The Future

“The travel industry is good for the earth, the children and the future. It constitutes 3-10% of GDP in advanced economies and up to 40% in developing countries.”

Bill Clinton  
April 10, 2013  
World Travel & Tourism Council Summit  
Abu Dhabi
State of Tourism

• 2013: Worldwide 1 Billion people traveled outside their national borders
• One in 12 U.S. jobs related to tourism, US $6.3 trillion, 9% of global GDP
• World’s largest service sector industry – strong industry sectors (lodging, transportation, etc.) - but lacking a unified “voice”
• In U.S. elected leaders are paying more attention
• Most states in U.S. are engaged in promotion
• Numerous local (county/city) DMOs in U.S.
• Devoted customers – travel is now mainstream and diverse (business, sports, leisure, meetings, etc.)
Destination Weakness

1. Aging infrastructure (hotels, attractions)
2. Poor knowledge of visitor behavior & perceptions
3. Homogeneous (Everywhere USA)
4. Poor Wayfinding & Signage
5. Poor Orientation & Facilitation: How to (fish, kayak, bike, etc.)
6. Lack of community support
7. Difficult to “find the good stuff”
The Future of Tourism

Amazing Opportunities & Challenges

**HUGE changes coming**

1. Demographics
2. Technology
3. Moderate Growth
Typical Visitor Segments

- Business Travel - 30%
- Convention/Meeting - 15%
- Sports - 10%
- Motorcoach - 5%
- Group/Reunion/Wedding - 10%
- VFR - 10%
- Leisure - 20%
Next 10 Years in Tourism

• Age of the Informed Consumer (peer info)

• Age of Intelligent Growth (3-5%/yr)

• 260 million monthly unique visits
New Technologies

Trend: Moving from pre-planning to real time

- Mobile, social, on-line, etc.
- New social apps (Kik=50mil users; whatsapp=1Billion messages/day, etc. – text without paying)
- Hybrid Meetings & Gatherings (may be multi-location and include technologies such as social media, etc.)
- Info & services target you at your location
- Instant Concierge
- The new luxury traveler (young, sophisticated, spoiled, demanding)
Travel Industry Sectors

- Airlines & Transportation
- Lodging
  - Hotels/motels
  - Rentals
  - B&B
  - Camping/RV
- Retail
- Attractions
- Dining
- Cruises
- Packaged Travel
- Motorcoach
Major Future Issues

• Ageing population & new generational priorities
• Increasingly connected society (mobile)
• Fluctuating economic conditions worldwide
• Consumer appetite for travel is insatiable
• Time compression (time poverty)
• Convenience wins

• Changing customer: Makes their own decisions, are more connected that ever, shapes their own relationship with brands.

- Keynote address: David Scowsill
  April 2013 World Travel and Tourism Council’s Global Summit
Consumer Trends

1. Trust (brand transparency)
2. Get real (authenticity – nobody’s perfect)
3. Return to your senses (see, touch, hear)
4. Every purchase is an investment
5. Mobile
6. Buy local
Current Literature Says

- Aging population
- Increase in physical challenges (10% of population now)
- Growth in diversity
- Homogenization of America & World vs. Culture Diversity
- Technology explosion
- Trading Up – Higher expectations for quality
- Time poverty
- Visit places where history happened vs. History Channel on TV
- Shared experienced with family & friends
- Safety, comfort, convenience
Trend Results

1. The customer has changed
2. The product has not kept pace
3. Product life cycle issues
4. Too many choices
5. Stressed out, just want to relax
6. Unwillingness to accept poor quality
7. Demand for more engaging interpretation
8. Difficulty in choosing & planning a trip
# Generations 2014

<table>
<thead>
<tr>
<th>Generation</th>
<th>Birth</th>
<th>Number</th>
<th>Age (2014)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Depression</td>
<td>Before 1930</td>
<td>12 MM</td>
<td>85+</td>
</tr>
<tr>
<td>Silent Generation</td>
<td>1930-1945</td>
<td>28 MM</td>
<td>69-84</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>1946-1964</td>
<td>80 MM</td>
<td>50-68</td>
</tr>
<tr>
<td>Generation X</td>
<td>1965-1976</td>
<td>45 MM</td>
<td>38-49</td>
</tr>
<tr>
<td>Generation Z</td>
<td>After 1994</td>
<td>29 MM</td>
<td>20 or younger</td>
</tr>
</tbody>
</table>
## The Generations

