



Trends Defining Travel and Tourism in 2019

Implications for **Destination North Coast**

Stewart Moore
Founder & CEO, EarthCheck
July 2019

Trends Defining Travel in 2019

Inner Circle presentations

- **Jonathan Yaffe**, Co-Founder & CEO, AnyRoad, [San Francisco](#)
- **Kasha Shillington**, Chairman & CEO, Resense Spa, [Geneva](#)
- **Sean Brennen**, Head of Openings & Transitions, Alila Hotels [HK](#)
Corinne Ong, CEO, ENGIE Services, [Australia & New Zealand](#)
- **Nathan Smith**, Founding Director, ECN Hospitality, [Tokyo](#)
- **Koko Tang**, CEO, Vinetree Tourism, [China](#)
- **David Simmons**, Professor of Tourism and Research Strategist,
Lincoln University, [New Zealand](#)

Trends Defining Travel in 2019

Key messages:

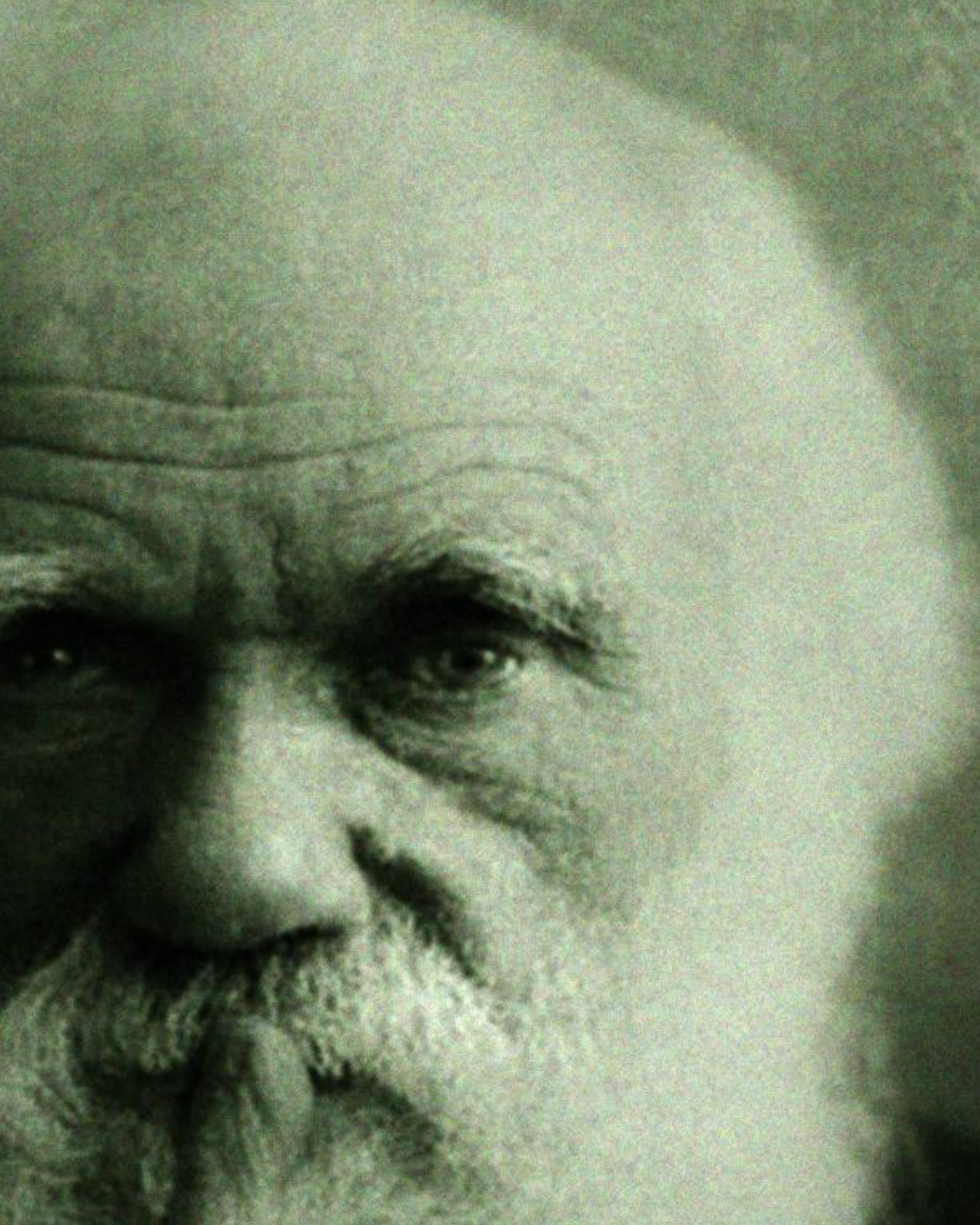
- The way we travel, live, work and play is in transition...
- The future has in many respects arrived!

