COCOONING
Staying Home for Recreation

With factors such as technology and limited access to public facilities more and more families and individuals are pursuing their recreational interests from within their homes. Financial, social, and safety motivations also play a large part in this durable trend which has stood the test of time and is going strong.

Home Automation
- Monitor your home 24/7 from any smart device

Online Shopping
- Order all your goods from home

Digital Cocooning
- Social networking, video games, and mobile devices

Physical & Mental Health
Having in-home facilities like swimming pools and basketball courts can lead to improved cardiovascular conditioning which in turn promotes mental wellbeing.

Marketability
Even during an economic depression cocooners will continue to purchase products for their home to increase comfortability.

Social Interaction
Cocooner’s often interact most with those that share in similar qualities and interests. Digital cocooning has made it easier for many to engage in social contact without even having to leave the comfort of one’s home.

Fear and Fun
The threat of violent acts by both foreign and domestic enemies has people retreating to the security of their homes where they can stay and engage in their choice of leisure.

What do you think?
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Bachelor of Tourism Management
Trevor Lauffenberger