

Unit 1

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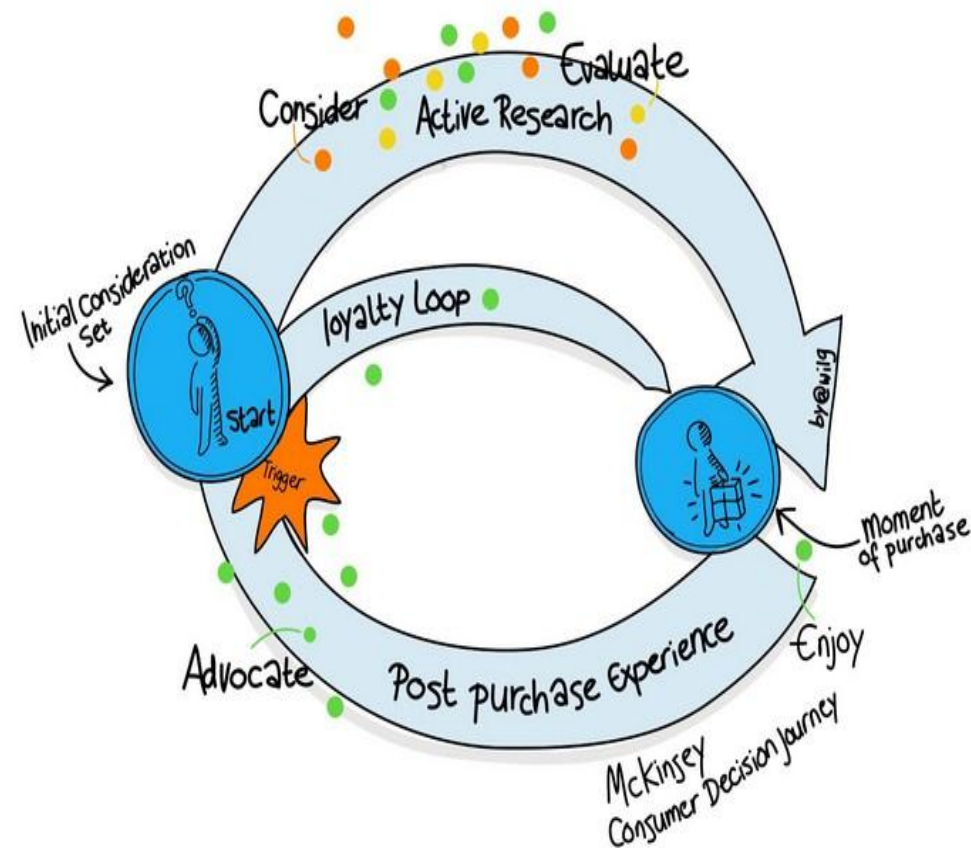
Key Trends



