunning remote locations and makes physical challenges feasible by incorporating moments of surprising luxury into the expedition. Think glamping in some of the world’s most stunningly beautiful settings such as New Zealand, Scandinavia, Patagonia or Mongolia.”

What are some of the more unusual itineraries you are booking?

“Our Great Game concept is a unique way of bringing a family together with a common competitive goal. Imagine a 10-day in-country escape game room. We work with the family to define the game, the areas of competition (language, creativity, extroversion, treasure hunt, local knowledge) and work with a noted games designer to create an experience that allows everyone to discover a place.”

“We’ve also noticed a significant increase in families wanting to focus on the topic of happiness. Often Scandinavia offers the perfect backdrop, so we apply the principles and research conducted by Dr. Sonja Lyubormirsky and involve people like Meik Wiking of the Happiness Institute. The objective is to equip our clients with the tools to increase their benchmark happiness levels in seven days and more importantly durably in their life back home.”

Any advice for someone who is hesitant about booking now?

“Start planning something, anything. Research has shown that the anticipation phase of travel, before you head to an airport, can generate almost as much ‘free’ happiness as the trip itself.”