Market Trends

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Introduction

http://www.youtube.com/worldtravelmarket#p/c/82BA7DD47CFFE813/1/Rp1gQ61lYe4

1. Perceptions
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Sustainable destinations?

Perceptions

- Environment vs Social , Economic
- Sustainaible – Eco tourism
- Big / mainstream vs. niche touroperators/ 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 socials issues. Travellers increasingly hold countries and companies accountable for their footprint- expecting taxes contributing towards environmental causes. Global warming is mega issue

❖ Travellers more aware of their own evironmental impact- want ''green options- demand information to evaluate and choose ethical operators

❖ Sustainabilty becoming tablestake rather than simply nice to do

Consumer Trends

❖ Business as unusual (transparancy and openness, a dialogue with consumer, innovations and sustainabilty)

❖ 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 sustainabilty

❖ Sustainability umbrella for fairness Quality, authenticity , responsibilty, healthy, safety

❖ Transparency of companies

❖ Sustainable tourism = modern way of tourism

What does it cost?

Cost/Investment
Return/Savings

Questions?