



# 2019 Travel Trends

The Traveler of the Future | September 2019

# 2019 Travel Trends



**AUTHENTIC  
TRAVEL**



**THE DIGITAL  
DILEMMA**



**TAILOR-MADE  
TRAVEL**



**P2P TRAVEL**



**HUNGRY FOR  
ADVICE**



**GOING GREEN**



# AUTHENTIC TRAVEL

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# The Experience Economy

A man and a woman are jumping off a rocky cliff into the ocean. The man is in the air, arms outstretched, wearing red shorts. The woman is below him, also with arms outstretched, wearing a bikini. The water is a deep blue-green color. The background is a dark, moody sky.

72%

of UK Millennials would rather spend money on experiences than on possessions.

49%

of UK Millennials prefer to spend money trying new leisure activities rather than ones they have tried.

*Base left box: 2,000 internet users aged 16+*

*Base right box: 1,926 internet users aged 16+ who have done leisure activities in the past 12 months*



# Experiences vs Products

Forecasted UK consumer expenditure growth between 2018-23

LEISURE AND ENTERTAINMENT

**+18%**

HOLIDAYS

**+13%**

# Experiences vs Products

Forecasted UK consumer expenditure growth between 2018-23

BEAUTY AND PERSONAL CARE

**+6%**

TECHNOLOGY

**+2%**

HOUSEHOLD CARE

**-2%**

## The Experiential Traveller

65%

of UK travellers like to try out new activities they've never done before when on holiday.

57%

of UK consumers like to do something "a bit unconventional" on their holidays.

*Base: 1,832 internet users aged 18+ who have taken a holiday in the last 12 months; 2,000 internet users aged 16+*



"My Instagram is cooler than yours"

40%

of UK adults like to post stories/pictures of their holidays on social media

Consumers' online persona is shaped by what they post on social media.

Young people are especially likely to want to show-off about their travels, with **61%** of 16-24-year-olds posting content about their holidays.



## Attractions of Lesser-Known Cities

40%

are more interested in visiting less well-known cities abroad than major cities (eg Paris, Barcelona etc)

Major cities are still a big draw, but there is also large interest in visiting less well-known cities.

The majority of UK holidaymakers aged 16-34 likes to be the first among my friends/family to 'discover' new city break destinations.

Base: 2,000 internet users aged 16+

Source: Lightspeed/Mintel

MINTEL

Read on [mintel.com](https://www.mintel.com)

# The Rise of Second Cities

Airbnb bookings to lesser-known destinations are rising fast.

BOURNEMOUTH, UK

**+353%**

DE NANG, VIETNAM

**+255%**

BILBAO, SPAIN

**+234%**

## TripAdvisor reports huge rise in cultural experiences

Between January and July 2018 TripAdvisor saw a huge year-on-year rise in cultural experience bookings.

SAMURAI EXPERIENCE  
KYOTO, JAPAN

**+1,147%**

MARKETS AND WALKING FOOD  
TOUR, BUCHAREST

**+363%**

RAINFOREST CHOCOLATE TOUR,  
COSTA RICA

**+234%**

## Going Beyond the Northern Lights



# Silfra Tour Named One of The World's Top Experiences



## Top 25 Experiences — World

UNITED KINGDOM & CHANNEL ISLANDS WORLD REGIONS

EXPAND LIST

### 4 Snorkeling Silfra Tour with Pick up Reykjavik, Iceland



*"Where else in this world"*

Shop for a place to stay

- 53 Hotels
- 105 B&B and Inns
- 254 Holiday Rentals

MORE



3 of 25



5 of 25

Inspirational Travel

# The Most Unique Experiences in Akureyri, Iceland



## Culture Trip's “Unmissable Experiences”



## Live Like a Local

Experience holidays don't have to offer anything too radical.

Some consumers simply want to experience places in the same way locals do.

**46%**

of UK holidaymakers are interested in activities that involve meeting locals in holiday destinations (eg home-cooked meal with a family)



## Azamara Club Cruises launched its City Stays program in collaboration with Cox & Kings

**Singapore** – local food critic as a guide, private visits with local artisans (eg a fifth-generation baker).

**Barcelona** – gourmet picnic lunch in the park with a Spanish family, join a local wine connoisseur.

**Venice** – private gondolier training, cooking class where food bought earlier at the market is prepared.



## Transformative Travel

The next step on from experiential travel is transformative travel, where consumers look for holidays that promote self-improvement, and ones that offer a deeper connection to culture and nature.

