

TRAVEL AND HOSPITALITY

## Four Seasons explores wandermust phenomenon in new poll

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*For some eager travelers, it is not a matter of wanting to venture out, but a need. Image credit: Four Seasons Hotels & Resorts*

By LUXURY DAILY NEWS SERVICE

Hospitality group Four Seasons Hotels & Resorts is exploring the palpable need to travel in its new #Wandermust effort.

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The hospitality group is exploring the shift from wanderlust the longing to travel to "wandermust," the insatiable need to travel. To gauge where travelers' desires lie, Four Seasons polled its 1.1 million Instagram followers to discover common travel goals, most desired destinations and bucket list experiences.

"After more than a year of paused travel, we are excited to see positive signs of recovery in many markets as we welcome more and more guests back to Four Seasons," said John Davison, president/CEO of Four Seasons Hotels & Resorts, in a statement. "We are seeing a steady increase in global bookings and occupancy indicating that our guests are starting to put their travel dreams into action and returning to what they love doing most."

### Gearing up for getaways

When travel became difficult or near impossible due to the COVID-19 pandemic, many consumers started pondering where they would like to go once they were able to. Two-thirds of respondents report looking to explore a new destination on their next trip.

Eighty percent of respondents also indicated that they are planning a trip because they love to travel and were forced to go without it for a year. The remaining 20 percent said their next trip would be to commemorate something special.



*Some travelers are looking to start smaller with domestic travel, while others want to travel internationally. Image credit: Four Seasons Hotels & Resorts*

In terms of what they're looking for in their travel experiences, 69 percent of respondents said they were looking to relax, while 44 percent also said they were ready to unwind at the spa.

Gauging comfort levels, 33 percent of respondents say they plan on not going too far for their first trip, while 67 percent said they are opting for long-haul destinations, reflecting the desire to explore the greater world at large after a restrictive year.

Fifty-six percent of respondents prioritized culinary options, noting they were eager for a getaway "all about the food."

"More than a collection of beautiful hotels, resorts and residences, Four Seasons is a community of travelers," Mr. Davison said. "This love of travel and deep connection to the people and places around us is what inspires our properties worldwide to create exceptional experiences that remind us all of why we must wander."

Last month, Four Seasons introduced new drivable adventures across Europe as restrictions lift and leisure travel makes a resurgence.

Six road trips were added to the "Scenic Route with Four Seasons" program, connecting 13 European properties through curated joy drives. Each experience highlights unique destinations, including castles, wineries, lakes, restaurants and more ([see story](#)).

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