

Tourism Trends: The Latest Opportunities for The Tourism Industry

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The Factors Responsible for Upcoming Tourism Trends

- Several developments in tourism have led to changes in consumer behavior and business processes, meaning they are responsible for emerging tourism trends.
- One of these developments has been a fundamental change in how technology is used, especially about artificial intelligence and machine learning. This has led to the increased adoption of robotics and AI-powered technology in hotels. It has also led to changes in customer behavior through the rise of voice control and search.
- After the COVID-19 pandemic, travelers still focus more on hygiene and safety, needing contactless payments and remote working. Meanwhile, environmental concerns have added to the local-first approach of many customers, and have given rise to trends related to organic food and eco-travel.

Impact of tourism on environment



Biggest Tourism Trends Related to Marketing and Technology

- Marketing has a major role to play in the success of any hotel, and marketers must be able to keep pace with emerging tourism trends in this area. Examples of these trends include an increased focus on local customers, the rise of virtual reality-based marketing techniques, and a need to prioritize voice search.
- Some of the most important tourism trends impacting customer behavior and influencing the industry are technology-related. Examples include voice recognition technology, contactless payments, artificial intelligence, virtual reality, facial recognition, and the continued rise of the Internet of Things.

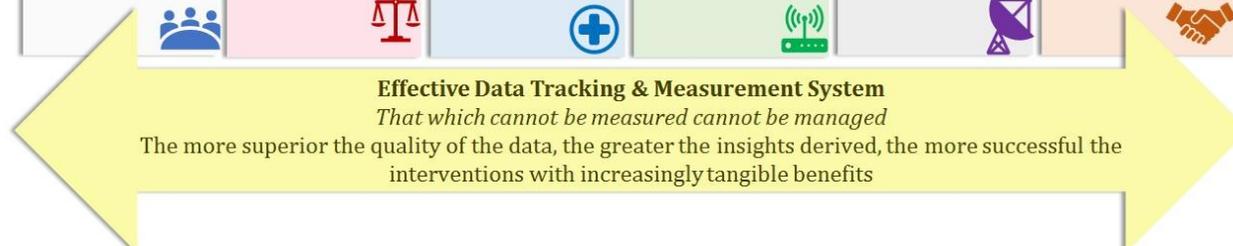


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Safety and Hygiene Tourism Trends

- Crime, wars, social and political unrests, environmental threats and the spread of infectious diseases are just some of the most common forms of threats to safe and secure tourism. All forms of security incidents have negatively affected their image and can cause a decline in tourist arrivals.
- Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors.

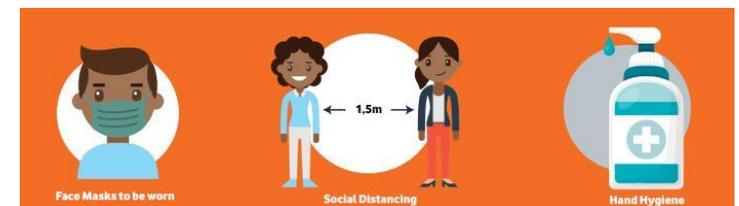


— Most Dangerous Countries in the World —



Safety and Hygiene Tourism Trends

- Whether it is airlines, cruises, hotels, restaurants, or bars since the outbreak of COVID, safety and hygiene standards have been paramount. With this in mind, several tourism trends are related to this, such as increased cleaning, socially distanced seating, providing hand gel, and enforcing masks in some settings.
- This is also now a vital part of tourism marketing, with companies needing to clarify their hygiene and safety policies and measures to keep customers safe. The threat of COVID has meant people are more reluctant to travel and visit tourism hot spots, so they must be persuaded that it is safe.



Growth of Contactless Payments

- Contactless payments have been a staple in technology in tourism for some time now. Still, the emergence of options like Google Pay and Apple Pay has helped take this to the next level, meaning customers do not need to carry around a debit card or credit card to pay for meals, hotel stays, transport, and other services.
- Allowing contactless payments has enabled tourism companies to reduce friction and improve the speed of check-ins and check-outs. It also means goods can be paid for swiftly, encouraging spontaneous purchases. With the coronavirus, contactless payments are in greater demand than ever, as staff and customers often prefer to avoid handling cash.



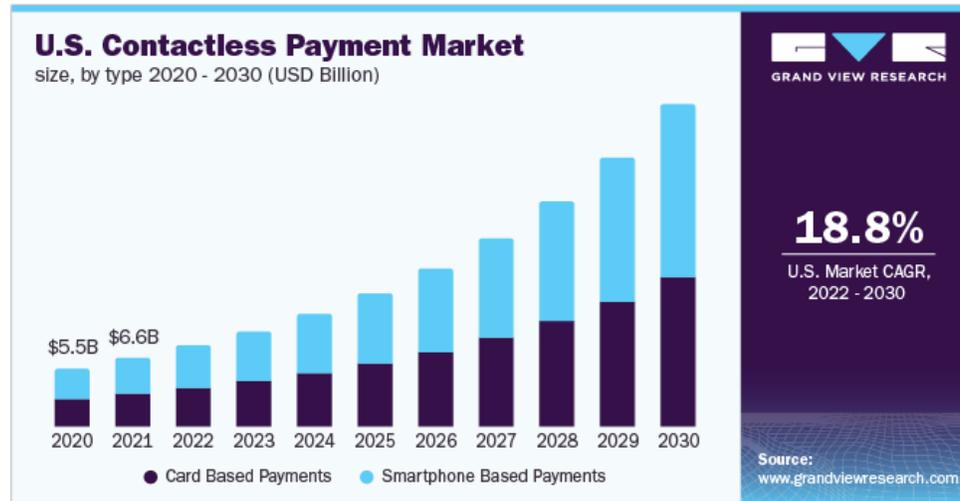
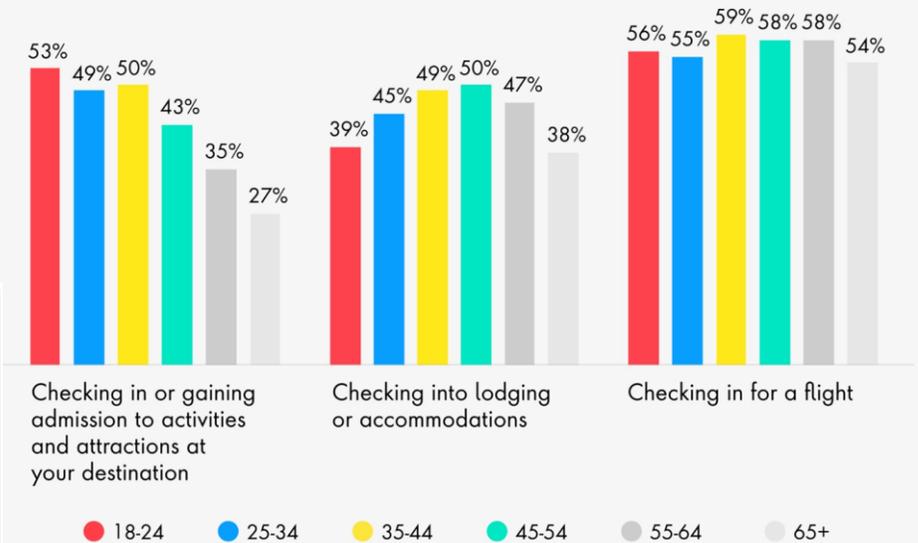
Growth of Contactless Payments

- Through contactless payments, travel companies can track and analyse customer spending behaviour. It can be used to provide customised recommendations and offers to travellers. It can enhance the overall customer experience and improve customer loyalty.
- Contactless cards carry potential risks, including unauthorized payments, card skimming, data interception, and a lack of spending monitoring. Understanding these dangers is important to protect financial well-being.

Travelers and Diners Expect Services That are Contactless

Except for the 65+ age group

Age is a strong factor for the preference for digital while on vacation. Those 65+ are least likely to have a digital preference with the exception of checking in for a flight.



Voice Search and Voice Control

- With home smart speakers growing in popularity and mobile assistants like Siri, Google Assistant, and Bixby, more tourism customers are turning to voice search. For those in the tourism industry, it is important to capture these guests by structuring website content properly so it appears in voice search and allows for voice bookings.
- Tourist information is a key part of the customer experience with many companies, and voice control and AI can be invaluable here. Moreover, hotel rooms can include smart speakers or other IoT devices that are compatible with voice control, allowing users to more easily turn devices on and off or change settings within their rooms.



Voice Search and Voice Control

- Particularly in the hotel industry, voice assistants offer numerous advantages. Customers can use their voice in the rooms to switch the lights on and off, set the room temperature or control various entertainment devices. Just as they are already accustomed to doing in their own homes.
- To date, the main use of voice control technology within the travel industry has centered on hyper-personalization. By implementing voice-controlled smart hubs in hotel rooms, guests can more easily adjust the various room features, including heating, air conditioning, lighting, and other features.



Virtual Reality Tourism Trends

- Virtual reality is another of the major tourism trends disrupting the industry, and capitalizing on the technology can give you an edge over rivals who have not yet adopted it. Customers can experience hotel interiors, restaurant interiors, outdoor tourist attractions, and more from their homes through online VR tours.
- Crucially, they can do this at the decision-making phase of the customer journey. This can be the difference between customers completing a booking or backing out. VR is especially useful after COVID, where customers may need extra encouragement to press ahead with their plans.
- Most modern VR tours are web-based and can be viewed through any mainstream web browser. The quality of the VR tour and the extent of immersion can then be improved further through VR headsets.



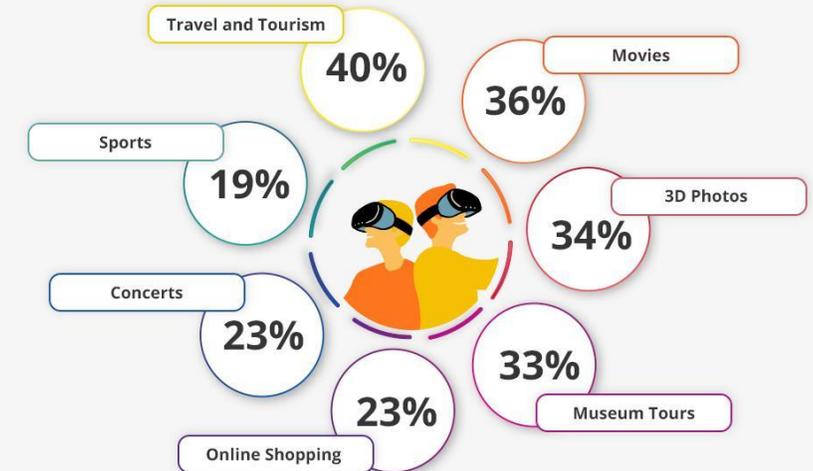
Virtual Reality Tourism Trends

The most notable benefits of virtual reality in tourism go as follows:

- Attract more visitors by enabling them to experience the destination firsthand before even booking it;
- Showcase realistic 360-degree views of any destination or hotel in high resolution;
- Mesmerize travelers by allowing them to explore destinations on their own from the convenience of their home;
- Improve brand image by delivering unique brand engagement;
- Gain competitive advantage by offering unique, unforgettable experiences;
- Helping travelers worldwide become more comfortable using VR to explore travel destinations.



Virtual Reality Users Across Different Sectors



What Consumers Want From VR

% who want to see VR more applied to the following



Question: Which of the below would you like to see virtual reality or VR more applied to?
Base: 2,574 VR-Aware internet users aged 16-64 Source: GlobalWebIndex February 2019

Virtual Reality

Virtual reality gives travelers the chance to 'try before you buy' as they experience and interact with a 3D world by putting on a head-mounted display.

