

## Future Travel Trends

(Insights taken from VisitEngland – The Future Travel Journey report July 2017)

Inspiration & Pre Planning			
<i>Although we have access to more information than ever before, what we actually receive is increasingly refined.</i>			
The Trend	What it means		Market/ Segment Insights
<b>The Future Bubble</b>  <b>The challenge of reaching your target customer</b>	<p>Our information feed is continually filtered based on algorithms; the people we are friends with; influencers and companies that we follow. For destination, breaking through the filter bubble is about <b>getting the right product message in-front of the right customer</b> – Destinations have to reflect their customers in their content and brand... being a 'catch all/ something for everyone ' increasingly doesn't work.</p> <p>Destinations need to be clear about what product they really have; know who they really want and find the product (even if it is niche) to meet the customer's needs.</p> <p>Be relevant and align to your customers motives to travel.... then your content will be shared.</p>		<p>All segments find themselves in this bubble to a certain extent... yet the most filtered are the under 45s</p>
<b>Maximising Behaviour</b>  <b>The Consumer is now Value Savvy</b>	<p>Over the last 10 years the <b>global consumer mindset has become more focused on value</b> (not necessarily price) – increasingly people do not book direct with a hotel, but instead cross check several different platforms to ensure the best value (Secret Escapes, hotels.com, Trivago).</p> <p><b>As a result, all segments now spend more time on planning and research than ever before.</b></p>		<p><i>All segments are not the same...</i></p> <p><b>Youth</b> - <b>Price</b> is still important or this segment, they will save on transport and accommodation so they have more budget to spend on experiences/ evening economy.</p> <p><b>Families</b> – <b>Value</b> is important along with <b>comfort and ease</b> to ensure they have a <b>fun</b> and <b>educational</b> experience.</p> <p><b>45+</b> - <b>Value</b> and <b>quality of service</b> are important, as well as seeking out new experiences.=</p>
<b>The Death of Risk</b>  <b>Visitors plan more to be informed</b>	<p>Because the consumer wants to achieve the maximum from a destination (<i>value for money; immersive experiences; going local and finding the hidden gems</i>), it has led to less risk taking.</p> <p>The emergence of low cost airlines from the mid 90's fuelled a 'book now, go now... worry about the detail later' mentality, where travellers explored 'on the hoof', with limited info. Multiple short breaks are now replacing the 1 main holiday a year. The factor that hasn't really changed is the % of leisure time we have. Consumers now spend more time on planning and cross checking before booking than ever before, we all want the insider tip;, where to get a best coffee etc.... The Consumer wants to be well informed, this isn't just because they want to maximise their time in the destination, but it offers</p>		<p>All segments/ markets now plan... even if they book through an operator.</p> <p>Even visitors travelling by coach out of London or from near Europe, will research a destination before arriving so they can maximise their time.</p> <p>This increases the importance of engaging the consumer at pre planning as it is increasingly harder to sway them once in destination.</p>