Enabled by a perfect storm of:

- Accelerating Technologies, Hypermobility, Late Capitalism(Asia Pacific), Digital Disruption, Market Competition and the Shared economy

What does this all mean?

What are the opportunities and what are the potential threats?



“It is not the
strongest of the
species that
survives, nor the
most intelligent,
but the one most
responsive to
change.”

~Charles Darwin, 1809

Key Themes

- The experience economy
- The consumption economy and role played by big data
- The age of wellness
- New luxury
- Navigating the circular economy
- Building resilient destinations

The Experience Economy

Travellers are increasingly looking for authentic and hands on experiences and to live like a local.

Immersion: a new participative approach, not just observing

Adventure: journeys of discovery and surprise moments

Nature and Culture: stories of the people behind the places

EXPERIENTIAL TRAVEL



CULINARY AND AGRI-FOOD



TRENDS IN TOURISM



CULTURE AND HERITAGE



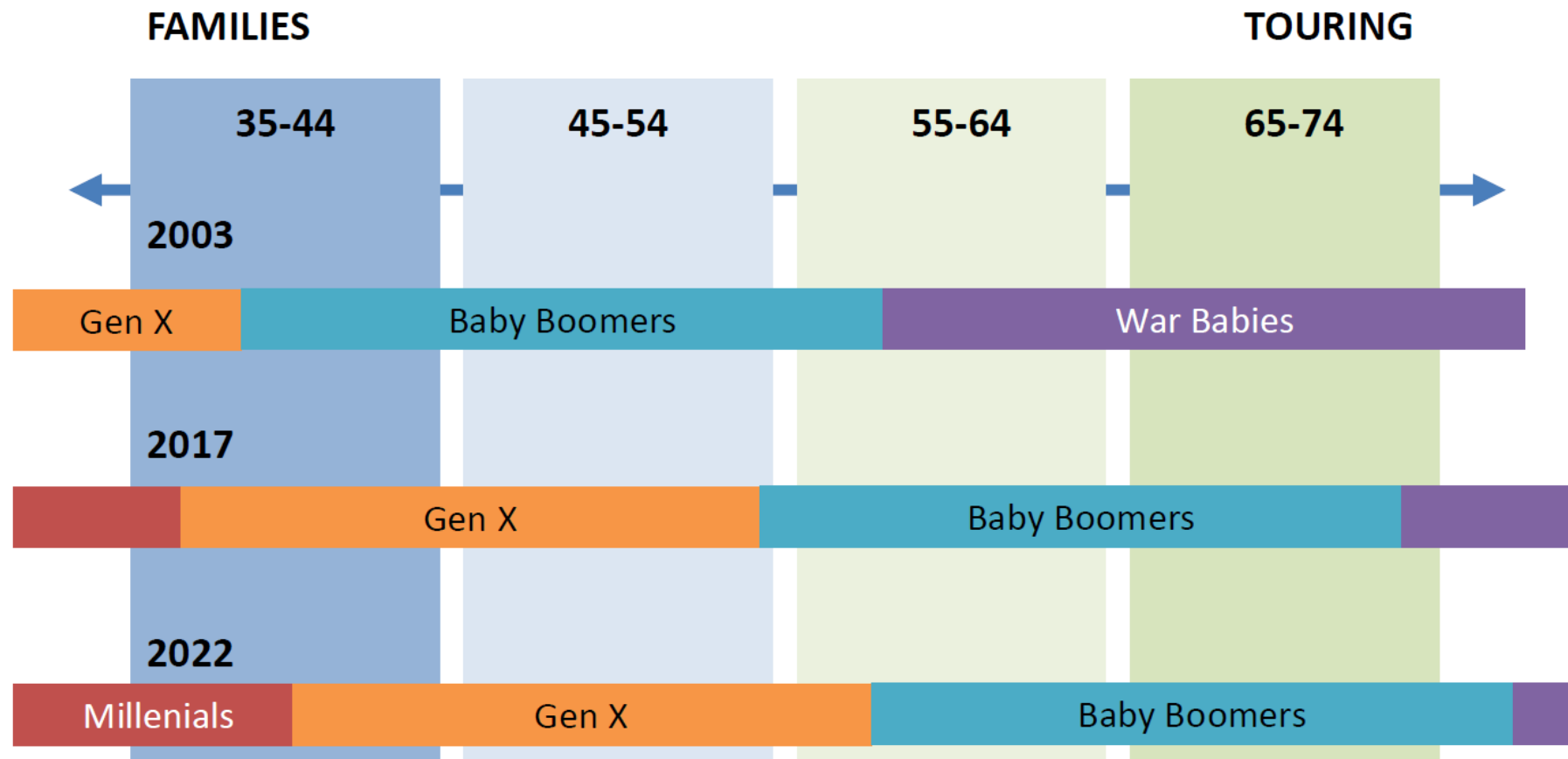
ADVENTURE

