



Leveraging current trends

2008 Destinations of the Year

According to New York Times

Adventure	=	Greenland
Budget	=	Argentina
Family	=	Africa
Foodie	=	Istanbul
Luxury	=	Moscow
Party	=	Dubai
Cultured	=	Berlin
Emerging	=	Kazakhstan

New York Times places to go 2008

Its all about new and exotic:

“ Vietnam and Cambodia are so 2007. Now Laos is shaping up to be Indochina’s next hot spot”

#1 Place to go 2008: Laos

“ TripAdvisor ranks Jerba, a resort island off Tunisia’s Southern coast, as the No. 1 emerging spot in 2008”

#3 Place to go 2008: Tunisia

“What Axis of Evil? Upscale tour operators are tiptoeing into Iran next year to explore the ancient country’s Persian treasures.”

#18 Place to go 2008: Iran

Canada has one mention

35 Northwest Passage:

“Climate tourism is heating up and few places are heating up faster than the Northwest Passage, the Arctic sea route between over Canada.”

Profiles cruise operators which is great but:

- Very little room nights in Canada associated
- Modest positive economic impact



core trends for 2008 and beyond

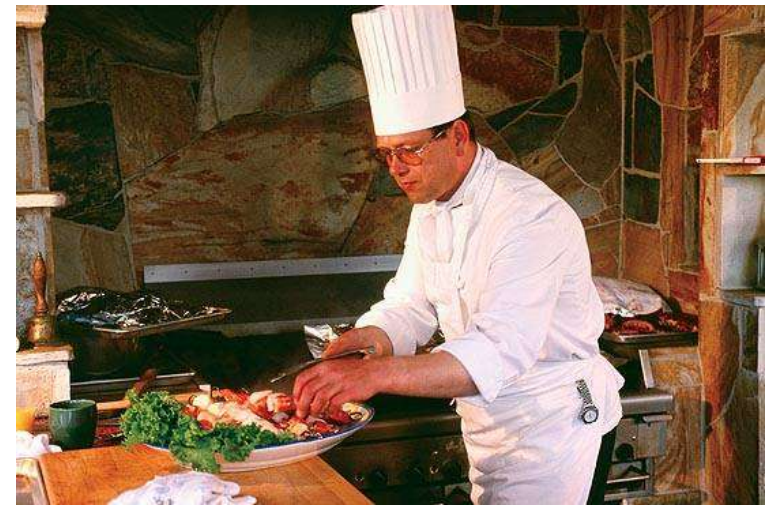
- the following have staying power in the medium term
- are worth doing some planning around
- come from many different sources

experiential travel

- Not a new trend, firmly entrenched
- Engaging all five senses
- Travellers actively engaged
- Learning, interacting with the community
- Engaging all five senses

Implications:

- Infrastructure development
 - more than your everyday attraction or interpretive centre
- Program and “animation” of attractions



Field to table tourism/locavores

local, fresh, organic foods

- harvested by the customer,
- cooked for you or, learn to cook yourself from a master chef.
- Learn about the origins of your food
- appreciate the art of cooking with fresh ingredients.

Authenticity

Looking for real, original, tourist experiences

- Escape “tourist traps”
- See places before they are spoiled

Luxury: change to authentic and exotic experiences, rather than scarce, high-value goods

Example:

Bali is becoming overcrowded,
Lombok, island next door is in

Deep authenticity



voluntourism/enrichment travel

Pay to be put to work on
community or research
projects

e.g. NY Times: travel to
Tanzania to help in a
community project

- becoming more mainstream
and into some formal
itineraries
- popularity across ages



Fully Independent Travel (FIT)

Fragmentation and self education:

- Internet and guide books
- Peer to peer opportunities
- More information means more choice
- Mass tourism is in decline

Example:

Over half (55%) of South Koreans now travel FIT



responsible/sustainable tourism

- Travellers are more and more concerned with environmental issues.
- This is affecting travel decisions.
- Can we get the GTW sustainable figure?

Example: Homestays on Lake Titicaca in Bolivia



“luxury” travel

- The standard of living is on the rise
- High elasticity of demand
- The middle class expects luxury touches
- Less and less tolerance for “roughing it” conditions
- Critical role of infrastructure, design and cuisine.

Example: emergence of Dubai as a top luxury destination



Bespoke trips

Customized or individual trips.

- out-of-the ordinary trips for people who have done it all.

the aging traveller

- Demographics are changing.
- Aging baby boomers are active travellers.
- Mature travellers demand different experiences.
- Manifesting itself in popularity of river cruising and walking tours. (e.g. Tuscany)



Slow travel

take your time when travelling.

- Take a train
- explore an area in depth
- take a relaxing trans-Atlantic cruise

Staycations

don't travel, but be a tourist in your own town

- out of your own home, or stay in a local hotel.

multi-generational travel

- Larger family groups travel together.
- Combine family time and travel time.
- Tourism sectors have to amend services to be more flexible in handling these groups.
- Forbes.com: one of the top travel business trends for 2008



internet usage

- Increased use of Internet for travel research (as opposed to bookings).
- User-generated content and social networks drive travel decisions.
- More imagery and video to show off destinations.
- Travel guides are putting content online.



Questions?

Workshop Exercise

How do trends affect your business?