

## GETTING TRAVEL BRANDS OUT OF THE DOGHOUSE

**TRAVEL BRANDS ARE STILL FAILING THEIR FOUR-LEGGED AND TWO-LEGGED GUESTS.**

**BY BEING MEH ON PETS, THEY'RE LEAVING BIG MONEY ON THE TABLE.**

### PEOPLE TRAVEL WITH PETS.

That's not news. But what brands are missing today is just how important pet travel is to a growing, lucrative segment of travelers. We call them the "Pet Setters."



**60%**

of Pet Setters would be willing to spend an additional \$250 to \$750 per trip to ensure their pet enjoys it.



**58%**

of Pet Setters say they'd rather travel with their pet than friends or family.



**57%**

of Pet Setters feel that travel brands treat their pets like an afterthought.

## WHY ARE OUR BEST FRIENDS BECOMING OUR BEST TRAVEL COMPANIONS?

**FOR PET SETTERS, BRINGING THEIR PET ALONG ISN'T JUST A CONVENIENCE, IT'S A CORE REASON FOR THE TRIP.**

**54%**

want to make new memories with their pet

**32%**

travel to get their pet out of their ordinary routine

**21%**

say their pet helps them see destinations in a new way

**"AS A TRAVELER, YOU'RE ALWAYS ON THE LOOKOUT FOR BRANDS THAT ARE PET FRIENDLY.**

**AFTER ALL, YOUR FURRY FRIEND IS A PART OF YOUR FAMILY, AND YOU WANT TO ENSURE THEIR COMFORT AND SAFETY DURING YOUR ADVENTURES."**

~ SURVEY RESPONDENT



Traveling with pets makes ordinary travel experiences more unique and personal.

WHAT PET SETTERS ARE LOOKING FOR AS A BARE MINIMUM IS PRETTY STRAIGHTFORWARD:

- Pet-friendly trails or parks
- Pet-friendly transportation
- Clear policies regarding my pet's stay
- On-site pet relief areas
- Pet sitting or daycare
- Pet treats and welcome kits
- Pet safety kits
- Pet walking services

**PET SETTERS DON'T FEEL HEARD. 61% SAY THAT WHILE SOME TRAVEL BRANDS TALK THE TALK, FEW WALK THE WALK.**



They don't feel that hotels and lodging brands really get them. When they travel, they report dissatisfaction with:



Airline and train brands don't get them either. When traveling, Pet Setters encounter:



WHEN A TRAVEL BRAND MEETS THEIR NEEDS, PET SETTERS CAN BE AS LOYAL AS THEIR FURRY FRIENDS.

THERE ARE SOME PET-FRIENDLY BRAND ROLE MODELS OUT THERE. THESE TWO RISE TO THE TOP:



In exploring what factors support these brands' reputations, one word tops the rest: COMFORT. By going above and beyond to provide ease, relaxation, and freedom from stress and fear, American Airlines and Hilton show they're committed to the overall well-being and happiness of all their guests – whether they have two legs or four.

WITH SO MUCH MONEY AT STAKE, THE BARE MINIMUM WON'T WORK. TO STAND OUT, CONSIDER:

- 1 Developing a strong brand message that treats pets as family members, not as add-ons. Share stories, UGC and testimonials from happy Pet Setters on social media.
- 2 Offering personalized pet experiences like a welcome message or customized treats upon arrival. Market these personalized touches.
- 3 Highlighting the availability of pet safety kits and clear guidelines for pet travel. Consider adding GPS tracking options for pets in case they get lost during their stay.
- 4 Focusing on solving specific issues like hidden fees, vague policies, and the lack of pet relief areas. Build campaigns that directly address these challenges and how your brand provides solutions.
- 5 Offering loyalty programs or discounts for frequent travelers who bring their pets, encouraging repeat business.

Want to dig deeper with us?

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SOURCES: SUZY, Hilton