International Flavours and Initiatives

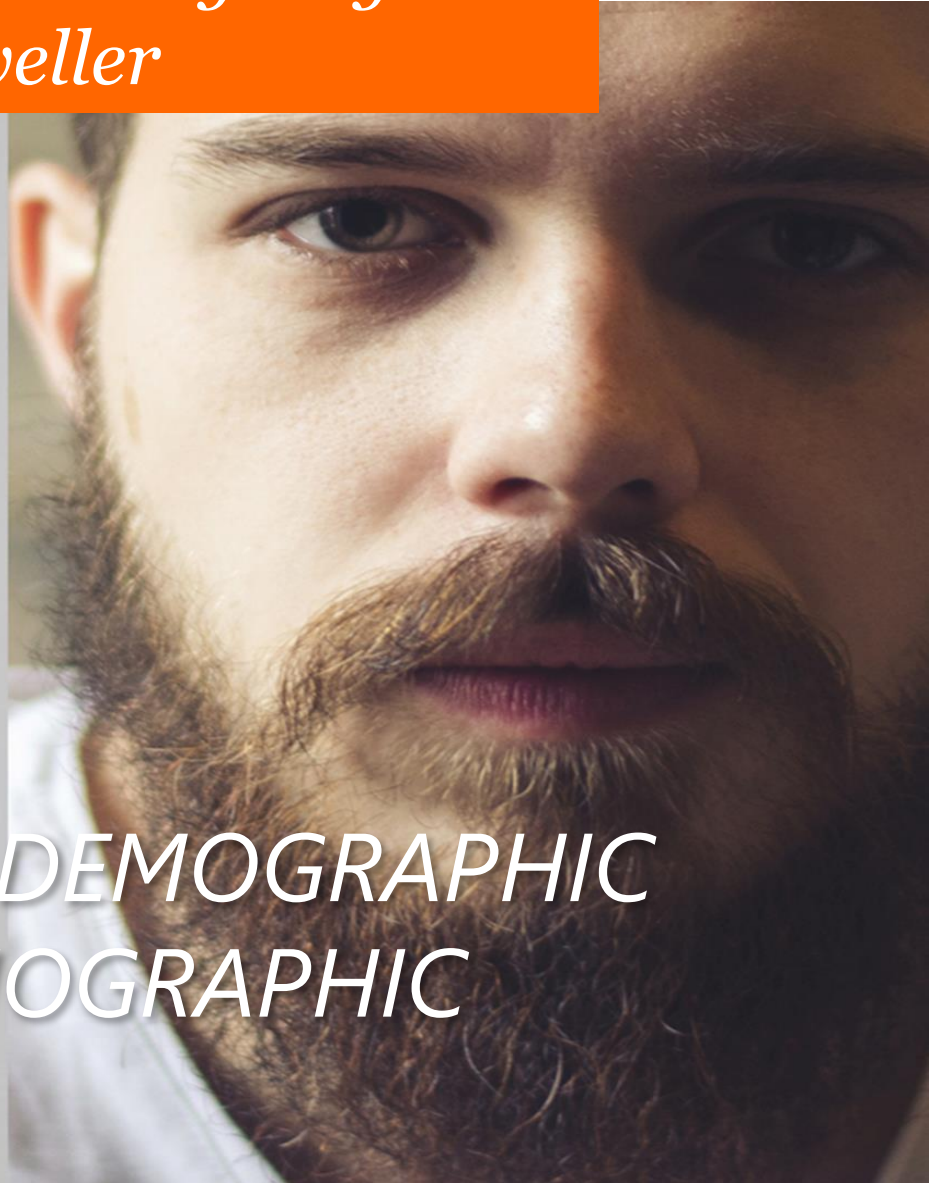
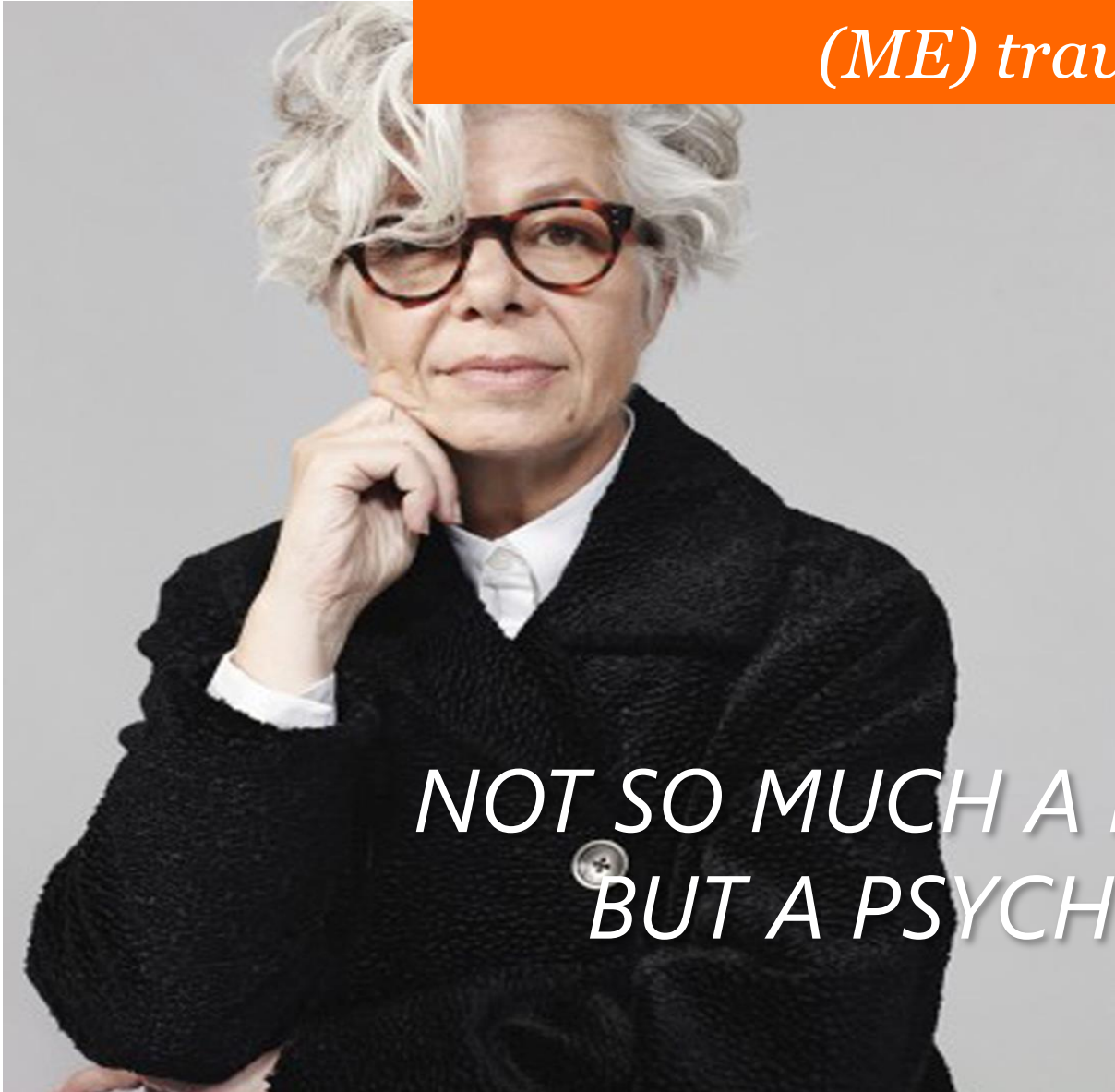
- **Failte Ireland** - Skellig Coast and the Wild Atlantic Way: experience development, iconic journeys, activities and events, visitor flows
- **Pueblo Mágico**: Magical towns in Mexico (folklore, legends, historical events and unique everyday life)
- **Parks Victoria**: Popup strategy
- **The rise and rise of Food Tourism** and its alignment to place and supply chains
- **Dominos**: technology or pizza company?



