

Megatrends - 1/12



Search for experiences

- Memorable activities
- Fascination
- Differentiated offering

Search for experiences - Example



Australian Experiences Resources

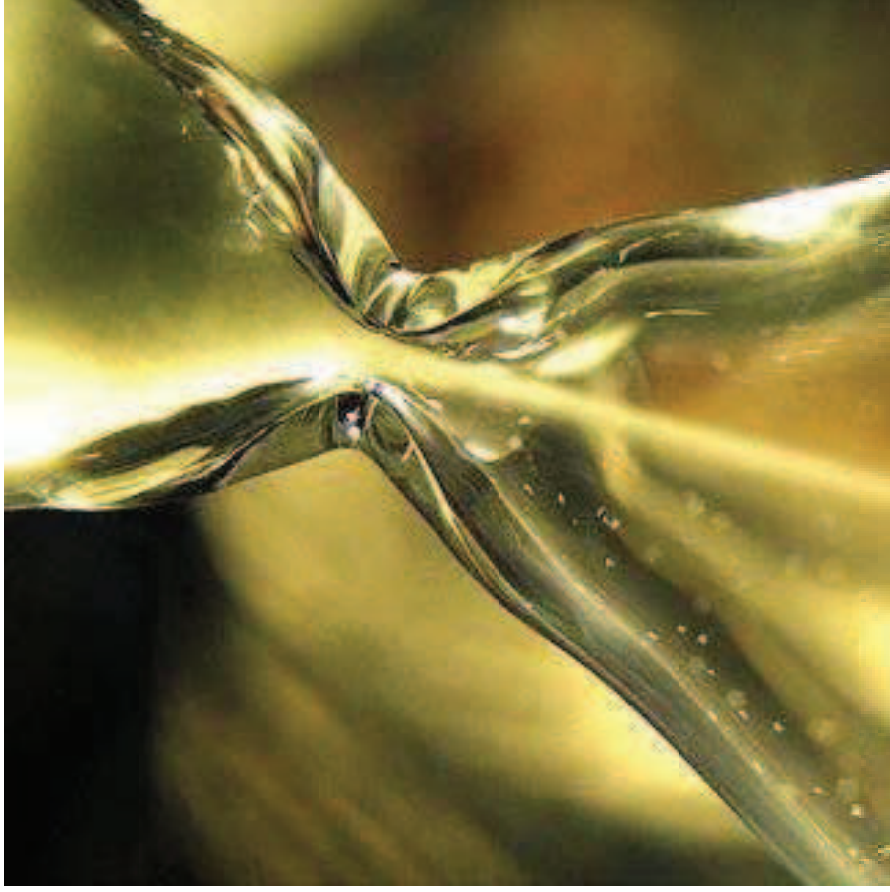
Tourism Australia's 2B web portal

Experience-centered strategy



- Portfolio based in experiences instead of destinations or sights
- Industry support to create and market experiences:
 - Market knowledge diffusion to businesses and organizations
 - Australian experience creation toolkits
 - Experts2B and B2B insights sharing
 - Free access to film & image libraries

Megatrends - 2/12



Time-poor, money-rich

- Free time as a scarce resource
- High appreciation of time-saving and/or convenience maximization

Time-poor, money-rich- Example



Grocery Service for Skiers in Canadian resort

E-Commerce in resorts

- Online orders previous to arrival and during the stay
- Delivery time on request
- Save money having access to multiple malls outside the resort

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Impulse for special interest

- Devote free time to passions
- Holidays as an update opportunity
- Personalized holidays

Impulse for a special interest - **Example**



InfoHub Specialty Travel Guide

- Largest & most complete special interest travel web portal (B2C)
- Highly flexible results thanks to advanced search engine (multiple narrow options per activity and destination)
- A total of more than 20,000 unique proposals

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Disconnect to Reconnect

- Free time for the precious and non-attended: o
- Oneself, family, multigeneration, community, etc.

Disconnect to Reconnect - **Example**



PodHotel NY

Creating communities

- Create a community among your guests
- Guests get to know each other in an online platform previous to arrival
- Opportunity to plan joint activities with similar people