51%
Found It Very Appealing

- 64%** **Visit**
Would visit a travel store with virtual reality technology. Particularly 18 - 24 year olds.
- 31%** **Book**
Would book a holiday in-store after experiencing virtual reality.
- 71%** **Download**
Would download travel specific virtual Reality content to their device.



Solo Travel

- Leisure travel was a family affair or something that couples undertook together. While that's still the case for many, more and more people are choosing to strike out on their own. Enjoying a solo trip is no longer so unusual, and tourist trends increasingly reflect this. The needs of solo travelers are diverse. Some want to travel without the distraction of a companion. Others are young singles looking for social activities or to find a partner. Some widowed seniors even use long-term hotel stays or cruises as a luxurious alternative to conventional elder care. These tourism trends are set to grow and grow.

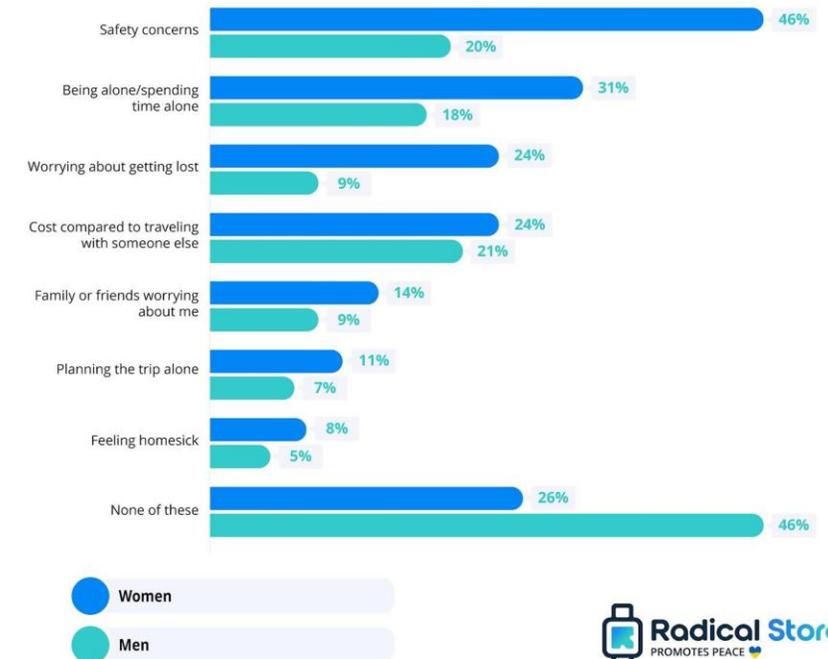


Solo Travel

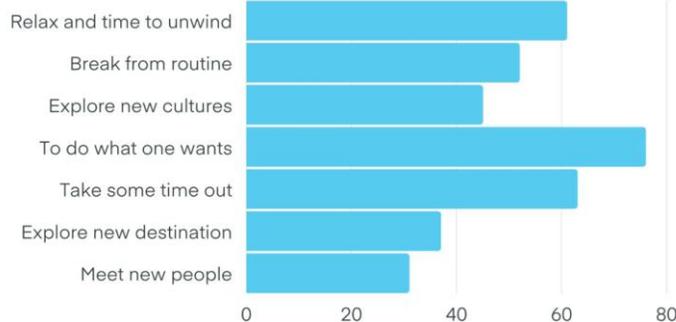
Solo Travel main statistics:

- Google trend data in 2021 showed that 'Solo travel' has risen in popularity by 761.15%
- The most common motivation for traveling solo is the desire to see the world without waiting for others
- More than 50% of travelers enjoy visiting cultural attractions and trying local cuisines
- The majority of solo traveller (38%) spends between \$1,000 and \$2,000 per week
- Three-quarters of solo travelers are interested in both domestic and international travel
- 46% of people choose to travel on their own because they have the freedom to make their own travel itinerary. Solo travel has increased by ~23% since the COVID-19 pandemic broke out.

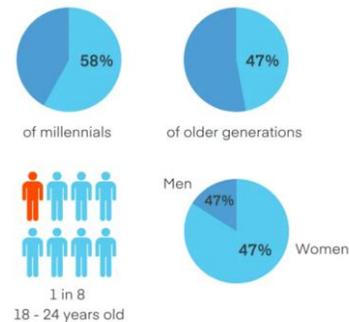
Barriers to solo travel for men and women



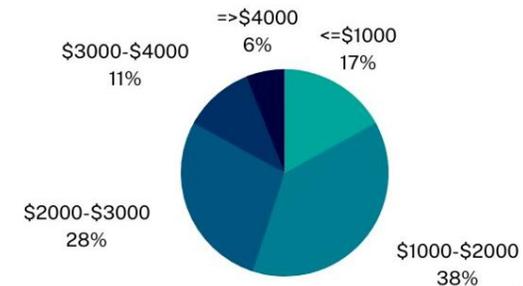
Motivations for solo traveling



Who solo travels?



The majority of solo traveller (38%) spends between \$1,000 and \$2,000 per week.



Eco-Travel

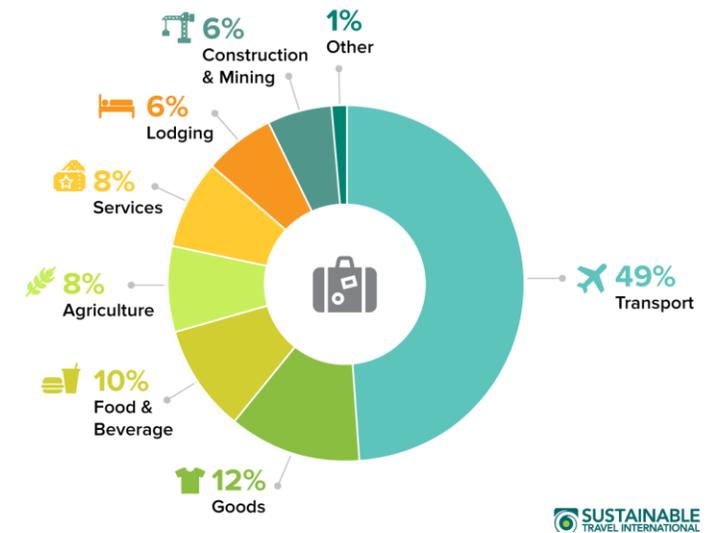
- The concerns and mores of the customer base heavily influence tourism trends. As a new generation becomes increasingly relevant in the marketplace, the ideals driving their purchasing decisions create new tourism trends. Eco-travel is just one example of these tourism trends, reflecting a growing concern among today's travelers for ethical and sustainable tourism options. Eco travel includes simple changes, such as the availability of carbon credits when booking a flight or the option to rent an electric instead of a conventional vehicle. More sophisticated examples might include tourism with a volunteer element, perhaps working on a nature reserve or engaging in conservation work.



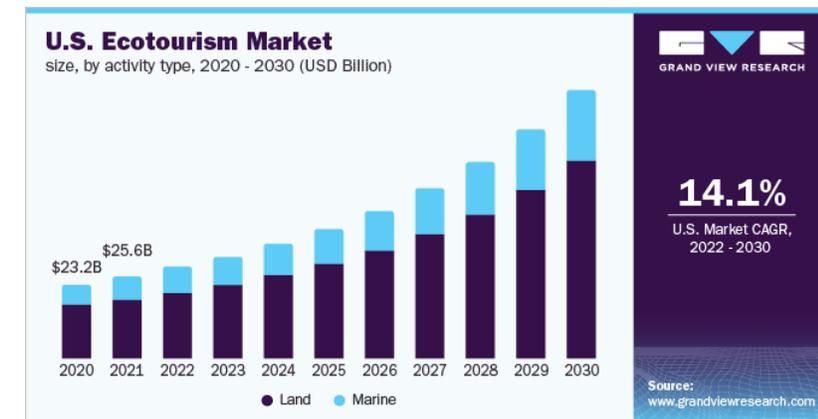
Eco-Travel

- In 2023, we can expect to see a rise in eco-tourism, which focuses on environmentally responsible travel. This could include activities such as volunteering on conservation projects, staying in eco-friendly accommodations, and supporting local sustainable businesses.
- Train travel is the most ecologically friendly option, aside from walking or bicycling. They emit 66-75% less carbon emissions than other forms of transportation, even if they're electric. Trains are more sustainable and better than other modes of transportation in terms of energy use, space usage, and noise levels.

Carbon Footprint of Global Tourism



**ECO
TOURISM**



Local Experience

- Today's tourists don't want to be insulated from the places they visit inside a cultural bubble. They want to engage with and participate in the local culture. From enjoying local cuisine to celebrating regional festivals and holidays, local experiences are set to become some of the top tourist trends to watch. One example of a popular local experience would be visiting Japan during a major festival, renting formal Japanese clothes to wear, consuming regional delicacies, and engaging in traditional games or cultural activities. Another might be a long stay with a host family in the destination country to learn more about the local culture.





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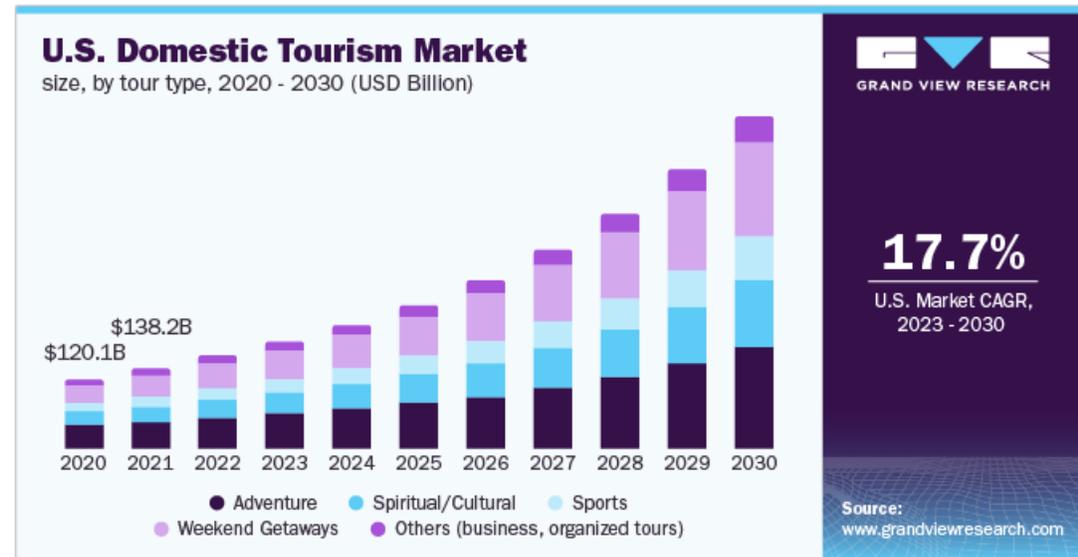
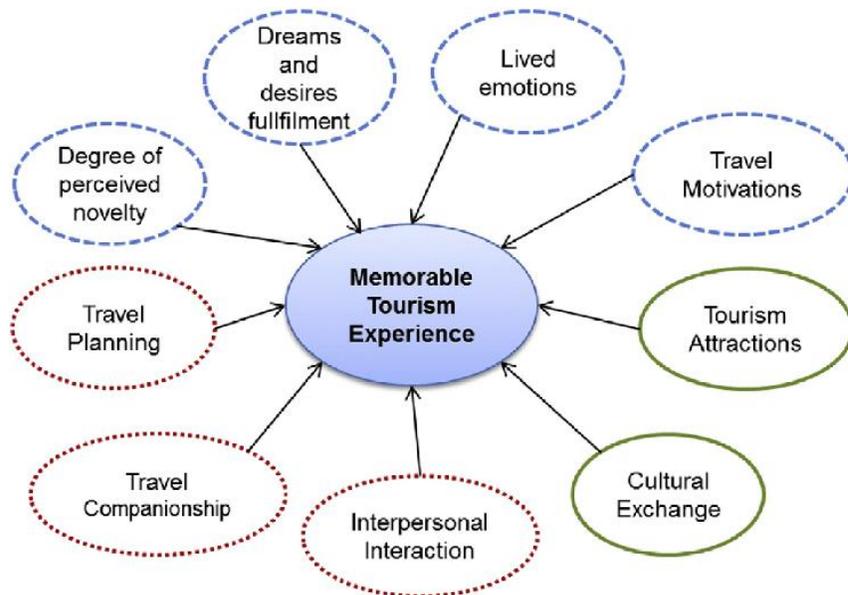
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Local Experience



- One of the best ways to promote the town is to create radio and television ads, focusing on the slogan for the town and the points discussed in the marketing plan. Make a tourist map. Another great way to promote the town is to create a detailed map for tourists and place them in local malls, restaurants, and bars.