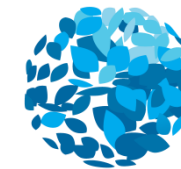
NEW AND CHANGING MARKETS



*Millennial and Millennially-aligned
(ME) traveller*



*NOT SO MUCH A DEMOGRAPHIC
BUT A PSYCHOGRAPHIC*



EARTHCHECK

The destination challenge: standing out from the crowd

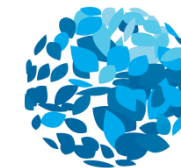


EarthCheck Sustainable Tourism Destinations

the planet deserves more than half measures™

The role played by BIG DATA

- The world is moving quickly from a things economy to an experience economy. Experience vs consumption
- A need to focus on using experiences to build brand loyalty
- **Data! If you don't control and measure it, did it really even happen?**
- **Who owns access to data owns growth?**



EARTHCHECK

Who Benefits from this commoditized consumption?

First-time Visitors: natural and cultural amenities, tours, accommodation and transportation

Repeat Visitors: Experiences, food, friendly people, bars and evening entertainment and culinary experiences

Who owns the relationship with the customer?

EarthCheck Sustainable Tourism Destinations

the planet deserves more than half measures™



EARTHCHECK

WHAT DO WE WANT TO ACHIEVE?

- **Build loyalty**
- **Inspire**
- **Retain**
- **Bring people together**
- **Ensure that you have the data to know how this all comes together!**

EarthCheck Sustainable Tourism Destinations

the planet deserves more than half measures™



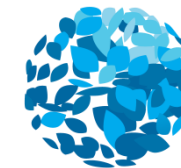
EARTHCHECK

Wellness & Lifestyle Economy

- Consumer needs for health and wellness are changing. Wellness is beginning to blur at the ends...becoming more mainstream in homes and workplaces
- **People want unique authentic cultural experiences in their wellness retreats that represent sense of place**
- Opportunities exist for smaller business enterprises-niche markets for wellness and health
- **Recognise the link between sustainability and wellness and guest experience-if you don't your guests will!**

EarthCheck Sustainable Tourism Destinations

the planet deserves more than half measures™



EARTHCHECK

“As the Wellness Economy expands, sectors will converge as we integrate wellness into our homes, communities, work and travel”

GLOBAL WELLNESS ECONOMY: \$4.2 trillion in 2017



Universal and welcoming, taking care of oneself and focusing on prevention and enjoyment of one's life – when working, living and travelling



Ageless



Now in 2019, consumers are:

- Becoming wiser – everyone's an expert!
- **Becoming more self-sufficient**
- Demanding Immediacy – for efficiency and results
- **Wanting authenticity...**
- Seeking mental wellbeing
- **Being together, digitally – imitates life**
- Yet... More alone – loner living for old and young alike

Navigating the Circular Economy

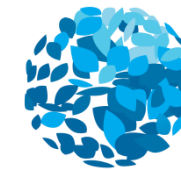
The circular economy involves a fundamental rethinking of products, materials and systems of commerce. It is **not simply next-gen recycling**.

It is based on three core principles:

- **Design out waste and pollution**
- **Keep products and materials in use**
- **Regenerate natural systems**

Tourism implications: Guilt free holidays/carbon light

- Zero waste, energy positive, offset.....



EARTHCHECK

The energy landscape continues to change...

In the past, the energy transition was pushed by central governments...
... a second wave has started...