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nicknames</strong></td>
<td>Veterans, The Silent Generation</td>
<td>The Me Generation, Jonesers</td>
<td>Latchkey Kids</td>
<td>Millennials, Generation Why</td>
</tr>
<tr>
<td><strong>Key Characteristics</strong></td>
<td>Loyal to company, Disciplined, Frugal, Value clear authority</td>
<td>Optimistic, Opportunistic, Competitive, Hard working</td>
<td>Loyal to career, Skeptical, Resourceful, Independent</td>
<td>Pragmatic, Tech-savvy, Energetic, Collaborative</td>
</tr>
<tr>
<td><strong>Communication Type</strong></td>
<td>Linear</td>
<td>Semiformal</td>
<td>Irreverent</td>
<td>Asynchronous, Real-time</td>
</tr>
<tr>
<td><strong>Communication Frequency</strong></td>
<td>In digestible amounts</td>
<td>As needed</td>
<td>Whenever</td>
<td>Constant</td>
</tr>
<tr>
<td><strong>Channels &amp; Sources</strong></td>
<td>Listen to authority figures, Hard documents, Face-to-face, Phone</td>
<td>Sensitive to feedback, Hard documents, Meetings, Phone</td>
<td>Desire regular feedback, Email, Games, Online chat, In-person networking</td>
<td>Need constant feedback, Internet, Social media, Interactive experiences</td>
</tr>
<tr>
<td><strong>Triggers for Engagement</strong></td>
<td>Recognition and acknowledgement, Work is its own reward, Opportunity to leave a legacy</td>
<td>Comparisons to others, Visible rewards, Time-saving rewards</td>
<td>Work/Life balance, Portable rewards/retirement plans</td>
<td>Opportunity for resume building, Altruistic value, Collaboration with others</td>
</tr>
<tr>
<td><strong>Barriers for Engagement</strong></td>
<td>Forced to rely on technology, Surrounded by a culture that is too automated and too fast paced</td>
<td>Oppression by authority, Forced to fit the status quo with little or no opportunity to change</td>
<td>Not enough feedback, Lack of freedom in work environment or scheduling</td>
<td>Not enough feedback, Not enough factual knowledge, Lack of skills for dealing with difficult people</td>
</tr>
</tbody>
</table>
The U.S. population is moving south and west

Source: William H. Frey, Brookings Institute
2013 United Van Lines

**Moving In:**
1. District of Columbia
2. Oregon
3. Nevada
4. North Carolina
5. South Carolina

**Moving Out:**
1. New Jersey
2. Illinois
3. West Virginia
4. New York
5. New Mexico
### Population Growth Estimates: Southeast

<table>
<thead>
<tr>
<th>State</th>
<th>2000</th>
<th>2030</th>
<th>+/-</th>
<th>(% of change)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>4,447,100</td>
<td>4,874,243</td>
<td>427,143</td>
<td>(10%)</td>
</tr>
<tr>
<td>Florida</td>
<td>15,982,378</td>
<td>28,685,769</td>
<td>12,703,391</td>
<td>(79%)</td>
</tr>
<tr>
<td>Georgia</td>
<td>8,186,453</td>
<td>12,364,879</td>
<td>4,178,426</td>
<td>(51%)</td>
</tr>
<tr>
<td>Kentucky</td>
<td>4,041,769</td>
<td>4,937,660</td>
<td>895,891</td>
<td>(22%)</td>
</tr>
<tr>
<td>Louisiana</td>
<td>4,468,976</td>
<td>4,802,633</td>
<td>333,657</td>
<td>(7%)</td>
</tr>
<tr>
<td>Mississippi</td>
<td>2,844,658</td>
<td>3,092,410</td>
<td>247,752</td>
<td>(9%)</td>
</tr>
<tr>
<td>N. Carolina</td>
<td>8,049,313</td>
<td>11,880,698</td>
<td>3,831,385</td>
<td>(48%)</td>
</tr>
<tr>
<td>S. Carolina</td>
<td>4,012,012</td>
<td>5,148,569</td>
<td>1,136,557</td>
<td>(28%)</td>
</tr>
<tr>
<td>Tennessee</td>
<td>5,689,283</td>
<td>7,380,634</td>
<td>1,691,351</td>
<td>(30%)</td>
</tr>
<tr>
<td>Virginia</td>
<td>7,078,515</td>
<td>9,825,019</td>
<td>2,746,504</td>
<td>(39%)</td>
</tr>
<tr>
<td>West Virginia</td>
<td>1,808,344</td>
<td>1,719,959</td>
<td>- 88,385</td>
<td>(-5%)</td>
</tr>
</tbody>
</table>
## Population Growth Estimates: Northeast