Personalization

- As well in marketing tourism more effectively, personalization can apply to every aspect of the tourist experience. Today's consumers expect experiences that closely match their preferences, from destinations to accommodation and activities they'll engage in. The more closely an experience can be tailored to a client's desires and expectations, the more likely they are to return and use the same service again.



Make **travelling** seamless with your personalized **Travel app**



Personalisation... What does it actually mean to people?

This is what UK consumers say brands do to give them a more personalised service:

52%



Companies address me by name in communications

49%



Companies only send me offers and services that are relevant to my interests / situation

42%



Companies know my past history with them and reflect this in their correspondence with me

27%

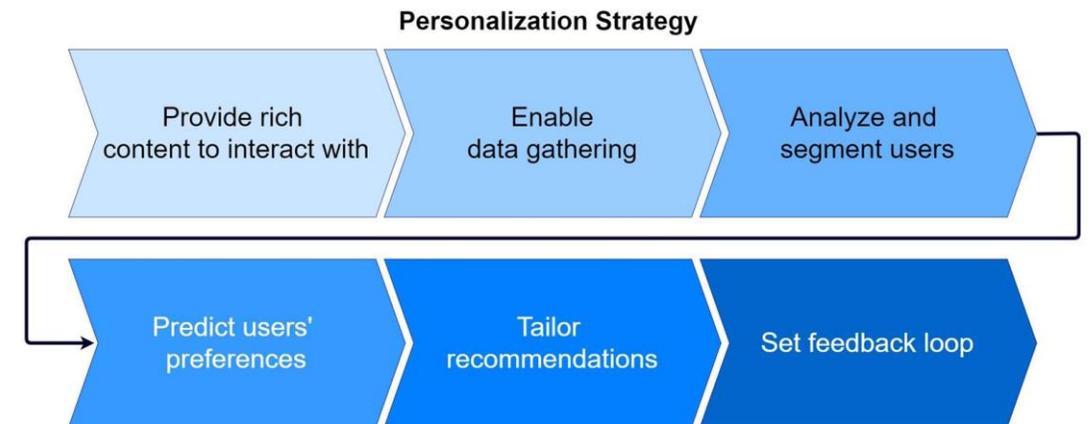
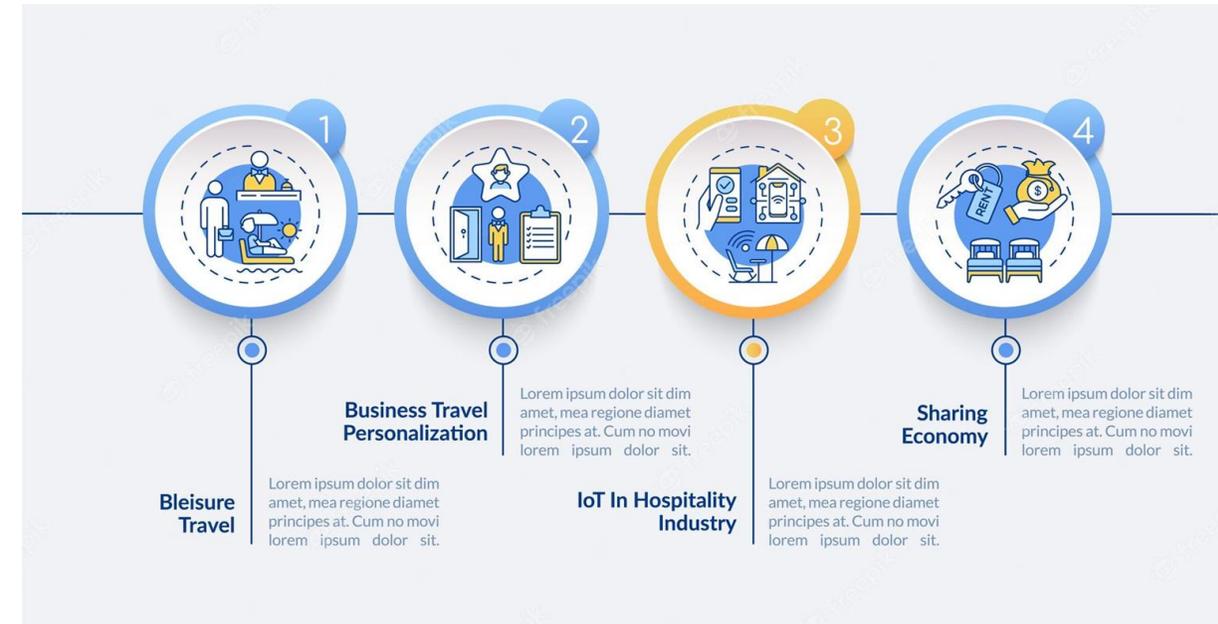


Companies only send me offers and services that are relevant to my location

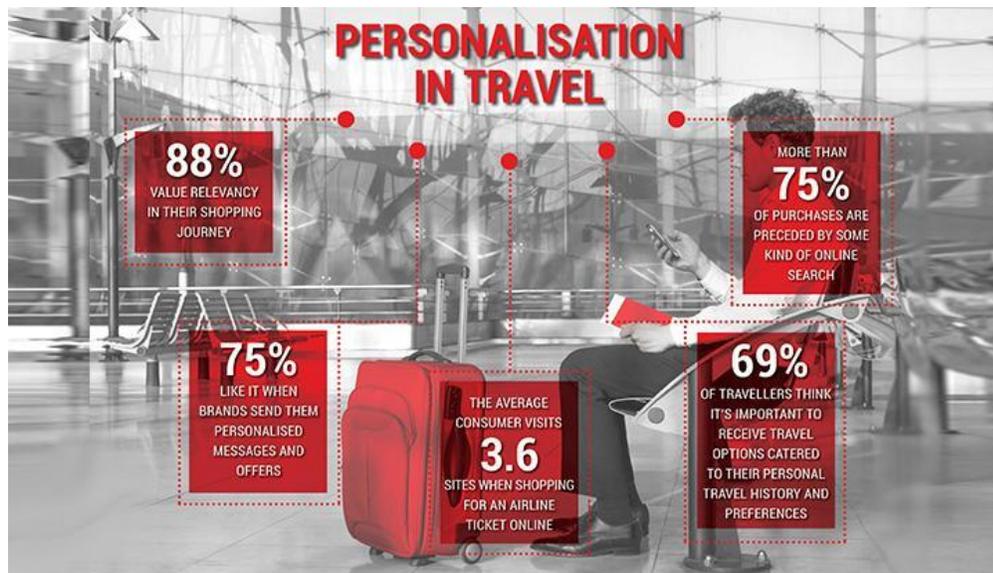
69% think it's important to receive travel options catered to their personal travel history and preferences*

Personalization

- Some of the key industry trends impacting the personalization theme are the rise in usage of mobile travel apps, the increase in digital partnerships between travel and tourism companies and leading technology providers, and the rising use of technologies such as artificial intelligence and machine learning (AI and ML), Big data among others.
- Some of the key consumer trends impacting the personalization theme are the launch of travel subscription models, personalization of loyalty schemes, and deconstruction of packaged holidays among others.



Personalization in Tourism



Personalization in Tourism



3 TIPS TO MARKETING PERSONALIZATION

1 Offer what users wants

Ask your users for personal data of create more personalized experiences. Netflix is great at using machine learning for personalization, with 80% of their views coming from their recommendations (Medium).

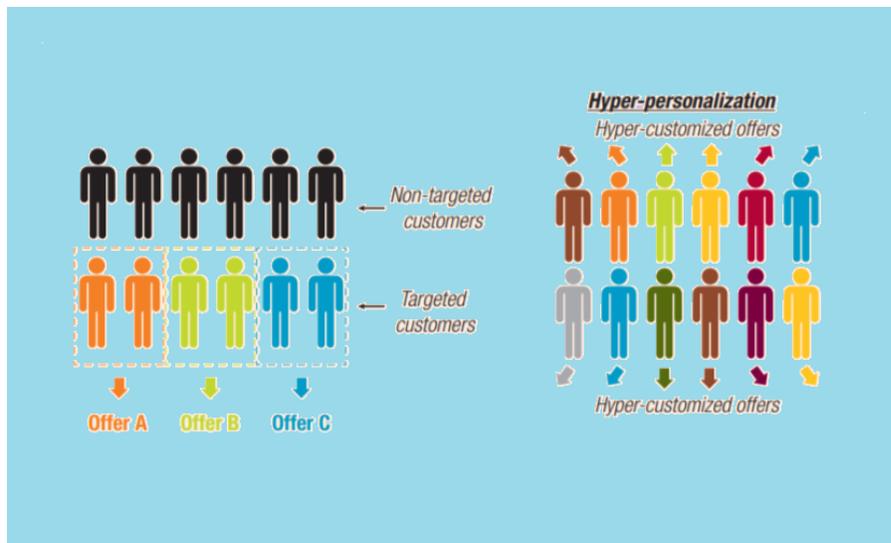
2 Create better content

Gathering personal data allows you to create tailored content. 58% of users are more likely to convert when they receive content based on their previous behaviour (HubSpot). Give your content an advantage by collecting personal data.

3 Humanize your business

80% of consumers are more likely to make a purchase when personalization is involved (Epsilon). They want to be able to put a face(s) behind a brand. Personalizing your brand can help give customers friendly experiences that are humanized.