... **pulled by industries & local authorities**



DECARBONIZATION



DIGITALIZATION



DECENTRALIZATION

Decarbonisation and digitalisation continue, **decentraliation accelerates**

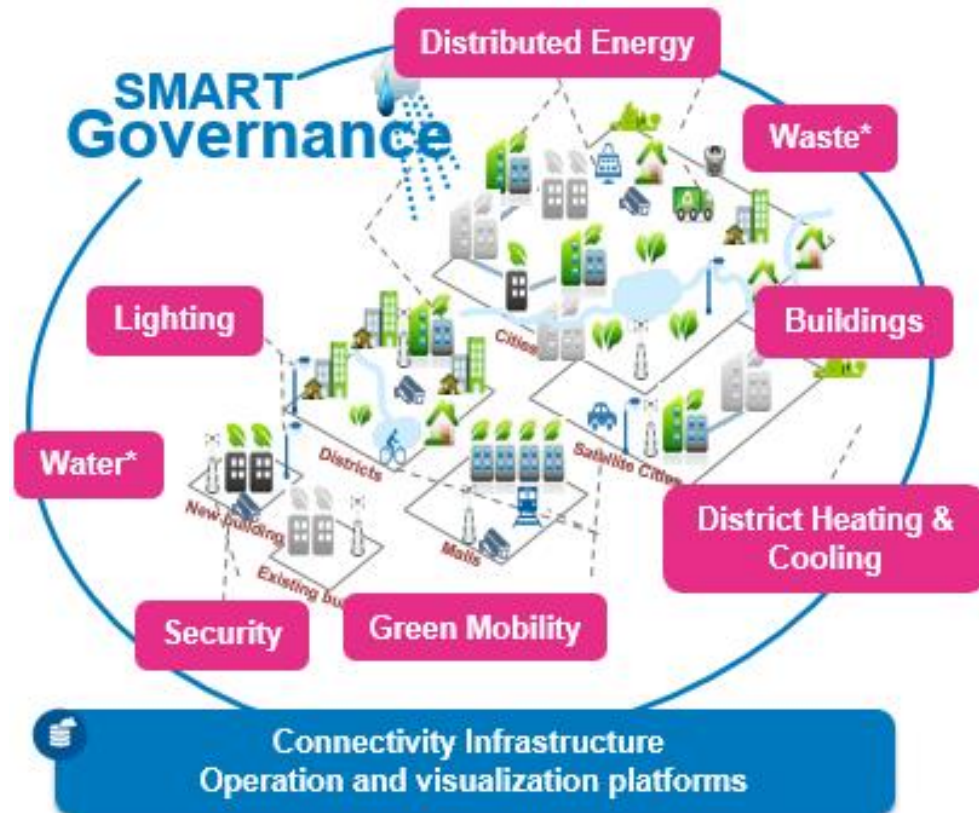
EarthCheck Sustainable Tourism Destinations

the planet deserves more than half measures™



EARTHCHECK

Precinct transformation



Our customers' needs

To improve
Security and **Resilience**

To benefit from
Fluid and Green Mobility

To ensure an
Enjoyable Environment

To develop the
Local Attractiveness

To allow to
Reduce Costs

BETTER CiTies
TODAY

EarthCheck Sustainable Tourism Destinations

the planet deserves more than half measures™



EARTHCHECK

New Luxury

- The definition of luxury travel has changed and evolved but the key elements that have remained true include **quality delivery, exclusivity and authenticity.**
- Heightened search for authenticity and a strong desire to peel back the layers of local culture and place
- Self indulgence is giving way to some sensitivity to values and responsible production and labour practices
- Traditional arts are valued-in Japan this is called 'shokunin' and is a key driver of experience
- The humanity of art helps to connect place and culture

EarthCheck Sustainable Tourism Destinations

the planet deserves more than half measures™





EARTHCHECK

IMPACT

The **USD \$3.5 million** artwork has become a sensation, attracting approximately **1,000 people daily** for the past two years.

Popularity is driving demand for the exhibition to be extended to four years, with more than **2 million selfies** and Instagrammed photos to date, and local tour operator earnings estimated at up to **USD \$25 million.**