<table>
<thead>
<tr>
<th>State</th>
<th>2000</th>
<th>2030</th>
<th>+/-</th>
<th>+/- (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maine</td>
<td>1,274,923</td>
<td>1,414,402</td>
<td>136,174</td>
<td>(11%)</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>1,235,786</td>
<td>1,646,471</td>
<td>410,685</td>
<td>(33%)</td>
</tr>
<tr>
<td>Vermont</td>
<td>608,827</td>
<td>711,867</td>
<td>103,040</td>
<td>(17%)</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>6,349,097</td>
<td>7,012,009</td>
<td>662,912</td>
<td>(10%)</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>1,048,319</td>
<td>1,152,941</td>
<td>104,622</td>
<td>(10%)</td>
</tr>
<tr>
<td>Connecticut</td>
<td>3,405,565</td>
<td>3,678,010</td>
<td>272,445</td>
<td>(8%)</td>
</tr>
<tr>
<td>New York</td>
<td>18,976,457</td>
<td>19,477,429</td>
<td>500,972</td>
<td>(3%)</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>12,281,054</td>
<td>12,768,184</td>
<td>487,130</td>
<td>(4%)</td>
</tr>
</tbody>
</table>
## Population Growth Estimates: Mid-Atlantic

<table>
<thead>
<tr>
<th>State</th>
<th>2000</th>
<th>2030</th>
<th>+/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Jersey</td>
<td>8,414,350</td>
<td>9,802,440</td>
<td>1,388,090  (16%)</td>
</tr>
<tr>
<td>Delaware</td>
<td>783,600</td>
<td>1,012,658</td>
<td>229,058    (29%)</td>
</tr>
<tr>
<td>Maryland</td>
<td>5,296,486</td>
<td>7,022,251</td>
<td>1,725,765  (33%)</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>572,059</td>
<td>433,414</td>
<td>-138,645   (-24%)</td>
</tr>
</tbody>
</table>
## Population Growth Estimates: Midwest

<table>
<thead>
<tr>
<th>State</th>
<th>2000</th>
<th>2030</th>
<th>+/-</th>
<th>+/-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ohio</td>
<td>11,353,140</td>
<td>11,550,528</td>
<td>197,388</td>
<td>(2%)</td>
</tr>
<tr>
<td>Indiana</td>
<td>6,080,485</td>
<td>6,810,108</td>
<td>729,623</td>
<td>(12%)</td>
</tr>
<tr>
<td>Illinois</td>
<td>12,419,293</td>
<td>13,432,892</td>
<td>1,013,599</td>
<td>(8%)</td>
</tr>
<tr>
<td>Michigan</td>
<td>9,938,444</td>
<td>10,694,172</td>
<td>755,728</td>
<td>(8%)</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>5,363,675</td>
<td>6,150,764</td>
<td>787,089</td>
<td>(15%)</td>
</tr>
<tr>
<td>Minnesota</td>
<td>4,919,479</td>
<td>6,306,130</td>
<td>1,386,651</td>
<td>(28%)</td>
</tr>
<tr>
<td>Iowa</td>
<td>2,926,324</td>
<td>2,955,172</td>
<td>28,848</td>
<td>(1%)</td>
</tr>
<tr>
<td>Missouri</td>
<td>5,595,211</td>
<td>6,430,173</td>
<td>834,962</td>
<td>(15%)</td>
</tr>
<tr>
<td>North Dakota</td>
<td>642,200</td>
<td>606,566</td>
<td>-35,634</td>
<td>(-6%)</td>
</tr>
<tr>
<td>South Dakota</td>
<td>754,844</td>
<td>800,845</td>
<td>45,618</td>
<td>(6%)</td>
</tr>
<tr>
<td>Nebraska</td>
<td>1,711,263</td>
<td>1,820,247</td>
<td>108,984</td>
<td>(6%)</td>
</tr>
<tr>
<td>Kansas</td>
<td>2,688,418</td>
<td>2,940,084</td>
<td>251,666</td>
<td>(9%)</td>
</tr>
</tbody>
</table>
# Population Growth Estimates: West South Central