Information extracted from HubSpot

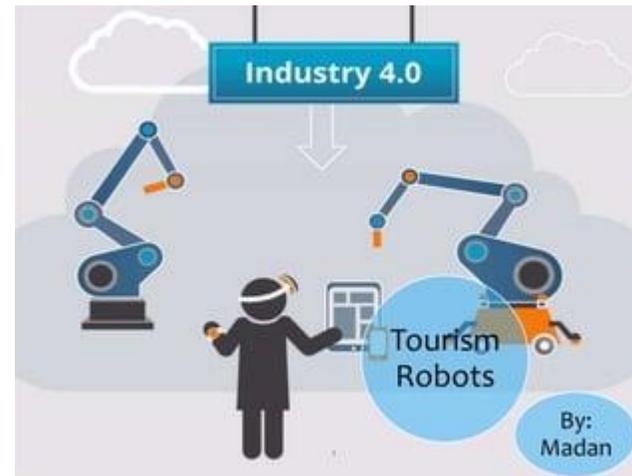


HYPER PERSONALIZATION MARKETING

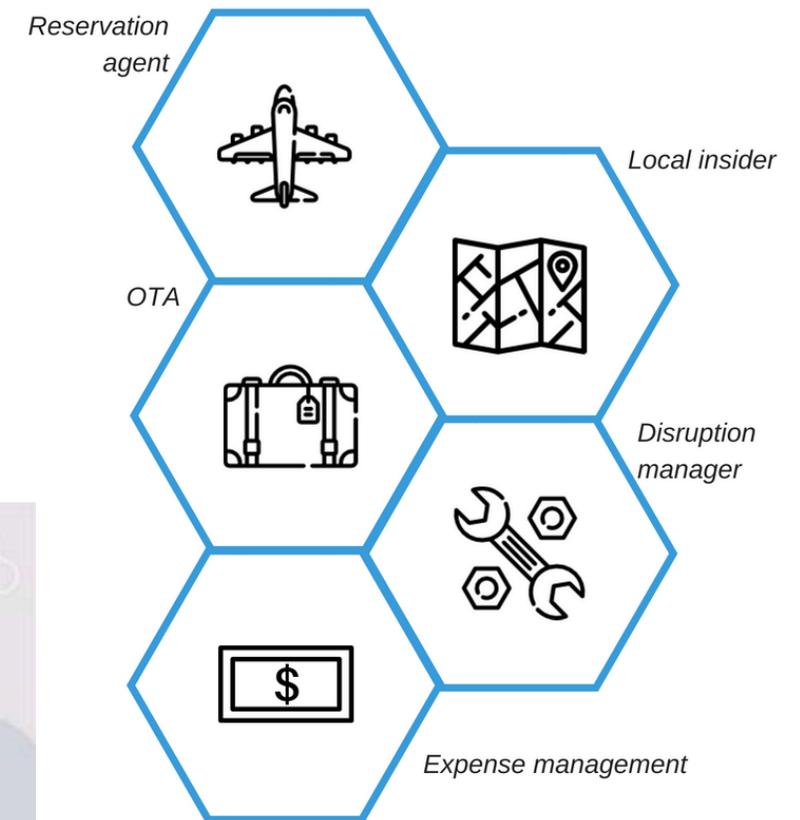


Robots, Chatbots, and Automation

- Chatbots are used in the tourism industry by collect data, obtain feedback and manage complaints. From a research perspective, chatbots record each of their communication with the users, thus allowing companies to do market research as they go and gather rich qualitative data from their customers.
- A new wave of robots is now being introduced in the hospitality industry - and they are quickly gaining momentum. Hotel robots can be categorized into four major categories: chatbots, robotic service bots, housekeeping robots, and voice assistant robots.

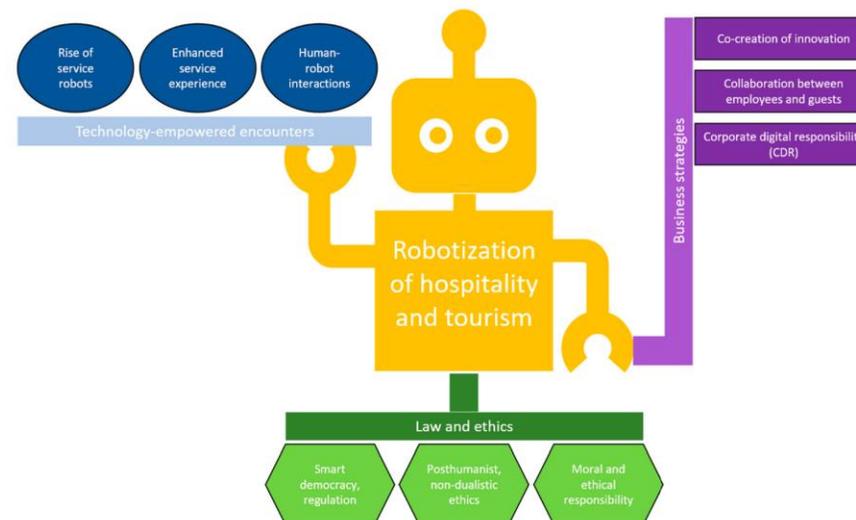
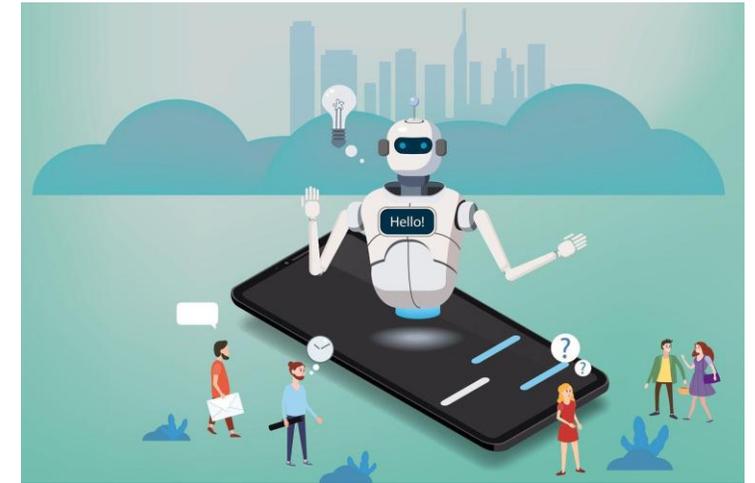


Travel Chatbots Use Cases



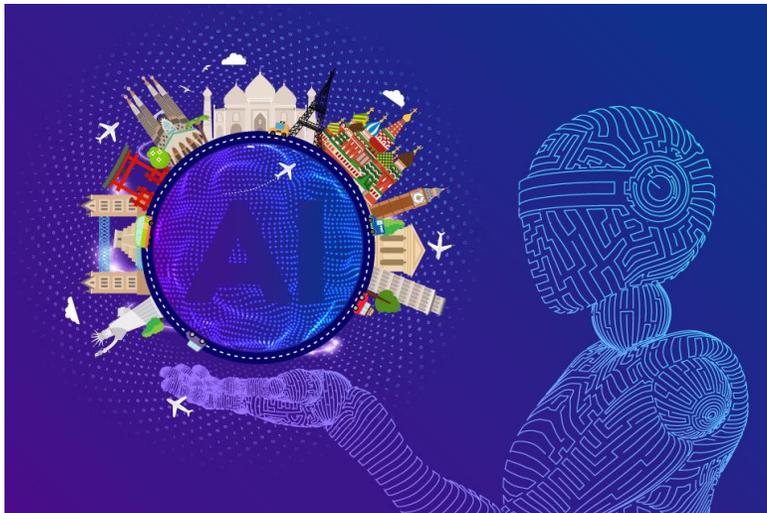
Robots, Chatbots, and Automation

- One of the more eye-catching examples of these particular tourism trends is Connie, the Hilton Hotel chain's robot concierge. Other hotels have also got in on the robot-staff trend, installing interactive robots to handle certain reception duties or even having them serve food and drink to visitors. However, this kind of novelty application is far from the only one. Many customers now book their travel and accommodation with the help of internet chatbots, specifically tailored AI, which can handle queries and assist customers with useful information when human operators are unavailable.



Artificial Intelligence

- As well as the aforementioned chatbots, artificial intelligence is becoming increasingly important to the tourism industry. Machine learning technology is now firmly entrenched in the marketing of the tourism sector, with AI helping to personalize the experience of finding and booking tours and trips. AI is also increasingly valuable in contexts such as smart hotel rooms, identifying the likely needs of guests and fine-tuning the environment and services to fit the guest's needs and preferences. Artificial intelligence is finding applications everywhere, from customer service to security. Future AI tourism trends to watch out for might include self-driving vehicles and virtual guides for tourism.



Artificial Intelligence



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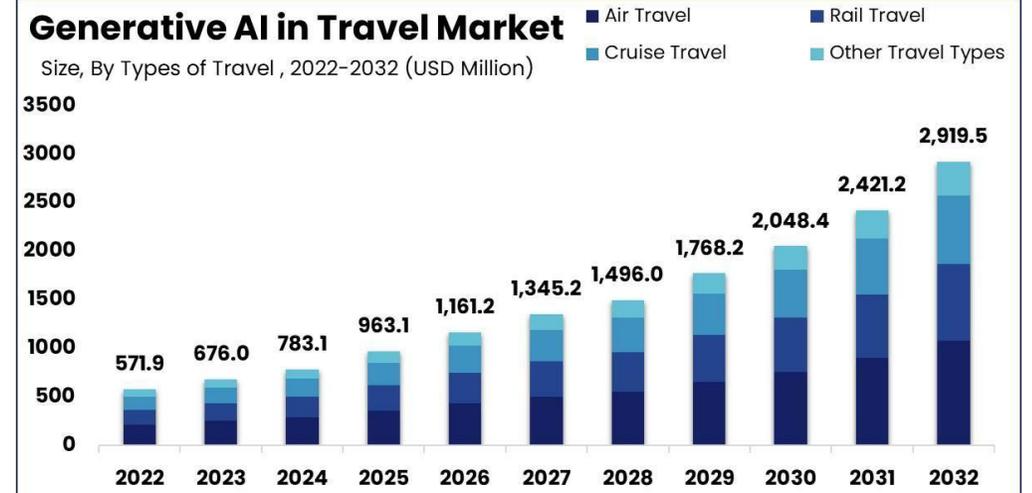
AI Use Cases in the Travel Industry

- ✓ AI-driven travel chatbots
- ✓ Voice-based digital assistants
- ✓ Automatic facial recognition
- ✓ Personalized recommendations for tourists
- ✓ Profound sentiment analysis
- ✓ AI baggage handling solution
- ✓ Robotic technologies for self-service
- ✓ AI-empowered flight forecasting apps



Generative AI in Travel Market

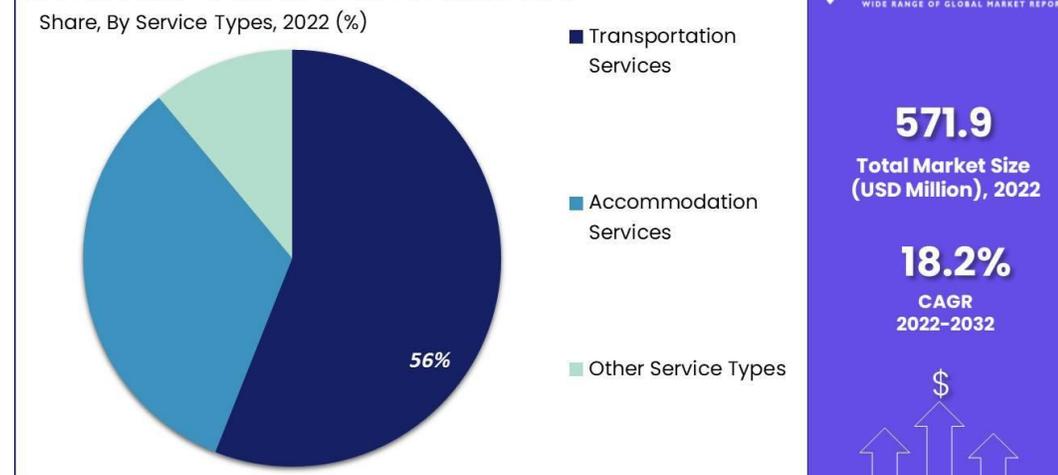
Size, By Types of Travel, 2022-2032 (USD Million)



The Market will Grow At the CAGR of **18.2%** The forecasted market size for 2032 in USD **\$2,919.5M** WIDE RANGE OF GLOBAL MARKET REPORTS

Generative AI in Travel Market

Share, By Service Types, 2022 (%)