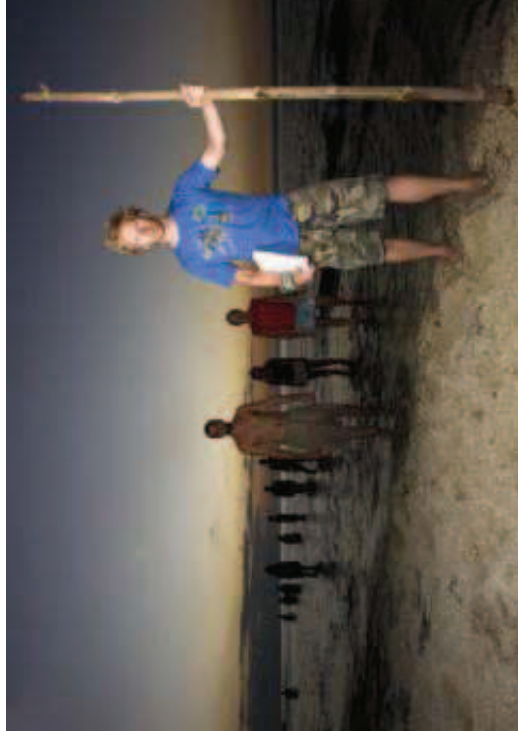
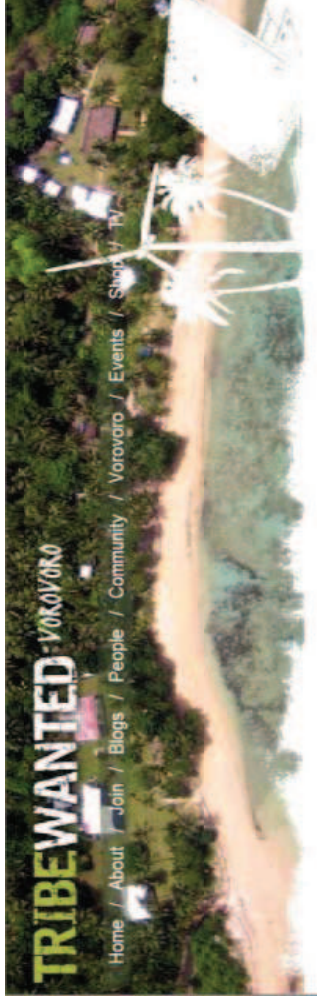
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Turning conscience into action

- Think global – act local
- Think global – act global
- Social and environmental Sustainability
- Participation & integration

Turning conscience into action - Example (I)



TribeWanted in Vorovoro, Fiji

Intercultural exchange

- The unique on/off-line community self-defined as a tribe
- An artificial island community developing a model for sustainable living
- A unique holiday proposal that mixes responsibility, culture and adventure

Turning conscience into action – **Example (II)**



Lisboa Sensorial, Portugal

A multisensorial city experience

- Blinded tours by blind people, creating jobs for them
- Experience the city as a blind person
- Get to rediscover your senses

Turning conscience into action – Example (III)



Donated TOMS shoes

Charity & Sustainability Holiday

- Philanthropic travel for TOMS clients to help children in need
- Travel to distribute donated shoes to poor communities
- Devote free time to help with like-minded others

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The search for the genuine

- Genuinity + Honesty + Tradition + Quality
- Participation in the local lifestyles, identities, gastronomy, traditions, etc.
- Authenticity = tomorrow`s luxury

The search for the genuine – **Example**



“Meet the Danes” & “Like a Local”

Cultural Exchange

- Discover the destination with local eyes
- Guided excursions by local people
- Dining at a local family house

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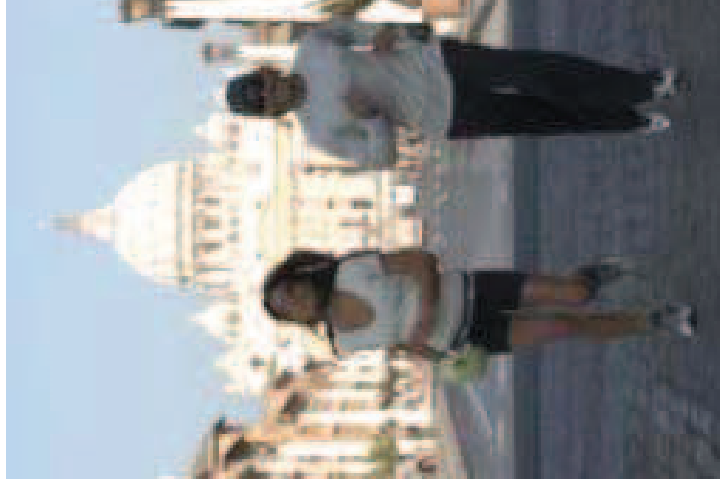
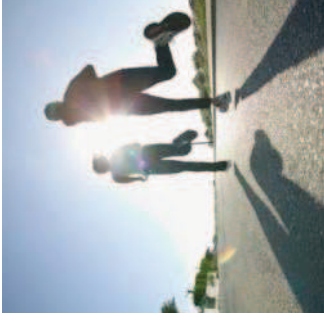
Mental & physical wellbeing