Consumers also recognise the impact that travel can have on the environment and many are now seeking out ways to holiday more responsibly, whether that be through volunteering or using eco-friendly operators.

71%

of US holidaymakers say they their travel experiences have helped to shape them as a person

## **Opportunities for Travel Brands**

Brands that give access to "unconventional" destinations and activities will appeal.

Historical, cultural and cuisine-based activities will generate interest.

Encourage interaction between tourists and locals.



# THE DIGITAL DILEMMA

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## Positives of Technology

**56%**

of Americans say technology brings them closer to others

**39%**

of US consumers say new technology helps them to change their behaviour

**48%**

of UK consumers agree that smart home devices will make our lives easier

## Wild Gaming

Wild Gaming is an adventure app that helps visitors explore the city of Lyon through an escape game.



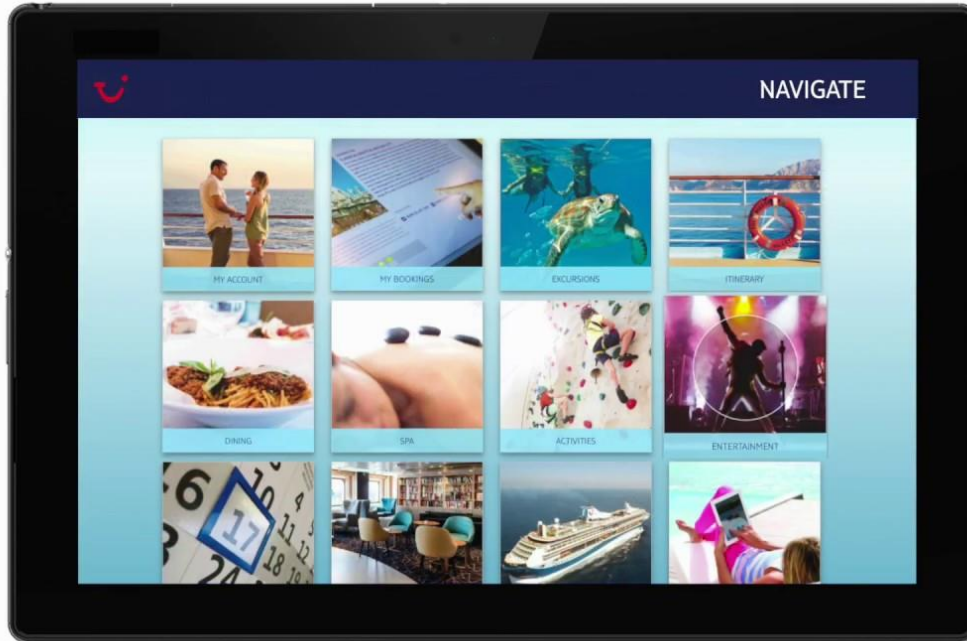
## Get to the Gate

**Gatwick Airport has installed “wayfinding” technology that utilises beacons as well as augmented reality to help people navigate the airport more efficiently.**



# TUI Introduces In-Flight Streaming Service

TUI's Navigate app allows passengers to stream box sets and book excursions using their own devices.







## Desire to Disconnect

81%

of US consumers agree it is important to occasionally disconnect from technology

33%

of Chinese consumers aged 20-49 agree they'd like to see everyone off their phones when socialising

28%

of UK social media users say they have cut down on their usage

## Addressing Smartphone Addiction

Apple and Google have launched features to allow smartphone users to limit their screen time.



## Holidays Provide an Escape

**58%**

of UK consumers like to escape technology when on holiday.

**75%**

of UK consumers say that holidays are about rest and relaxation.

**33%**

of luxury travellers reduced the amount of time they spent using technology on their most expensive holiday.

## Slow Cabins

**Belgian start-up Slow Cabins is offering off-grid holidays at locations kept secret until bookings are confirmed.**



## Having a Bubble

**Finn Lough has installed seven transparent bubble domes in an Irish woodland that let guests sleep under the stars.**



## Silent Bali

To commemorate the Hindu Day of Silence, Bali switched off internet access across the island.