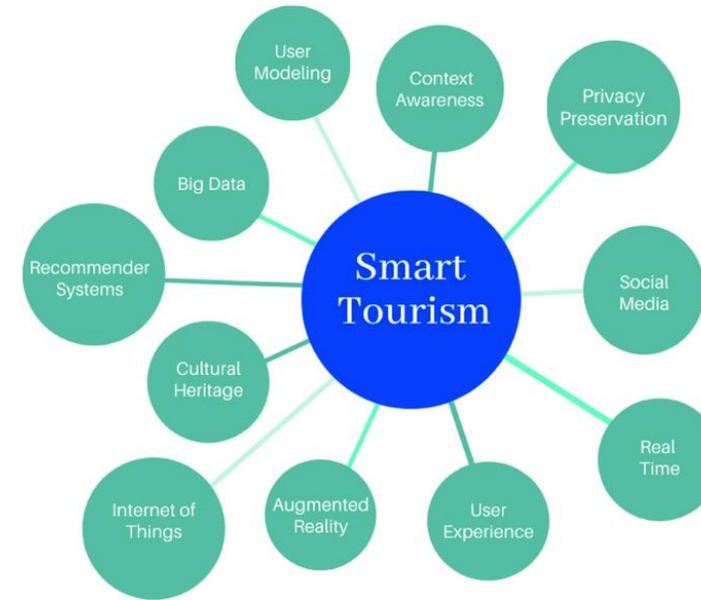
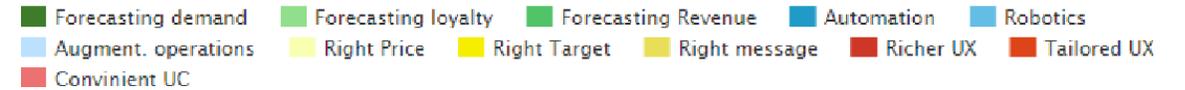
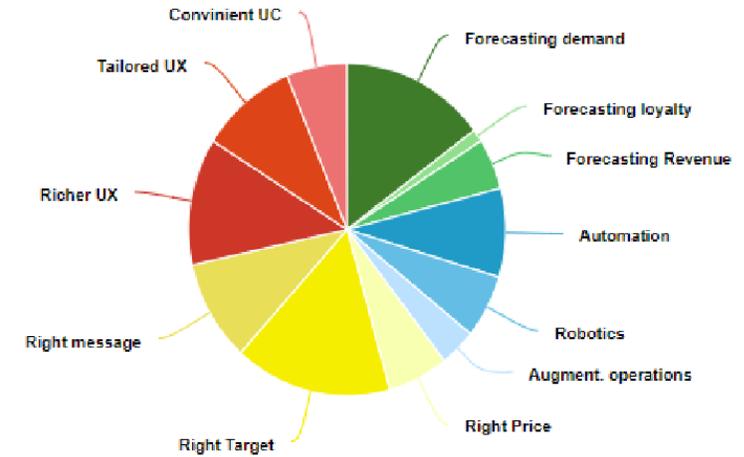
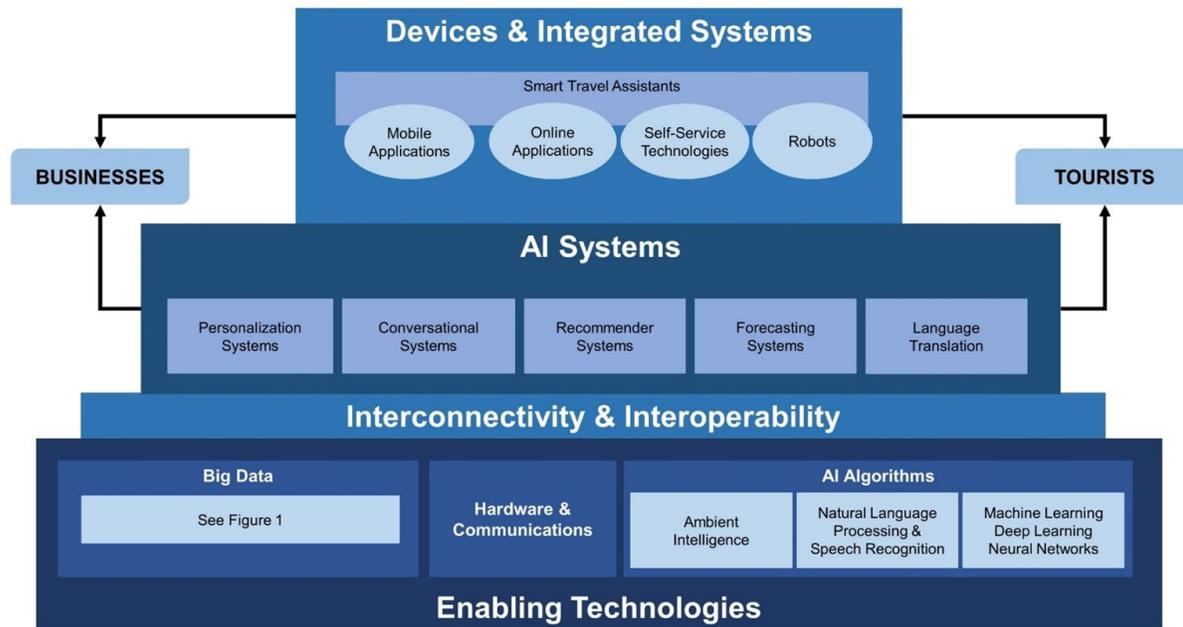


571.9
Total Market Size (USD Million), 2022

18.2%
CAGR 2022-2032



Artificial Intelligence



Recognition Technology

- Recognition technology is one of those increasingly important travel and tourism trends that's starting to creep into many different areas. One of the most familiar recognition technology applications for a frequent traveler is the bank of automatic gates at some borders. The gates can read the data on the traveler's passport or ID card and match it to their face using a camera and facial recognition technology. Recognition technology is one of the big tourism trends in the hospitality industry, with voice recognition becoming increasingly popular as a method of control in smart hotel rooms.

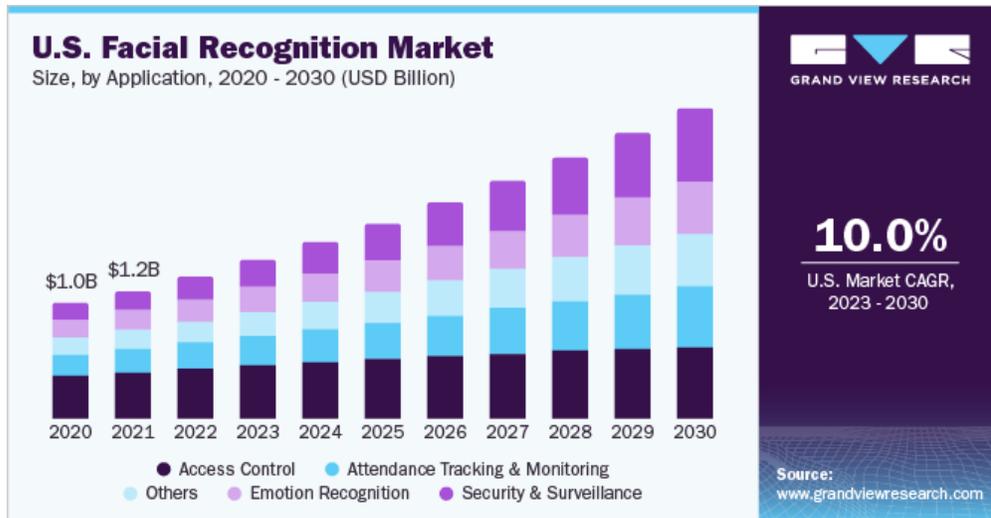


Recognition technology in tourism



Recognition Technology

- Recognition technology helps identify a tourist's personality and collect his data. Moreover, it offers security and helps staff stay cautious for taking measures when needed. Ultimately, this technology is required for payment procedures as it can make authorization hassle-free and fast.
- Facial recognition technology uses computer intelligence to identify people based on their facial characteristics. It's changing the way travel and tourism companies operate by being able to recognise customers, track employees, and even detect fraud.



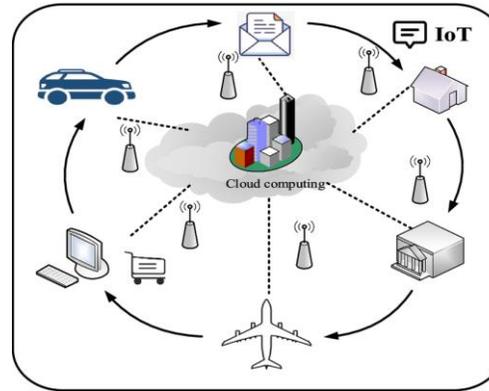
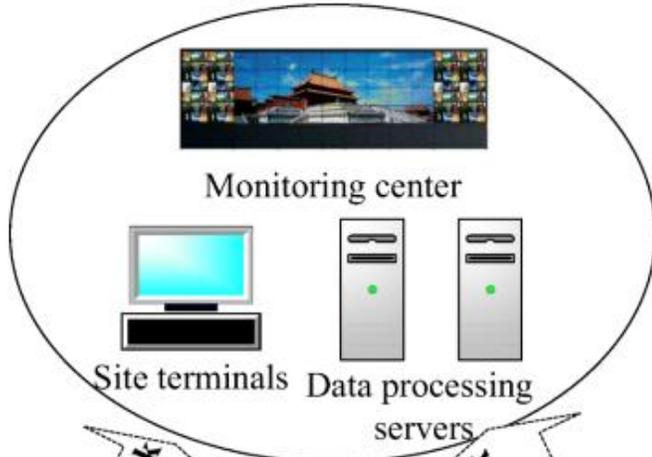
Internet of Things (IoT)

- IoT is relevant to many tourism trends. IoT devices are gadgets equipped with a microprocessor and digital connectivity, allowing them to connect to, and be controlled from the internet. IoT devices include heating and cooling systems, entertainment systems, and other items often found in a hotel room, giving rise to “smart” hotel rooms. The IoT is also used to integrate services in a hospitality setting, for example, by allowing guests to book activities (a session in the hotel’s spa, swimming in the pool, training in the gym etc) or request such things as room service or extra linen via a hub or a smartphone application.