EarthCheck Sustainable Tourism Destinations

the planet deserves more than half measures™

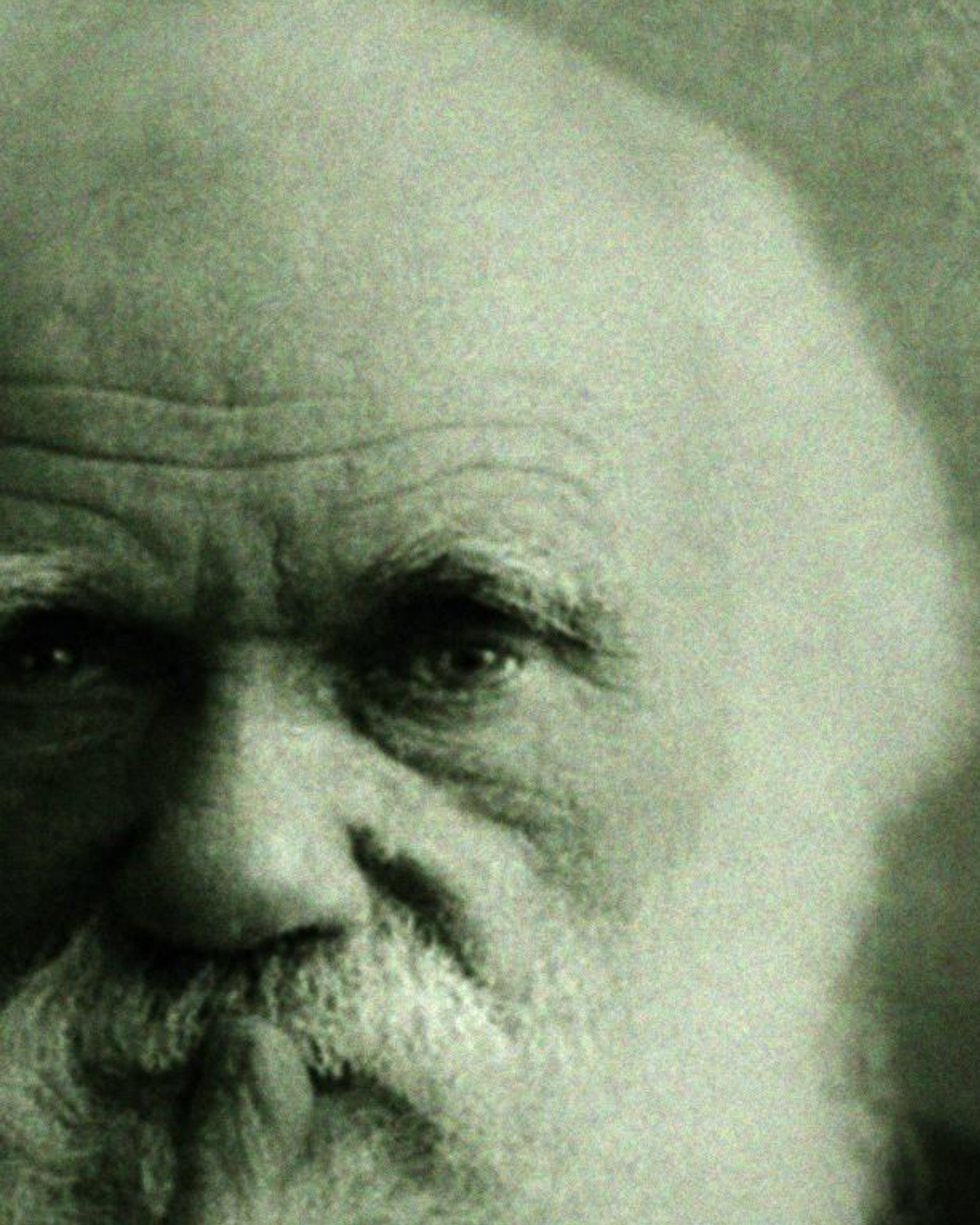
Building Resilient Destinations

- Growth is not without impact. **Social license**
- Integrated planning and management is essential and its needs to understand the **carrying capacity** of the destination
- Solutions need to respect the **rights and interests** of local communities and future generations and the **significant values attributed to places**

What can we learn from global best practice

Set clear performance targets and align service infrastructure

- **Manage time and space** -hard, soft and warm infrastructure
- **Disperse** visitor products, **de-market hot spots**
- Promote alternative sites (Ireland)
- **Use price as a market mechanism(NZ)**
- Modify behaviour and expectations(Palau,Finland)



“It is not the
strongest of the
species that
survives, nor the
most intelligent,
but the one most
responsive to
change.”

~Charles Darwin, 1809

New Business of Tourism Vocabulary

Un-tourism-slow tourism

Co-creation-De-commoditization

*Who will be tourism's winners and
losers of tomorrow?*