<table>
<thead>
<tr>
<th>State</th>
<th>2000</th>
<th>2030</th>
<th>+/-</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkansas</td>
<td>2,673,400</td>
<td>3,240,208</td>
<td>566,808</td>
<td>21%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>3,450,654</td>
<td>3,913,251</td>
<td>462,597</td>
<td>13%</td>
</tr>
<tr>
<td>Texas</td>
<td>20,851,820</td>
<td>33,317,744</td>
<td>12,465,924</td>
<td>60%</td>
</tr>
<tr>
<td>State</td>
<td>2000</td>
<td>2030</td>
<td>+/-</td>
<td>+/-</td>
</tr>
<tr>
<td>--------------</td>
<td>----------</td>
<td>----------</td>
<td>----------</td>
<td>------</td>
</tr>
<tr>
<td>Montana</td>
<td>902,195</td>
<td>1,044,898</td>
<td>142,703</td>
<td>16%</td>
</tr>
<tr>
<td>Idaho</td>
<td>1,293,953</td>
<td>1,969,624</td>
<td>675,671</td>
<td>52%</td>
</tr>
<tr>
<td>Wyoming</td>
<td>493,782</td>
<td>522,979</td>
<td>29,197</td>
<td>6%</td>
</tr>
<tr>
<td>Colorado</td>
<td>4,301,261</td>
<td>5,792,803</td>
<td>1,491,096</td>
<td>35%</td>
</tr>
<tr>
<td>New Mexico</td>
<td>1,819,046</td>
<td>2,099,708</td>
<td>280,662</td>
<td>15%</td>
</tr>
<tr>
<td>Arizona</td>
<td>5,130,632</td>
<td>10,712,397</td>
<td>5,581,765</td>
<td>109%</td>
</tr>
<tr>
<td>Utah</td>
<td>2,233,169</td>
<td>3,485,367</td>
<td>1,252,198</td>
<td>56%</td>
</tr>
<tr>
<td>Nevada</td>
<td>1,998,257</td>
<td>4,282,102</td>
<td>2,283,845</td>
<td>114%</td>
</tr>
</tbody>
</table>
## Population Growth Estimates: Pacific

<table>
<thead>
<tr>
<th>State</th>
<th>2000</th>
<th>2030</th>
<th>+/-</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington</td>
<td>5,894,121</td>
<td>8,624,801</td>
<td>2,730,680</td>
<td>(46%)</td>
</tr>
<tr>
<td>Oregon</td>
<td>3,421,399</td>
<td>4,833,918</td>
<td>1,412,519</td>
<td>(41%)</td>
</tr>
<tr>
<td>California</td>
<td>33,871,648</td>
<td>46,444,861</td>
<td>12,573,213</td>
<td>(37%)</td>
</tr>
<tr>
<td>Alaska</td>
<td>626,932</td>
<td>867,674</td>
<td>240,742</td>
<td>(38%)</td>
</tr>
<tr>
<td>Hawaii</td>
<td>1,211,537</td>
<td>1,466,046</td>
<td>254,509</td>
<td>(21%)</td>
</tr>
</tbody>
</table>
20 Year Vision for Destinations

- Enroll Community Leaders in solid, business method approach to travel & tourism
- Invest in modern infrastructure (Monitor status)
- The DMO: Good sales & marketing team
- Provide orientation & facilitation
- Excellence in tracking & measuring market segments
- Time to cash in!!!