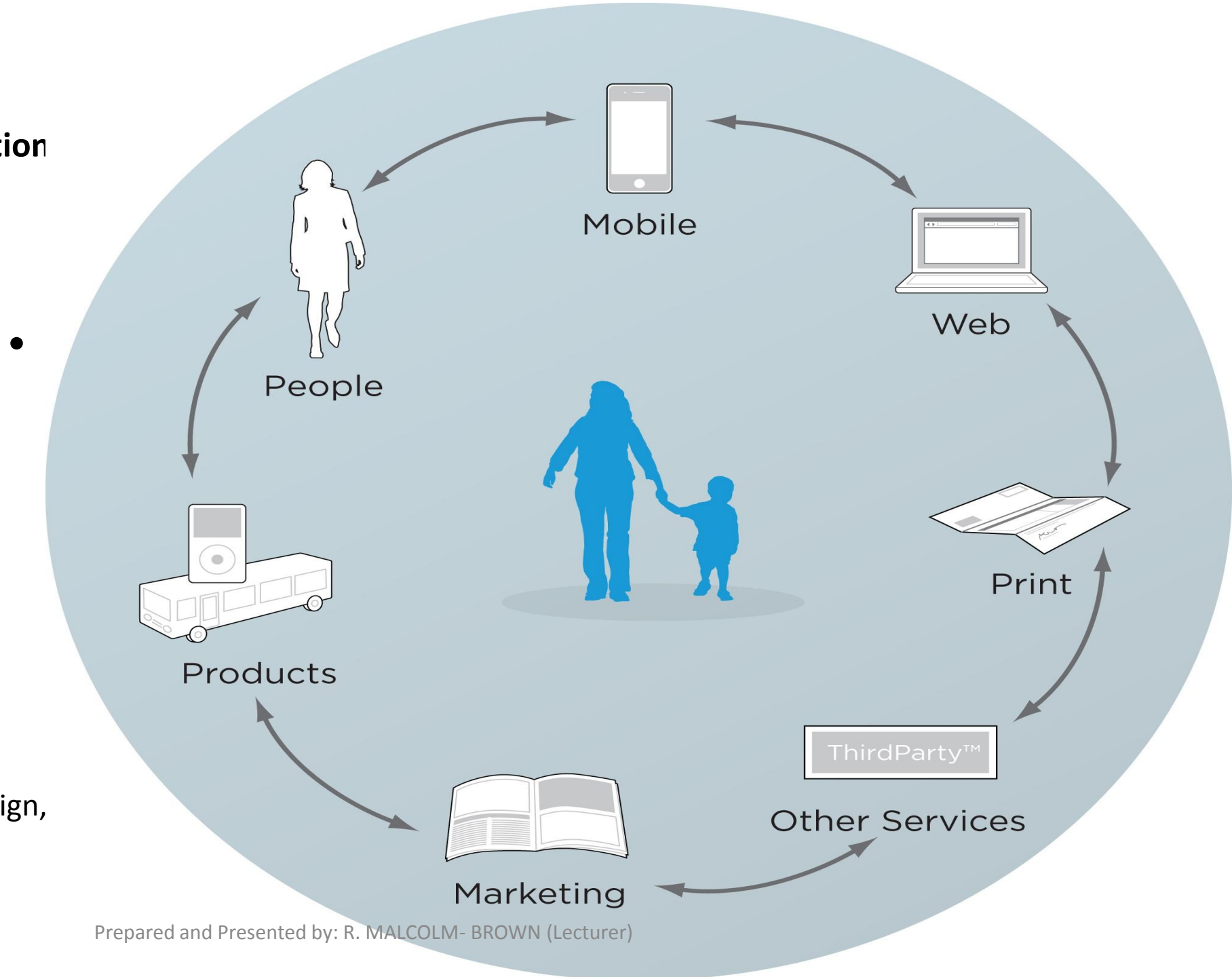
The Impact of Digital Technology

- Smart devices offer consumers convenience and peace of mind
- Wearables shape consumer lifestyle—and save money
- Fulfilment solutions drive seamless customer experience
- Ad blockers allow consumers to avoid unwanted ads (Vision Critical, 2017)

Consumer Brand Interaction



Consumer Brand Interaction



(Interaction Design, 2017)

The rise of the sharing economy

Air BnB and Uber

- “Airbnb, in effect, doesn’t differ from traditional holiday rentals, it just provides a secure platform for the property owner and the person renting the property, both in terms of payment and also confirming the identities of those parties involved” .
- “B&Bs have been in existence in some form for a long time, as have whole property rentals, and Airbnb is actually just a variation of this.” (FTA Adviser, 2017)

The rise of the sharing economy

Airbnb is successful because it is a platform business.

Platform businesses facilitate exchange between two groups: producers and consumers. What's special about a platform business like Airbnb or Uber is that the "producer" spectrum becomes completely different from what it used to be with only linear businesses. (Hilton, Marriott, 2015)

With these platforms, everyday people can become producers and offer quality goods and services. This is where the producers benefit: easy money with minimal time commitment. (Alex Moazed, 2015)

The rise of the sharing economy

LET'S EXPLORE

[Airbnb growing in popularity](#)

Patterns and Trends in the Industry

- **Millennials**

- Millennials are officially the largest generation in history, beating out Baby Boomers. As the youngest generation with disposable income, they have secured their status as leaders in travel and tourism.

- **Active & Adventure Trips**

- Customer demographics for adventure travel lean in the direction of ladies (53% to 47%), especially in Africa (57%). North and South America are the top adventure destinations for customers. There is a rising interest among clients for a more customized experience and a falling interest in hard adventure.

Patterns and Trends in the Industry cont.

- **Female Solo Travel**

- Today, 80% of travel decisions are made by women. Whether married, single or divorced, women are leading the way and the travel industry is taking notice. Today's female travellers are bold, independent and looking to explore new and raw experiences. They have their own say of where to take a vacation, how to get there, and many are choosing to go solo.

Food Tourism

- When it comes to travel it always comes down to food at some point. Food tourism has become an emerging trend among travellers everywhere and tourism experts have taken notice.

Patterns and Trends in the Industry cont.