- “Mens sana in corpore sano”
- Multi-product wellness demand

Mental & physical wellbeing - **Example**



Sight Jogging



Sight_Jogging, Rome

Sport + Tourism

- Tour the city while jogging
- Discovery, enjoyment and health at a time
- A multilingual tourist guide and fitness trainee

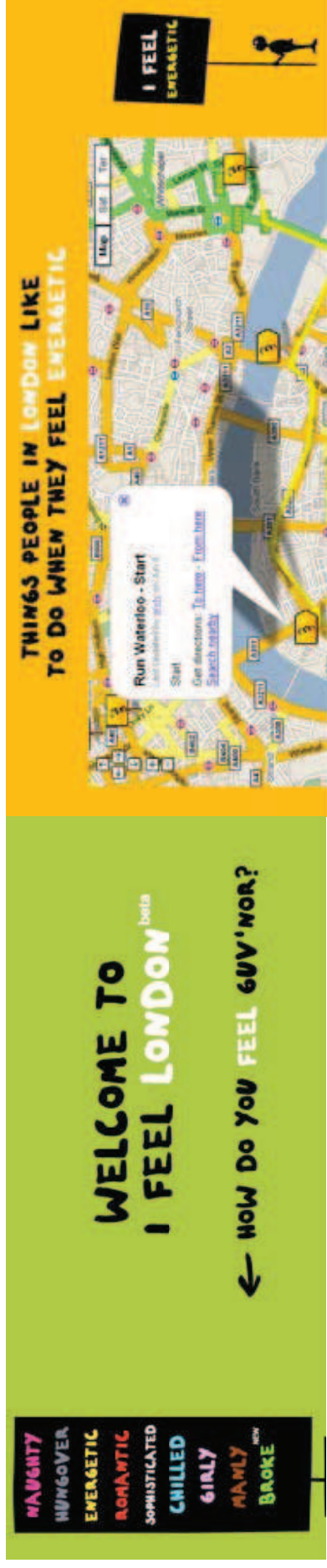
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Personalized consumption

- Flexible trip planning
- Only relevant information
- Personalized activities
- 1to1 service



Personalized consumption - Example



I Feel London/NY/Toronto

Choose your mood route

- A city itinerary proposal for every mood
- The best solution for you today that you feel...
 - ...exhausted, energetic, chilled, girly, sophisticated, dreamy, etc.
- An approach to the city adapted to your feelings

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Seamless services

- Technological convergence
- Pro-active, intelligent and invisible service
- Convenience
- Time-saving