We are at a tipping point – destinations dividing into winners and losers
Judy Recommends

1. Know your current visitor mix (percentages)
2. Critically evaluate your product (age, initial appeal, experience)
3. Direct Sales Goals
4. Review marketing – focus on orientation & facilitation
5. Track – track – track & report
6. Keep your industry partners close
7. Engage your local leaders
8. Prove your worth
Tourism 2050

1. Sustainable Destinations: Economically and environmentally

2. Authentic & Appealing: Fun!!

3. Designed for Diverse Visitor Segments: business, meetings, leisure, sports, family gatherings, etc.

4. Easy to Engage, Plan, & Do: Convenience

5. Bragging Rights
Lodging
50,000+ hotels in U.S.

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013(P)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy</td>
<td>63.2%</td>
<td>61.2%</td>
<td>52.4%</td>
<td>57.4%</td>
<td>58.5%</td>
<td>61.2%</td>
<td>61.5%</td>
</tr>
<tr>
<td>ADR</td>
<td>$103.64</td>
<td>$107.44</td>
<td>$97.92</td>
<td>$102.21</td>
<td>$106.15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RevPAR</td>
<td>$65.50</td>
<td>$65.75</td>
<td>$53.41</td>
<td>$56.23</td>
<td>$59.78</td>
<td>$65.01</td>
<td></td>
</tr>
</tbody>
</table>

(Source: STR-2013)

“Occupancy is Back – Rate is SLOW to return

PKF: 2012:

- Occupancy: +2.1%
- ADR: +3.8%
- RevPAR: +5.9%

Very little supply growth during next 5 years

Big shift in hotel choices = bedspreads
Hotel Segments

- **Luxury:** Fairmont, Four Seasons, Ritz Carlton, JW Marriott
- **Upper Upscale:** Dolce, Hilton, Hyatt, Marriott, Gaylord
- **Upscale:** Radisson, Hilton Garden Inn, Residence Inn, Springhill Suites, Courtyard
- **Upper Midscale:** Hampton, Best Western Premier, Fairfield Inn, Holiday Inn
- **Midscale:** Country Inn & Suites, Best Western, Candlewood Suites, Quality Inn & Suites
- **Economy:** Red Roof Inn, Days Inn, Microtel, Extended Stay America
Airlines

• 2014: (p) $19.7 billion profit
• 2013: $12.9 billion profit
• 2012: $4 billion profit
• 2011: $8.6 billion increase
• 2010: $16 billion increase
• 2009: $9.9 billion loss
• 2008: $16 billion loss

2014 Factors: increasing rates, more demand from emerging economies, deregulation, more low cost carriers, fuel costs

Trends:
• Capacity management
• Increasing revenues (on board services/products)
• Cost control
• 2000 airlines (23,000 aircraft) – but 10 largest = 75% of revenue
• Revenues: 70%=domestic / 20%=international / 10%=freight

Source: International Air Transport Association (IATA)
Rail & Amtrak

• 2013 = 31,600,000 / best year ever
• Issues: cost & convenience
• Know your rail status!
• States building infrastructure
• Still depends on gov. subsidies:
  • Core cost per train mile = $82.87
  • Revenues per train mile = $71.30

Source: AMTRAK 2013-2017 Five Year Plan
Business Travel

Typically 1/3 of lodging occupancy

2013: + 3.8% in spending
2014: + 6.6% in spending
(Source: Global Business Travel Assoc.)

What are you doing for your business travelers?
Get them to stay longer, spend more, come back for leisure.

(Sources: NBTA National Business Travel Association, Global Business Travel Association)
Meetings & Conventions Magazine: 2014 Forecast for North America:

- **Cost:** +4-5.5%  
- **Group Size:** +1-1.5%

- Meetings & events are 15% of all travel
- 54% of North American Meeting Planners say: Closer to home, shorter, more focus on ROI
- Aggressive competition
- Demanding customer
- Air access is a factor
- Growth in Hybrid Meetings

Know what your meeting planners think about your destination
Domestic Leisure

• 5% average annual growth for 50 years

• 2009 decrease = first EVER annual decline:
  • -2.7% volume
  • -10.3% spending

• 2010 increased +3.4% in volume
• 2011 increased +1.6%
• 2012 increased +2%
• 2013 increased +1.3%
• 2014 projected +1.6%
• Source: U.S. Travel Association

This is HIGH focus for 2014-2015
-Who  -When  -Why
Attractions

• In U.S.: 16,500 museums / 9,000 house museums

• “Found the info at hotel” -- typical visitor

• 60% Budgets under $100,000
• 30% Budgets $100,000 - $1 million
• 10% Budgets over $1 million
• There are 5.9 museums for every 100,000 population in U.S.

