Market Trends
Contents

Introduction

http://www.youtube.com/worldtravelmark et#p/c/82BA7DD47CFFE813/1/Rp1gQ6 1lYe4

1. Perceptions
2. Development travel trade
3. Trends consumer perspective
Sustainable destinations?
Perceptions

- Environment vs Social, Economic
- Sustainable – Eco tourism
- Big / mainstream vs. niche tour operators/ specialist
- Type of accommodations: ecolodges and small-scale vs mainstream - impacts
- Developing countries vs Europe
- Greenwashing and no control
- Need of urgency: financial crisis – environmental crisis
Travel trade trends

European Tour operator associations expect their members to work towards sustainability

- ANVR, Netherlands
- ABTA, UK
- ABTO, Belgium
- ASR, DRV Germany
- ASTOI, Italy
Sustainability

Why is it relevant for you?

- Revenue growth
- Cost savings
- Pressure from society (e.g. NGO’s, Unions, consumer)
- Access to capital
- Human capital
- Preservation of destination
- Brand value and Reputation of company, Risk Management
- Improved service- perform better
- Pro-active attitude government regulations
Consumer Trends

- Enoughism: alarm health planet, influence materialism, reconnect, simple pleasure of life
- The Real thing:
  - travellers looking for destinations, culture and food with authenticity now a key decision factor
  - tourist wanting unique personal authentic experience
Consumer Trends

- The echoes of eco: growing concern about environmental and social issues. Travellers increasingly hold countries and companies accountable for their footprint - expecting taxes contributing towards environmental causes. Global warming is a mega issue.
- Travellers more aware of their own environmental impact - want "green options" - demand information to evaluate and choose ethical operators.
- Sustainability becoming tablestake rather than simply nice to do.
Consumer Trends

❖ Business as unusual (transparency and openness, a dialogue with consumer, innovations and sustainability)
❖ Me and my friends: sharing experience and information with friends while travelling (facebook, twitter), peer communication more relevant than companies. A good or bad note → huge implications tourism industry.
Consumer Trends

- Eco-easy: consumer expect business to offer more green and sustainable products and services (Destinations, accommodations, activities, transport)
- Embedded generosity: Airline ticket including a donation green initiative
Consumer Trends

- Destination based travel
- Experience based travel
- Experience → creative experience as a way to keep uniqueness of the individual
- Surprising/ storytellers/ authentic and relevant
- Involvement with locals (couchsurfing, guided-by-a-local, Spotted by a local)
- Needs: seeking to become immersed in a country, gain local knowledge and understanding, experience, special, unique, personal attention, time with family and friends, special workshops, quiet and relaxing. Demand for limited editions, tailor-made
CONSUMER RESEARCH

Are consumers looking for sustainability?

In most European countries 3 – 10 serious consumer studies were conducted between 1995 and 2009

... they provide a clear and growing trend
Consumer research

- Need for information - difficulty finding sustainable holiday offers
- Expectation holiday companies – preserving natural habitat, saving resources, fair working conditions, local communities, information:
  - 87% British find it very or fairly important that holiday does not damage the environment
  - 71% of British consumers would like to benefit local communities
  - The majority of German (74%) travellers favour hotels who employ local staff and guarantee good wages and working conditions
  - 80% of the Dutch want information on ethical issues in their travel information.
Future

- Being and acting more sustainable takes time
- Sustainability criteria in more b2b contracts - integral part of decision making
- Rising Consumer expectations sustainability
- Sustainability umbrella for fairness Quality, authenticity, responsibility, healthy, safety
- Transparency of companies
- Sustainable tourism = modern way of tourism
What does it cost?

Cost/Investment
Return/Savings
Questions?