Seamless services - Example

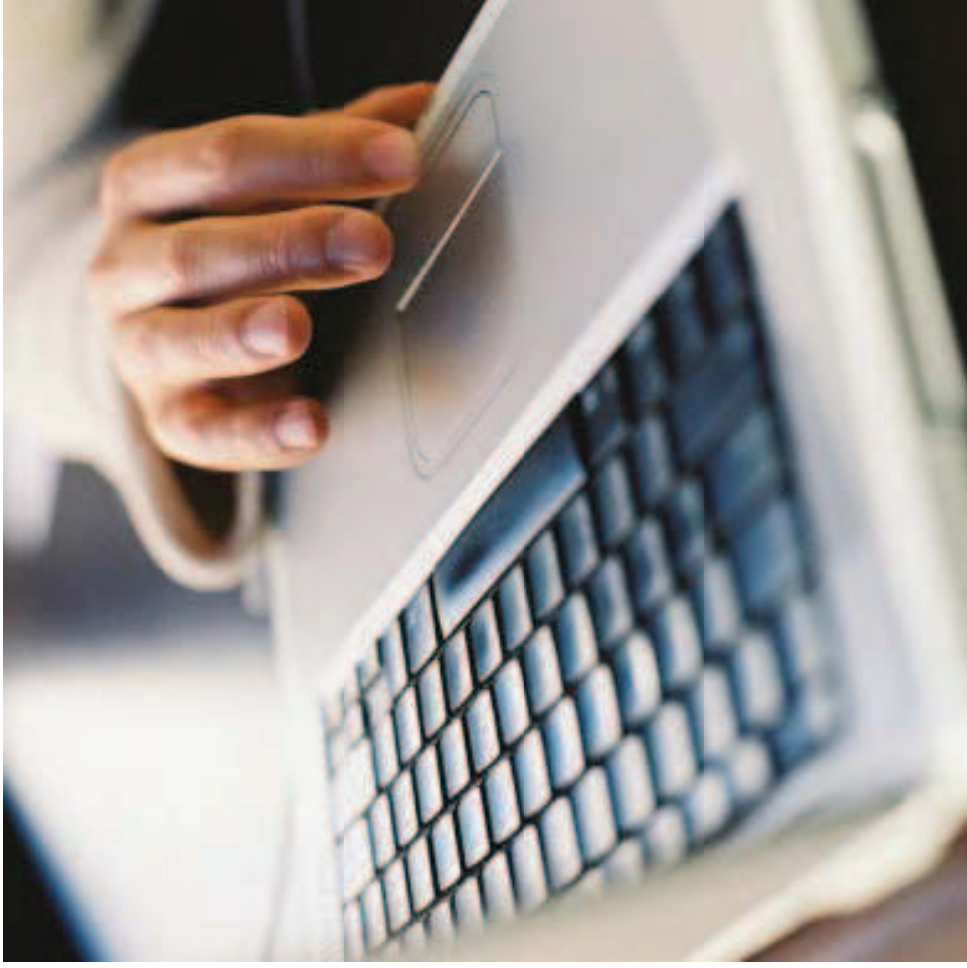


TripIT

Getting the hard job done

- Sending in your holidays informations...
- ...and getting back a master itinerary suited to your agenda
- In addition of useful information (maps, photos, reservations, etc.)

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Total transparency and instant knowledge

- Information aimed to take better decisions
- Free & instant accessibility
- Pull tactics
- C2C rules

Total transparency and instant knowledge - **Example**



New Zealand social media campaign

Tourism + Social media

- Interviewing & filming tourists on the spot in NZL
- Grouping user-generated content on social media
- +100,000 viewings and many comments on YouTube
- One of the "10 most ingenious travel offers" (Sunday Times)

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“Transumers” – instant treat

- Freedom; “live the moment”
- Here & Now
- Novelties (less boredom, compromise, or obligations)

“Transumers” – instant bonus - **Example**



Verbus, Travelodge, Hotel Movil

Pop up Hotels and Resorts

- Have to organize a congress but don't find a place....?
- Set up accommodatin in the most unusual places
- Building a hotel in 30 minutes



Consumers as vendors

- **Power to sell over the Internet**
- **Participation, critics and recommendations**
- **Joint creation and improvement of products and services**

Consumers as vendors – **Example (I)**

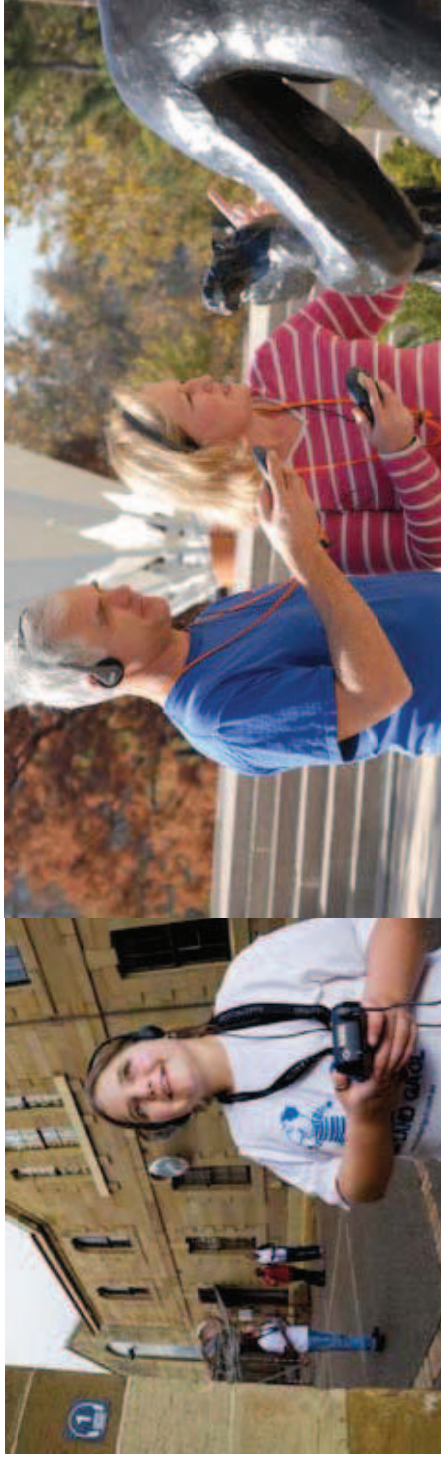


Club Tours Wastrels, Belgium

User-generated packages

- User-generated holiday packages at the Club Tours web portal for sale
- Niche (gay, senior singles, art lovers, etc.)
- original packages with open- and like-minded personal contact

Consumers as vendors – **Example (II)**



Audiosnacks

User-generated audiotours

- User-generated audio-tours at Audiosnacks web portal
- Unique approaches to multiple destinations
- Instant accessibility, convenience, and low prices