Internet of Things (IoT)

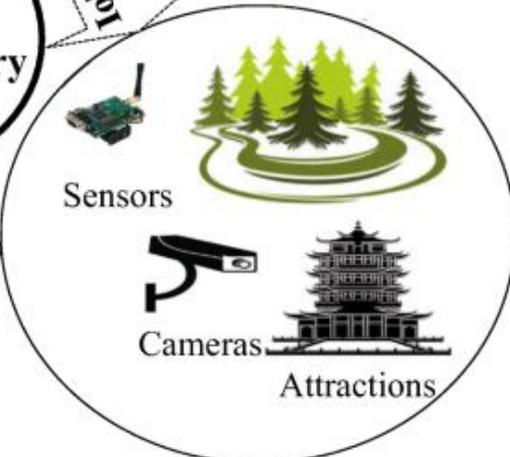
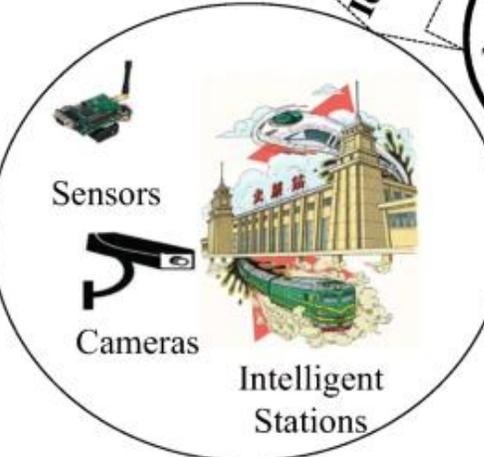
Digital regulation



IoT enabled Tourist Industry

IoT network routes

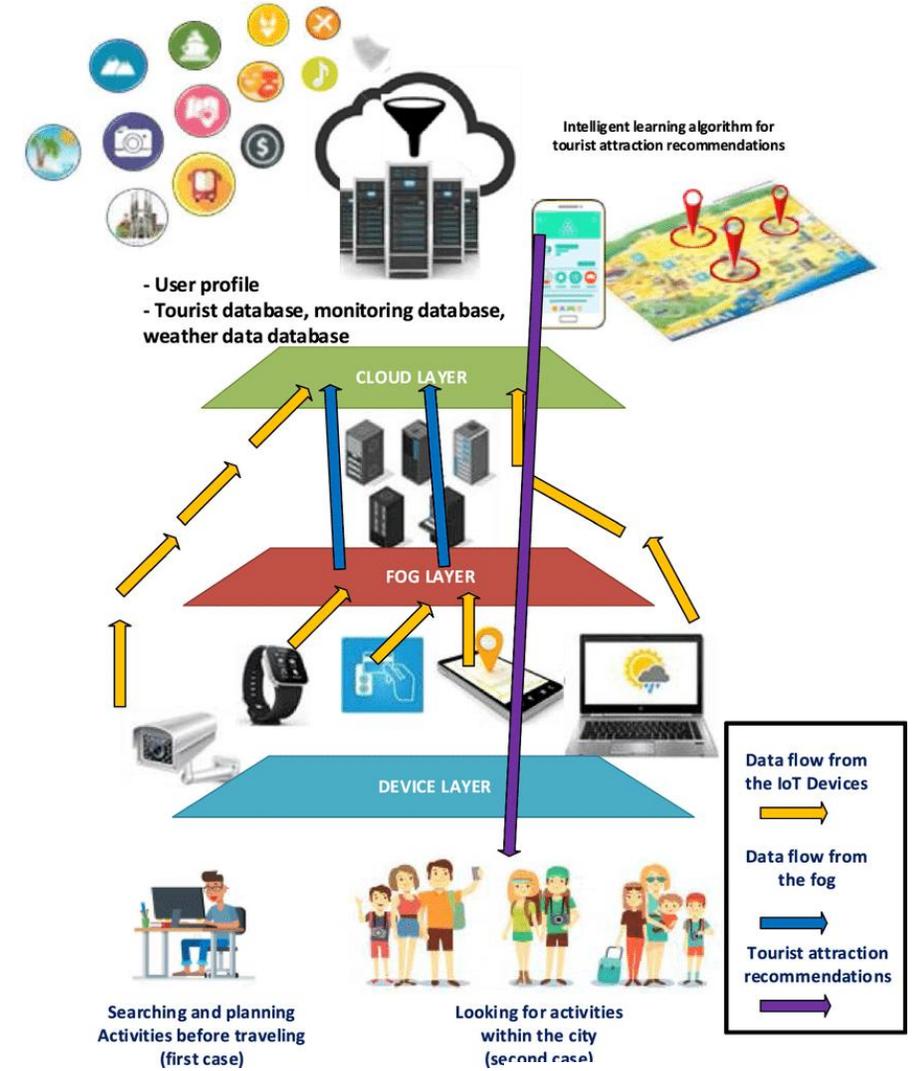
IoT network routes



Tourists Generating regions

Tourists Destination regions

IoT enabled transit routes



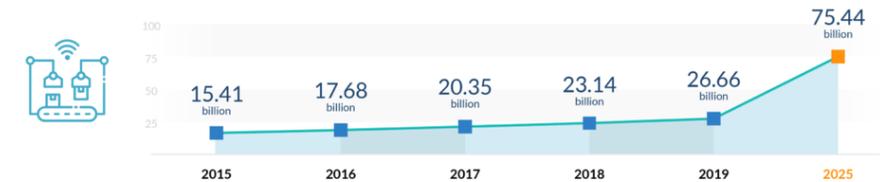
Internet of Things (IoT)

- IoT sensors can also be installed in the seats to monitor the passengers' data, such as heart rate and body temperature, to assist them in case of an emergency. IoT is a major part of smart tourism, as it provides vital data to improve the tourist experience.
- Another excellent use for IoT involves streamlining customers' experiences as much as possible, across all areas of the travel industry. In airports, this may mean using sensors and sending information to passengers' Smartphones, warning them when their luggage is nearby, and allowing them to locate it faster.

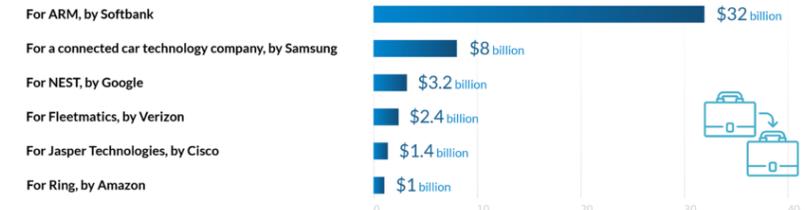


3 Key IoT Statistics You Should Know

1 Number of installed IoT devices from 2015-2025



2 Biggest IoT acquisitions



3 IoT use cases with the most investments



Augmented Reality (AR)

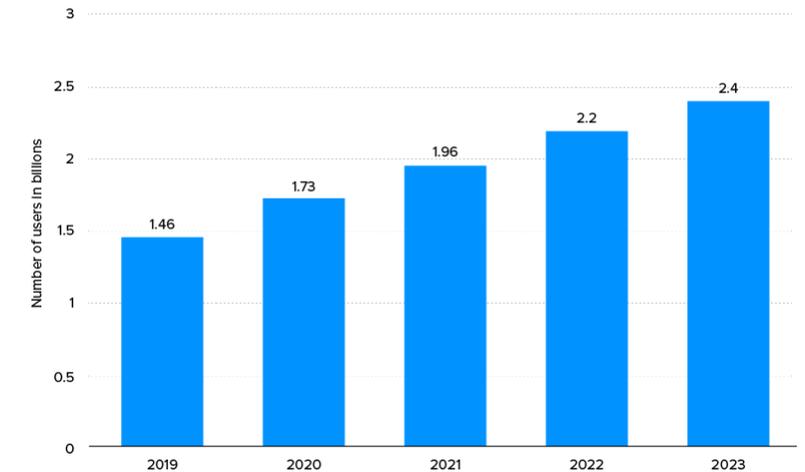
- Where VR simulates entire environments and experiences, augmented reality combines real-world experiences and virtual elements. A familiar example would be the smartphone game Pokémon Go, where imaginary creatures are superimposed on real-time footage of the player's environment. In the tourist industry, this is very useful: instead of fantasy monsters. AR smartphone apps can show tourists information about the area they're exploring. This could be historical details about buildings and landmarks or listings and menus for entertainment venues and local eateries. Museums use AR increasingly, allowing visitors to view artifacts with their original appearance as a virtual overlay. Other augmented reality applications might include internet-enabled virtual maps.



Augmented Reality (AR)

- Augmented reality travel is an inevitable part of the tourism industry's future. It will alter how tourists, business people, and families plan their trips, get to their destinations, and engage with hotels, restaurants, and other points of interest

Number of Mobile Augmented Reality (AR) Users Worldwide from 2019 to 2023 (in billions)



Interactive Hotel Elements



Augmented Tourist Destinations



Immersive Navigation



Improving Local Transit



Beacon Technology and Push Notifications



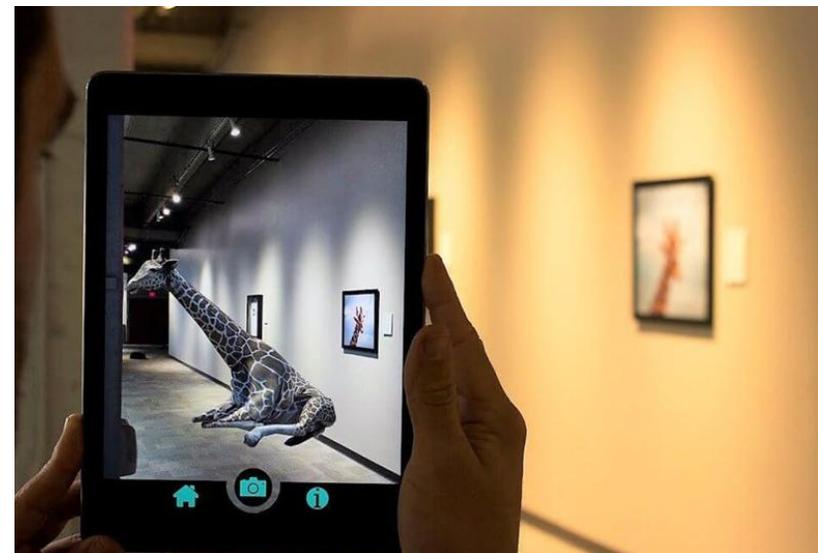
Augmented Reality Gamification



AR for City Tours



AR for Museums



Easy access to Information



Better Marketing and Advertising



Enhanced Convenience and Comfort



Make Tourist places more attractive



Healthy and Organic Food

- Healthy food and the kind of fare consumed by tourists used to be antonyms in the minds of many travellers, with holidays traditionally representing a chance to break one's diet and indulge in forbidden treats. Today's travelers know that delicious and nutritious are not exclusive concepts. Demand for excellent cuisine with a view to better nutrition drives new tourism trends. The modern tourist wants to know that their food is as healthy as it is delicious. The organic food movement also affects tourism trends, with more eateries and hotels offering organic options. Other special diets are also represented.



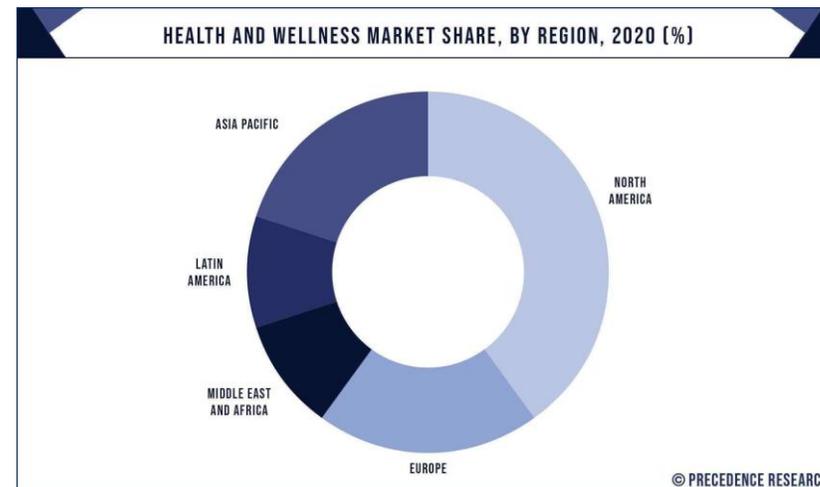
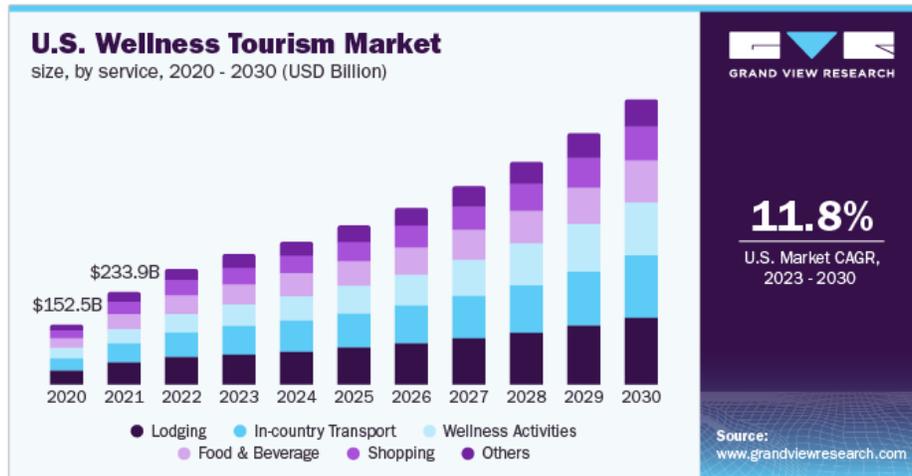
**GLOBAL WELLNESS ECONOMY:
\$4.4 trillion in 2020**