## Live Like a Nomad

**'Nomadic Tourism' is being proposed in West Java as a way for visitors to escape to nature and tune out from daily life.**





## Opportunities for Travel Brands

Mobile apps that help to make travelling easier, more fun or stress-free will still be favoured.

However by promoting “analogue experiences” brands can appeal to those who want to switch off.

Instead of banning tech, operators should help consumers to escape from day-to-day life.

# TAILOR-MADE TRAVEL

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# Data Backlash

52%

of UK adults don't feel confident they know how much personal data they are sharing online

71%

avoid creating new accounts with companies to limit the amount of information they share

54%

of US consumers are not willing to sacrifice privacy for access to online services

## Consumers Expect Customisation

**56%**

of loyalty scheme members would like offers to be more personalised.

**51%**

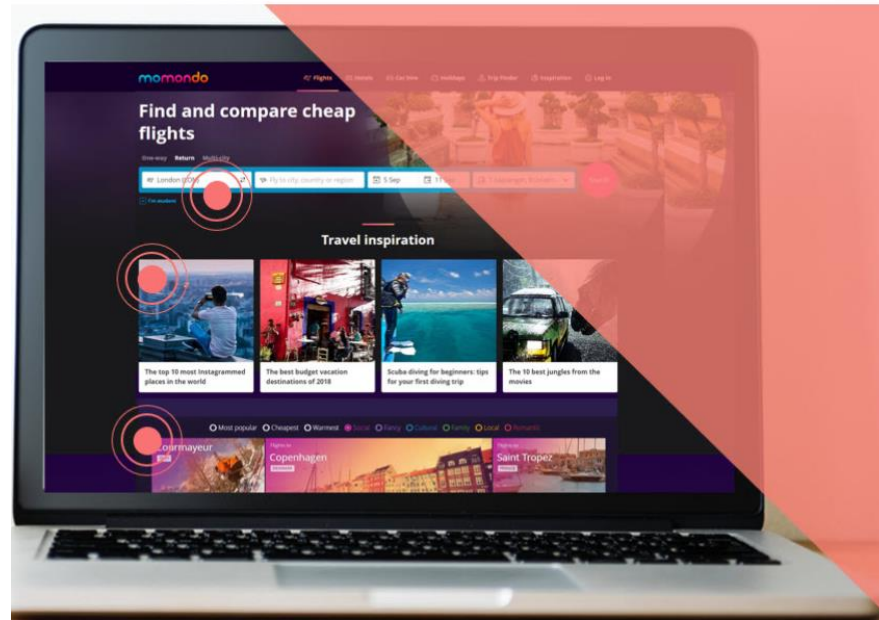
of current account holders would like to receive rewards and discounts that are personal to them.

**58%**

of consumers use or are interested in using services that allow them to personalise beauty and grooming products.

# Xarista is a tech company that empowers brands to offer relevant information to visitors from their first visit to a website

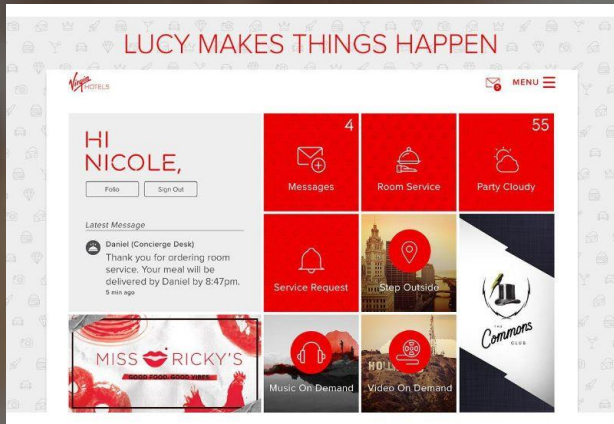
The start-up aims to help consumers find what they are looking for faster, while they remain in control of their personal data.



## Hotels and Personalisation

'Lucy' is a mobile app allows guests to do things like adjust the temperature in their room, stream content on hotel TVs and make external dining reservations.

Virgin Hotels has also launched 'The Know' – a program that enables guests to choose what they'd like in their mini bar, discuss allergies, and even select a cocktail that will be waiting on arrival.