	greater reassurance on underlying safety in light of recent terrorist attacks. Consumers looking to stay overnight want to feel like they know the city before they even arrive.		
The Booking Process – more time planning, less time booking			
The Trend	What does it mean?		
<b>Wishlisting</b> Collating info at the planning stage	Consumers increasingly want to know everything before they travel. The general trend is to book key components such as accommodation and transport in advance to make savings, but book the micro level once in location...this is known as 'wishlisting' and enables them to collate all the info beforehand so it's ready to go at the touch of a button - this way they can change their mind to get the maximum experience out of the destination.		
<b>Conversational Commerce</b> The opportunity to be able to book direct from social media	. Some attractions and accommodation providers now offer bookability direct from social media platforms such as instagram to ensure they don't just stay on the wishlist. Also some destination sites offer personal itinerary planners with a bookable function e.g. VisitScotland.		
<b>Impulsive Existence</b> Fear of missing out FOMO	With all of this information to hand and the ability to make final decisions instantaneously in destination, it overrides the fear of missing out on the best experience. This approach enables the visitor to change their plans to suit the weather or to jump a queue.  <i>*(analysis released by Trip Advisor has shown that the most savings when booking accommodation are made between 1-3 months in advance – 2.05.18 TP best time to book report).</i>		
The Trend	What does it mean?		
<b>Locational Living</b> All the information in the palm of your hand	Increasingly visitors are using their smart phones to deliver instant destination information. Companies like Geotourist.com who use GPS location data enables destinations to upload tours in different languages on any given subject, from Medieval architecture to graffiti walking tours. This flexibility allows the visitor to explore a destination independently, and also offers the opportunity for businesses to feature along the walking routes..... Great places to stop for a coffee/ lunch in a historical building.		App based information delivery is increasingly popular with Chinese inbound visitors and educational groups.
<b>Performative Perfection</b> Added Social Value – Does your destination help your customers brag on social media?	Consumers live out their lives on social media, increasingly so in relation to travel; experiences and capturing time with friends and family.  Therefore even though it isn't the deciding factor for choosing a destination, a cities 'Social Capital' supports the decision. The visitor will look at their friends posts and say – 'I would like to go there' but in fact they are registering the social capital and creating the desire to put themselves in that location/		This is particularly relevant to Generation Y and Z across domestic and international markets (though gen X 35-45 use social capital in relation to family travel)

	<p>that social media post.</p> <p>Key questions for any destination are: 'Are we shareable'? Do we add to our visitor's social capital? Do we make it easy/ highlight where these great SM opportunities are?</p> <p>Do we know which segments value social capital?</p>		
<p><b>Mastery of the mind</b></p> <p>Consumers are actively looking for opportunities to find 'down time'</p>	<p>The growth in consumer interest in mindfulness is now impacting on what we choose to do in our leisure time. Increasingly the visitor seeks holiday moments with reduced digital interruptions.</p> <p>Relaxation and escape have always been a strong motivator for travel... visitors want to dip in and dip out of different experiences so they can relax and enjoy the now as well as see the big attractions.</p>		<p>This is a popular product choice for Dutch and German visitors as well as older active retired UK short breakers who often travel in the off peak season.</p>
<b>The Trend</b>	<b>What it means</b>		
<p><b>Pursuit of real</b></p> <p>Tourists no longer want to be tourists... they want to live like a local and have all the insider knowledge</p>	<p>A destination needs to be genuine and authentic' and show potential visitor how they can immerse themselves and 'go local'.</p> <p>The visitor is looking for something different: an experience that they can mould into something unique – Finding a quiet coffee shop where the locals go; finding a secret garden/ green space in the centre of the city/ discovering the detail of the architecture by taking a less well trodden trail.</p> <p>This desire to blend into the destination and not be a 'tourist' has been one of the driving factors behind the success of AirBnB.</p>		<p>This is evident across all segments/ markets, however it is more prevalent in the 25-55 age group from the UK and near Europe.</p> <p>France has the greatest desire to seek out authentic experience and is the highest European market for UK AirBnB booking</p>
<p><b>Leisure Upgrade</b></p> <p>The desire to add an educational element to a destination visit.</p>	<p>The leisure upgrade is all about getting more out of your visit... "I didn't just see that, I did this".</p> <p>Visitors are looking to engage further with the destination by getting involved in an activity that is both fun and educational...– a destination visit increasingly needs to be relaxing, rewarding, engaging and value for money.</p> <p>experience based short breaks in the UK continues to grow via platforms such as Groupon, Trip Advisor and now AirBnb.</p> <p>Visitors are looking to combine their city break with a gin distilling course; trying their hand at chocolate making, or even joining in the harvest at local vineyards.</p>		
<p><b>Customised reality</b></p>	<p>Virtual &amp; Augmented Reality(VR &amp; AR) will continue to grow, and is increasingly being use by heritage cities to bring the many layers of history to life.</p> <p>English Heritage/ Historic Scotland has notably grasped this technology to bring to life battlefield sites and ruins.</p>		<p>This type of technology use is particularly popular with the Asian/ Chinese group market.</p>