----------------------------------------

• 40% Govt. sources
• 20% Donations (& investment)
• 40% Earned income (doubled in the last decade – mostly in gift shops, cafeterias, and space rental. Gift shop sales doubled.)

2012-2014: Huge innovations in revenue generation!
Book

*Museum Marketing and Strategy*
Designing Missions
Building Audiences
Generating Revenue and Resources
(copyright 2008)

Neil G. Kotler
Philip Kotler
Wendy I. Kotler
American Alliance of Museums 2012 Survey

Red = decrease      Blue = increase

- Total revenue: 52.6% decrease, 28.2% increase
- Government support (all levels): 51.8% decrease, 12.3% increase
- Private individual donations: 37.0% decrease, 35.8% increase
- Private corporate donations: 36.3% decrease, 18.7% increase
- Foundation support: 26.1% decrease, 25.8% increase
- Admission fees: 28.4% decrease, 39.9% increase
- Membership fees: 28.5% decrease, 27.4% increase
- Other earned income: 28.1% decrease, 35.1% increase
- Investment income: 37.3% decrease, 36.2% increase
Cruise Industry

Cruise Lines (CLIA):

- Out-performed all other travel segments since 2000
  - 7.5% annual passenger growth since 1980
  - 3% of Americans took a cruise vacation in 2011

- 21 million passengers in 2013 / 21.7 million forecast for 2014
  - North America = 11.50 million
  - Europe = 6.2 million
  - Australia = 500,000

- Approximately 7.5 million (59%) originate out of Florida
  - 10% out of California/Washington/Hawaii/Alaska
  - 8% out of Texas
  - 9% out of Mid-Atlanta (NY, PA, NJ)
  - 4% out of Massachusetts
  - 7% out of Louisiana, Maryland, Alabama

- 2014 = only 24% of Americans have ever taken a cruise
- 2014-2015 = 24 new ships
Group Tour

Growing Again

- Statistics flat, bank travel down a bit, luxury travel OK, niche travel OK, national park tours up
- Affinity, affinity, affinity
- Freedom without the hassle, cruise ship on land
- Huge growth in student travel – now 25% of international travel (SYTA)
National Parks

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 Total</td>
<td>282,000,000</td>
</tr>
<tr>
<td>2013 Total</td>
<td>273,600,000 (-3%)</td>
</tr>
</tbody>
</table>

Reason: Govt. shut-down & weather

Biggest decreases: 6.4 million down in October 2013 = Govt. shut-down

Source: www.nationalparkstraveler.com
Top 10 Trends for 2014

1. 2014 = 3% across the board increase. All industry sectors improve. (airlines, hotels, attractions, meetings, etc.) Lodging rates will catch up from past.

2. New leisure consumer behavior – long term modest spending, greater demands (lodging, experiences, value) – willingness to forgo travel unless price & offer is good.

3. Business travel = Return to pre-recession levels. Video conferencing/Skype etc. has made a dent in business trips. Plus, managers less likely to send people out to the field.

4. Meetings = return to prior levels in most sectors (government & academic still lag behind). Hybrid Meetings increase.

5. Leisure continues positive growth - but new behaviors, less per-person spending, more critical of aging infrastructure (hotels, etc.).
Top 10 Trends for 2014

6. Social media continues accelerated growth trajectory – consumers trust each other rather than marketers.

7. Surging demand for consumer-friendly technology (websites, mobile apps, etc.) that provide easy on-site control over travel planning & booking.

8. Overall cost increases, new user-fees, facing all travel segments.

9. Time poverty more of a factor than ever - now major driver of decisions.

10. Wiser, more resourceful consumers – centered on value & quality of experience.
Thank You

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