Note: Numbers do not add to total due to overlap in sectors.
Source: Global Wellness Institute

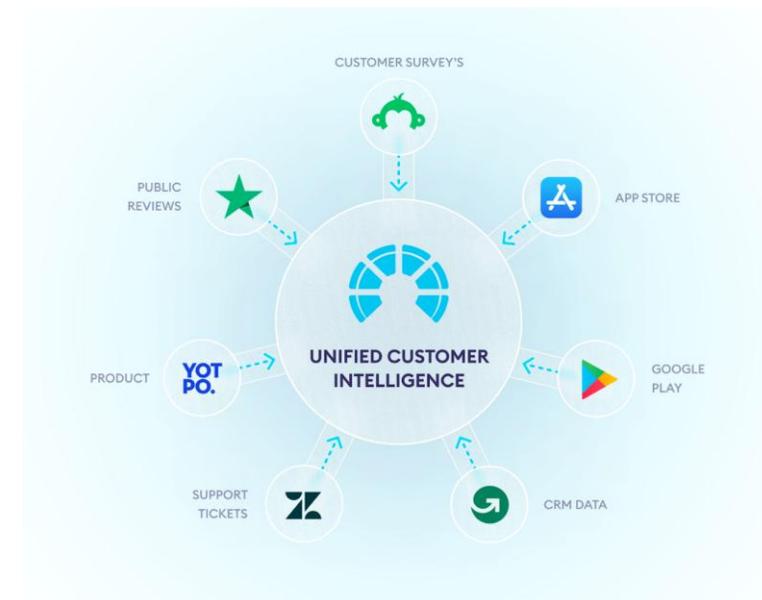
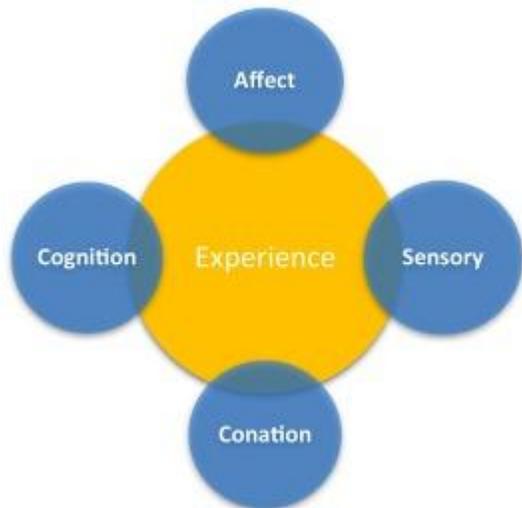
Healthy and Organic Food

- Taste and flavor have been major contributors to today's organic trend. As consumers experimented, typically with organic fruits and vegetables at first, some claimed they had better taste and flavors that conventional produce seemed to lack.
- The organic foods market is likely to record a 12.1% CAGR during the forecast period. The market is likely to reach US\$ 176.51 billion in 2023 and is expected to be worth US\$ 553.13 billion in 2033. Growing consumers' healthy consciousness and adopting organic farming are driving the market growth.

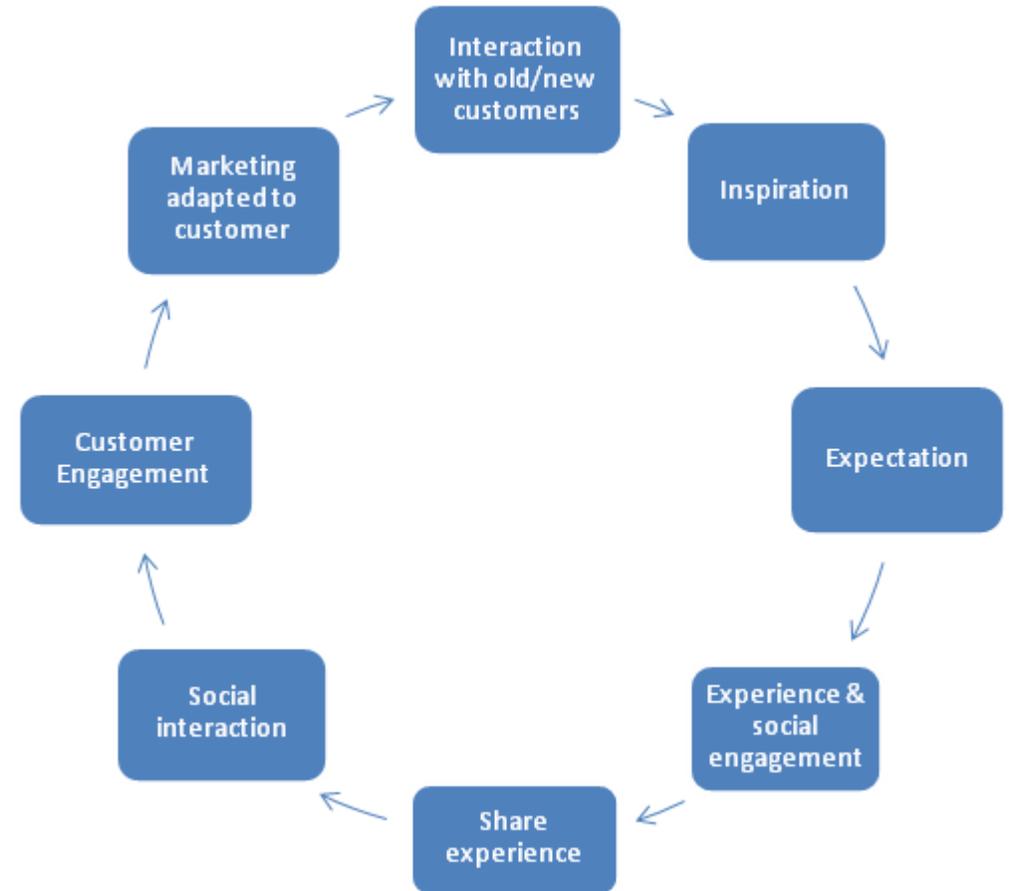
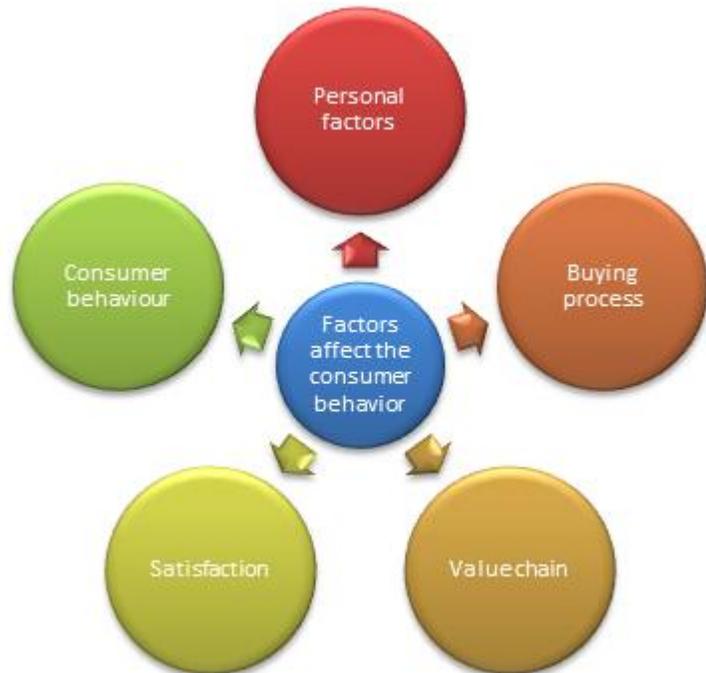
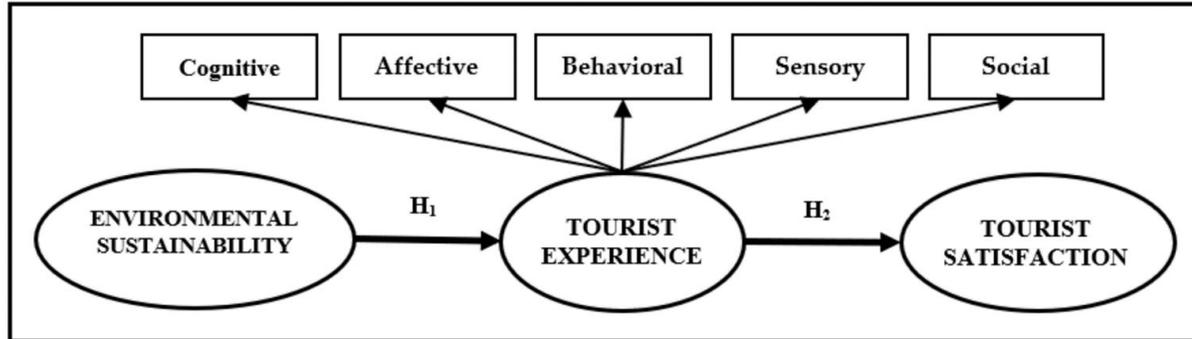


Customer Experience 2.0

- Of course, the customer experience has always been central to the tourist industry. With new technologies and an ever-broadening array of tourist options, enhancing the customer experience has never been more vital. In the final analysis, customer experience will make or break your business. Fine-tuning the experience can make the difference between creating a loyal repeat customer who boosts your business via word of mouth and one who drops out at the booking stage. Everything from the web interface where your clients book their trips to the last day of their journey must be as enjoyable as possible.