- **Responsible Tourism**

- Global changes affect us all. More travellers are aware of the impact their experiences have on the planet and as a result, more are opting for sustainable measures in their travel.
- Global campaigns have been set in place to promote more sustainable forms of travel and industry professionals should expect a shift in the mindset of travellers everywhere.

Patterns and Trends in the Industry cont.

- **Mobile Photography**

- Tourists are looking for ways to document their travels. Given the brilliance of modern mobile phone cameras, it's only natural that more and more travellers are using their devices to capture these notable moments.

- **Business and Leisure Travel**

- Business and leisure travel is a favourite topic among tourism experts this year. It's predicted to be a very lucrative trend for tour and activity providers and some project that it will rise in popularity.

Patterns and Trends in the Industry cont.

- **Staycations**

- Staycations have been a powerful trend. Many travellers have trended in the direction of sticking around locally to enjoy their vacation time. This has been great news for local tour and activity providers and their communities as more people are looking to boost their local economies with trips close to home.

(Treksoft, 2017)

Patterns and Trends in the Industry cont.

- **LET'S EXPLORE**

[10 Travel Trends on Rise in 2018](#)

[9 Trends That Will Shape the Hospitality Industry in 2018](#)

[Travel Trends for 2018](#)

[Five Luxury Travel Trends for 2018](#)



THE IMPACT OF CHANGING LIFESTYLES

- Adventure Tourism- a type of tourism involving travel to remote or exotic locations in order to take part in physically challenging outdoor activities.
- Extreme Sports/ Adventure Sports- are recreational activities perceived as involving a high degree of risk. These activities often involve speed, height, a high level of physical exertion, and highly specialized gear.

THE IMPACT OF CHANGING LIFESTYLES

- Agro Tourism/ Agri Tourism- Tourism in which tourists take part in farm or village activities, as animal and crop care, cooking and cleaning, handicrafts, and entertainments
- Gastro Tourism- Refers to the pursuit of appealing, authentic, memorable culinary experiences of all kinds, while traveling internationally, regionally or even locally. Gastro-Tourism can be a driver of destination choice, especially for emerging markets.

THE IMPACT OF CHANGING LIFESTYLES

- Gastro Tourism cont.- Gastro-tourists are foodies who want to go behind the scenes to taste and discuss the nuances of local region-specific foods and to learn about unique ingredients and cooking techniques from cultural experts
- Dark Tourism- Considered to be travel to sites that are in some way connected to death or disaster (or at least something in one way or another "macabre").

THE IMPACT OF CHANGING LIFESTYLES

- Dark Tourism- Dark tourism comes in a very wide variety of forms. The connection with 'death and disaster' can be very direct, as in the mausoleums of great communist leaders whose actual dead bodies are on public display (e.g. Lenin's in Moscow). Or it can be quite indirect, like at sites of volcanic destruction (e.g. Iceland or Hawaii) which may not have involved any actual deaths at all – just the fact that it could have may be enough to give a site some 'dark appeal'. (Dark Tourism.com, 2018)

THE IMPACT OF CHANGING LIFESTYLES

- **Let's Explore (Click the link)**
- [LIFESTYLE TRENDS & TOURISM- HOW CHANGING CONSUMER BEHAVIOUR IMPACTS TRAVEL TO EUROPE](#)

THE IMPACT OF CHANGING LIFESTYLES cont.

Reasons for increasing popularity of different specialist/ niche markets: Due to more passive employment roles, tourists are increasingly seeking experiential active type tourist experiences rather than passive mass tourism experiences. For example: Special interest tourism involves consumers whose holiday choice is inspired by specific motivations and whose level of satisfaction is determined by the experience they seek.

THE IMPACT OF CHANGING LIFESTYLES cont.

Increasing need for personalisation and memorable experiences: Experiential tourism is the opposite of mass tourism that traditionally focused on package tours and holidays with low levels of personal involvement.

Tourism experiences must tap the hearts and minds of curious travellers, inviting them to connect with people, culture and geography through personal exploration (Tourism, 2018).

THE IMPACT OF CHANGING LIFESTYLES cont.

Balancing sustainability and growth of the industry:

ARTICLE REVIEW

<https://www.swissinfo.ch/eng/balancing-tourist-growth-and-sustainability/30015424>

Growth patterns – emerging and developing destinations

- 14 Emerging Destinations Around the World (Conde Nast Traveller, 2017)
- <https://www.cntraveler.com/gallery/emerging-destinations-around-the-world>
- 11 emerging travel destinations you have to visit in 2018 (Emily Waddell, 2018)
- <https://www.kayak.co.uk/magazine/emerging-travel-destinations/>



QUESTIONS?

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