

# Experience Insights & Trends Report #18

## Events Radar

## Start Date

[Sydney Gay and Lesbian Mardi Gras](#)

18/02 - 6/03/22

[Aotearoa NZ Festival of the Arts 2022](#)

21/02 - 20/03/22

[Gartner CIO Leadership Forum \(Americas\)](#)

28/02/22

[MWC Barcelona](#)

28/02/22

[This Way Up: Melbourne's Advertising Festival of Creativity](#)

2/03/22

[Cloud EXPO Europe](#)

2/03/22

[CIO Summit NZ](#)

14/03/22

[Adobe Summit](#)

17/03/22

# Enthusiasm abounds for brands and industries with **signs of a strong re-emergence** from the Omicron wave

## Live events begin to drop restrictions and protocols

COVID restrictions are rapidly loosening as Omicron wanes, and major events are updating their protocols accordingly.

- [Victoria and NSW ease Covid restrictions but indoor mask mandates remain](#)
- [Coachella and Stagecoach festivals drop all COVID-related restrictions](#)
- [Oscars: COVID-19 vaccination will not be required for in-person attendees](#)
- [First large Las Vegas convention quickly adapts without mask mandate](#)

## Dark stores and ghost kitchens are reshaping brick-and-mortar

Business owners and brands continue to attempt to adapt to evolving consumer behaviors with “ghost” spaces in storefronts and restaurants.

- [10-minute dash: New startups join fast delivery race](#)
- [Online Shopping Is Reshaping Real-World Cities with Dark Stores](#)
- [Wingstop CEO: Ghost kitchens are coming](#)
- [The growth of ghost kitchens, and what makes them work](#)

## Travel is back as cases drop, restrictions ease, and fear subsides

As case numbers decrease and protocols ease, consumers are booking travel and trips at a higher rate than at any point during the pandemic.

- ['Welcome back world!': Australia fully reopens borders after two years](#)
- ['Strong influx of bookings' from the US since Australian borders reopened](#)
- [Tourism bookings up 30pc as families venture out](#)
- [Dismay for NZ tourism industry as Australia opens its border](#)

## This week's “out-there” experiences

Brands and marketers continue to push the boundaries of physical and digital experiences, with new and creative executions popping up across the globe.

- [Godiva says 'treat yourself' with 20 foot-tall chocolate box activations](#)
- [New master-planned communities will let fans 'be part of Disney all of the time'](#)
- [NBA introduces 'Metaverse Coach' at tech summit, and details future fan experiences](#)

## The Super Bowl rebounds with high ratings and engagement

After a down year, the Super Bowl drew huge viewing, advertising and social numbers—a significant sign that viewing and consumption habits are rebounding from a pandemic-induced downturn.

- [Super Bowl ratings rebound in a big way for the NFL and NBC](#)
- [Super Bowl LVI Sees Advertising Boom as Marketers Get Back in the Game](#)
- [NFL sets social records for Super Bowl](#)

# 130%

projected increase in travel bookings over the Easter holiday period

Source: [World Travel and Tourism Council](#)