Customer Experience 2.0



Customer-influencer value

Virtual Reality and Metaverse Travel

- Virtual reality and metaverse travel are among the most important tourism trends the industry is trying to capitalize on. Virtual reality technology allows for the recreation of real-world environments within a digital setting, which allows customers to gain a sense of what a location is like before booking. The metaverse takes this to the next level by allowing social interactions within this digital environment. This means bookings can be made while still exploring, and customers can communicate with travel agents or other p





Co-funded by the Erasmus+ Programme of the European Union



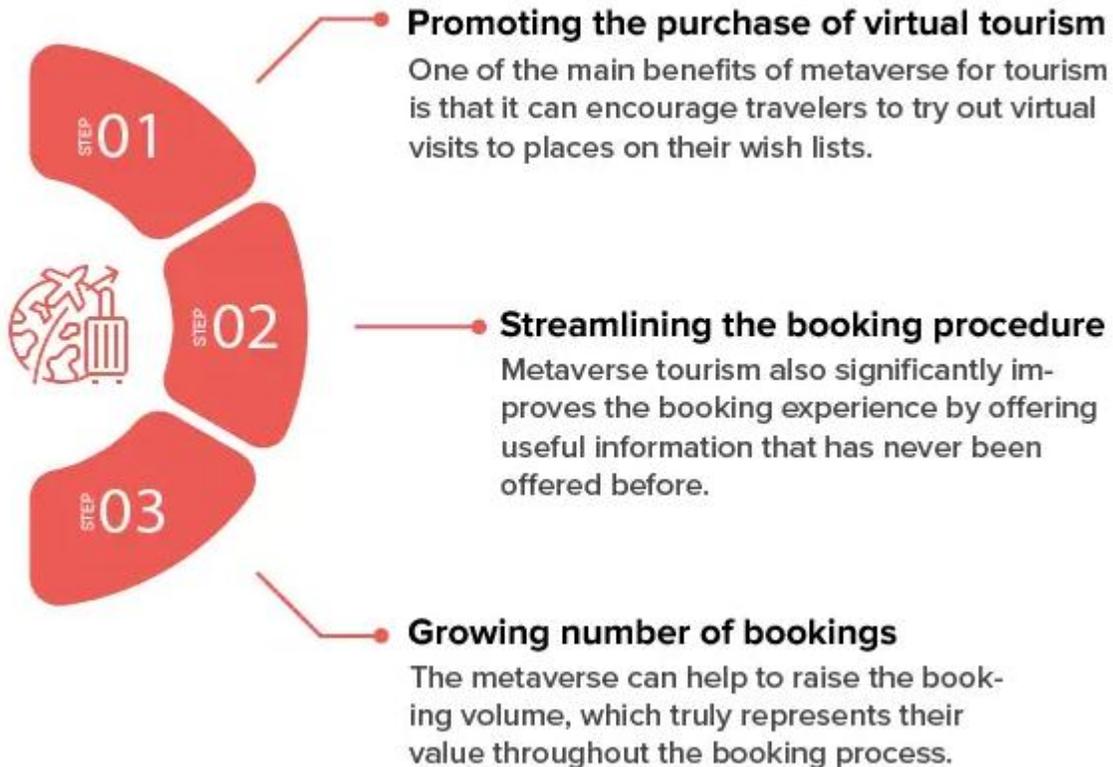
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PICASP
Erasmus+ Project

Metaverse Travel

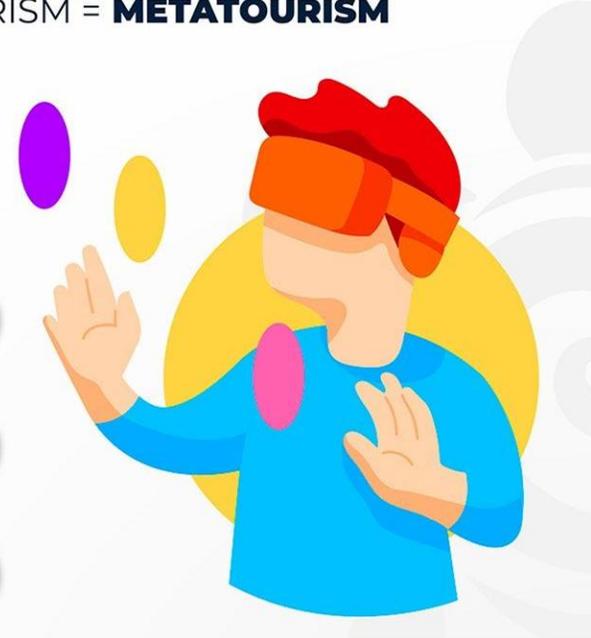
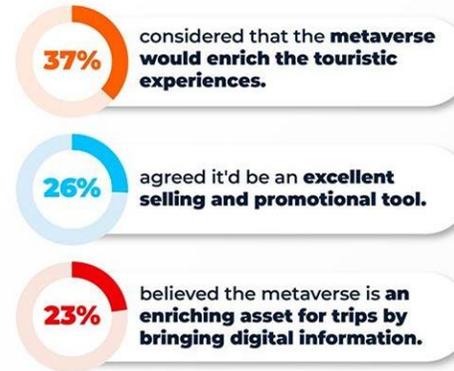
Key Benefits of Metaverse for Tourism



METaverse + TOURISM = METATOURISM

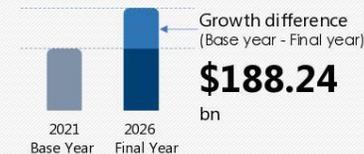
The metaverse is becoming a trend in tourism mainly because helps improve communication and customer experience overall.

In a survey about metaverse conducted at FITUR 2022, tourism professionals and businesses responded:



GLOBAL METAVERSE MARKET IN TRAVEL AND TOURISM INDUSTRY 2022-2026

CAGR of (2021-2026)
26.01%



The market is **FRAGMENTED** with several players occupying the market share

One of the **key drivers** of the market will be the **increasing demand for AR and VR technology**

- Key Players**
- Accenture Plc
 - ALTERATION INDOUSSIA.COM
 - Ariva Digital
 - Infosys Ltd.
 - LynKey International Ltd.



- Market Segmentation By Application**
- AR
 - Blockchain
 - VR
 - MR

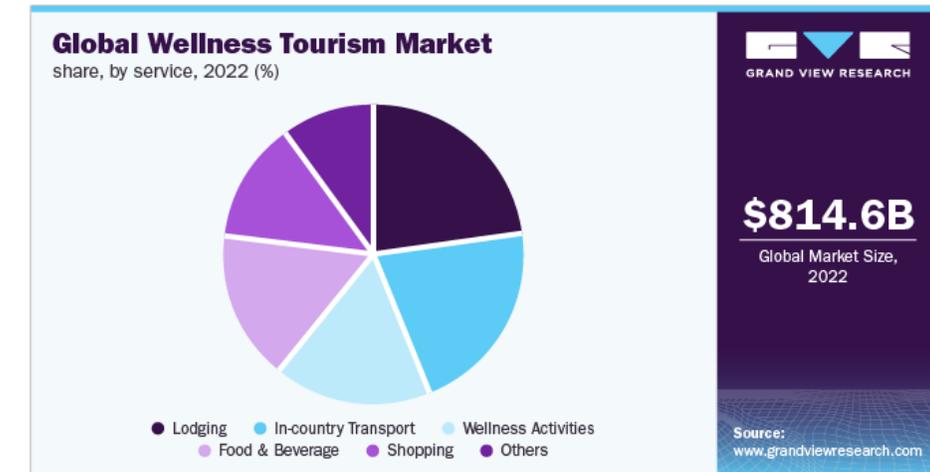
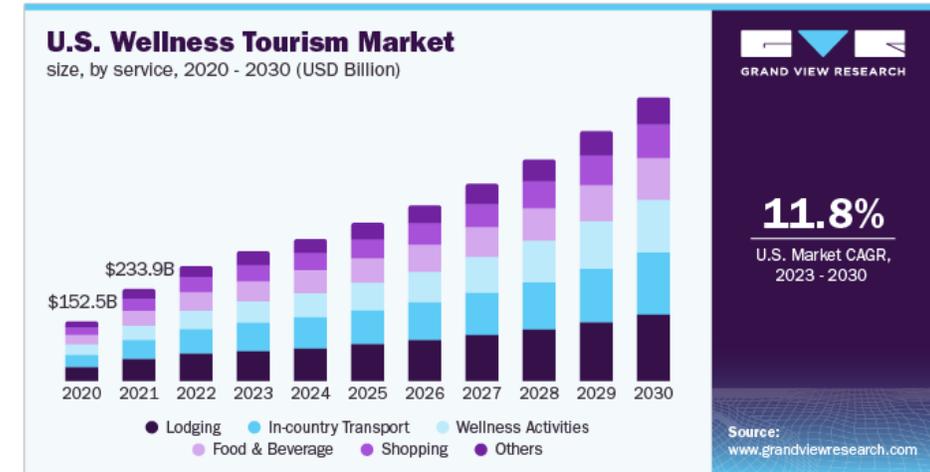
Nostalgic Travel Options

- Tourism trends are also increasingly being impacted by a generalized thirst for nostalgia among the public, and nostalgic travel options represent a significant opportunity for businesses. Nostalgia can inform travel decisions in several ways, such as a longing for simpler times and encouraging travelers to book trips to remote locations. Alternatively, nostalgia could see travelers focus on domestic trips, particularly on places they visited when they were younger. Some travelers may also focus on destinations with which they have a long-established connection, such as through films they have enjoyed, video games they have played, or music they love.



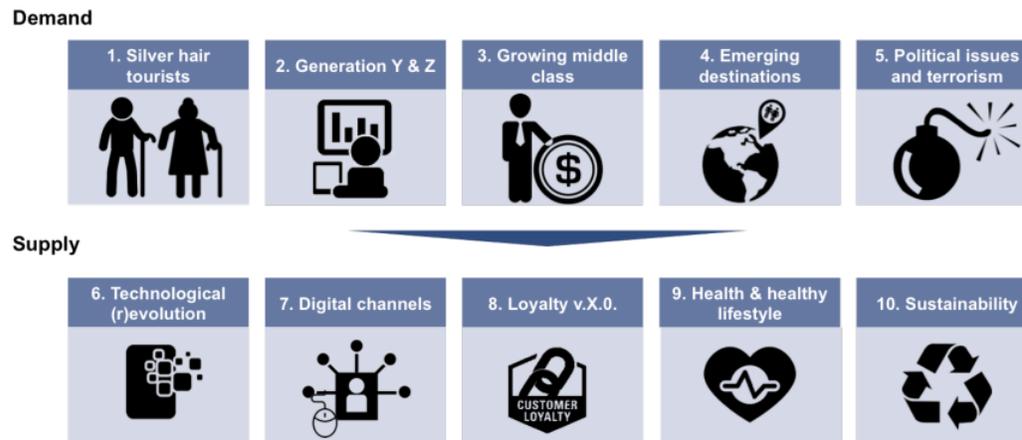
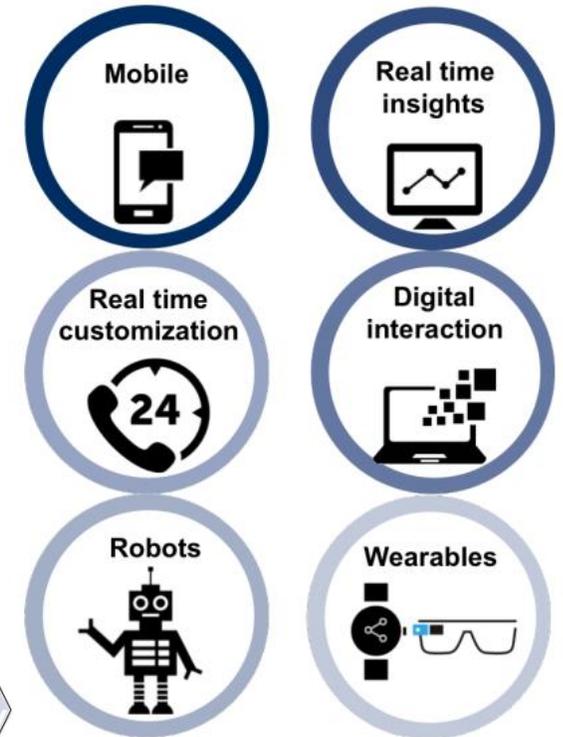
Wellness And Self-Care Travel

- The biggest travel trend of the year is wellness and self-care travel. According to those surveyed, more than half of travelers (54%) in the 18 to 34 age group are interested in wellness and self-care while traveling, while 41% of travelers aged 35 to 54 make it a priority.
- Travelers are looking to relax, unwind, and unplug on wellness and self-care vacations. These types of trips often have an emphasis on spa treatments, wellness activities, and healthy eating. It's all about using your time off to focus on your mental, physical, and spiritual well-being.



Megatrends

- The future of tourism will be impacted by large-scale social, economic, political, environmental and technological changes, bringing new and often unseen challenges, threats and opportunities. These “megatrends” are slow to form, but once they have taken root, exercise a profound and lasting influence on human activities, processes and perceptions, including for tourism. Four megatrends are likely to have significant impacts and relevance for tourism: i) evolving visitor demand; ii) sustainable tourism growth; iii) enabling technologies; and iv) travel mobility.



Products demanded by senior citizens



Thank you for your attention!