Base: 2,000 internet users aged 16+

# 46%

of UK consumers would share personal preferences with hotels in exchange for deals/loyalty points



## KAYAK partners with Quicket.io to show in-flight services

Since September 2018, KAYAK has included in-flight amenities (ie whether the airplane has wi-fi and/or power outlets on-board) in search results for flights.

FastFly

**FASTFLY**

SFO **1:42 pm**  
San Francisco

5h 27m  
**Nonstop**

**10:09 pm JFK**  
John F Kennedy Intl

**\$132**  
KAYAK

[View Deal](#)

**Depart** SFO - JFK

**Fri, Nov 9** **1:42 pm — 10:09 pm**  
San Francisco - New York - **5 seats remain**  
FastFly · Narrow-Body Jet · Airbus A318/319/320/321

- Wi-Fi available
- Live TV Available
- USB and AC Power
- Legroom 33", Width 18", Recline 3"

# Meraki Travel offers tailor-made holidays online

Meraki's website allows consumers to create their own experiences online.

**ITINERARY SUMMARY** from 8 nights

You can visit China all year round but spring and autumn are best for perfect temperatures and less crowds.

Transporting you to all of China's big city hitters, our Classic Itinerary will see you taking in the ancient icons of Beijing and Xian - think the Great Wall of China, the Forbidden City and the Terracotta Army - before soaking in Shanghai's modern swagger.

**BUILD YOUR ADVENTURE**  
INDEPENDENT TOURING WITH EVERYTHING INCLUDED! USE THE MAP OR THE BUTTONS BELOW TO CUSTOMISE YOUR TRIP. ADDING EXTRA NIGHTS AND EXTRA LOCATIONS.

**TAILOR MY ITINERARY**

Scenery  Himalayas  
 Pandas  Hong Kong

**ACCOMMODATION LEVEL**

**EXPERIENCE PACKS**

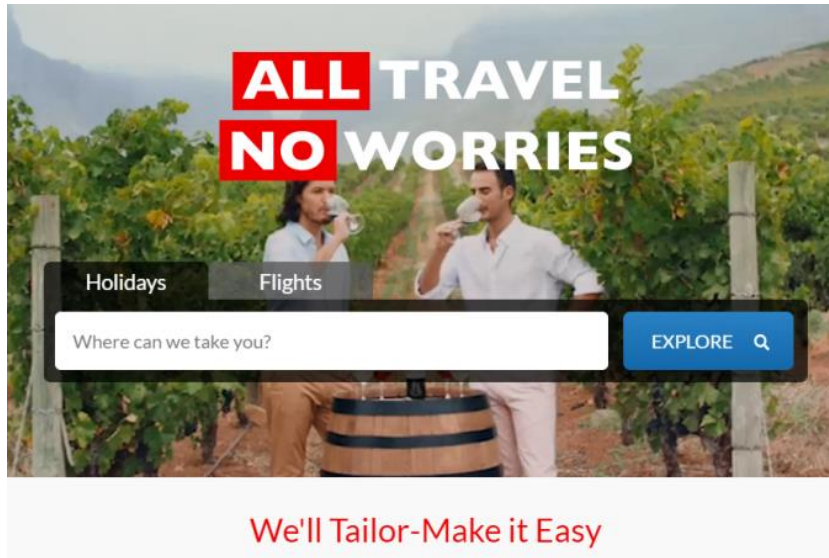
**PACE**  
 Standard  Relaxed 8 nights

**GUIDE PRICE**  
£1953.04 **ENTER YOUR DATES**

**Need Help?**  
Click here and start chatting with us!



# Flight Centre Tailor-Make it Easy




 **Matt Bennett**  
1 review



3 hours ago

## Great experience with Flight Centre and their Imogen Altmann

What a fantastic experience I have just had with Flight Centre. I've spent my life booking directly with airlines, spending hours on the internet searching for the cheapest flights, which saps the energy and dampens the spring of any Tigger looking for a holiday. But then in a time starved moment I tried Flight Centre, connecting directly with one of their managers Imogen Altmann who kindly, efficiently and rather brilliantly sorted me out, offering the sort of personalised service I needed, effortlessly navigating the airlines and hire car companies leaving me energised for the journey ahead. I can't recommend them (or Imogen) enough. Give them a whirl.

 **Joanna Craig**  
1 review



14 hours ago

## I wanted to provide feedback for Rachel...amazing service x

I wanted to provide feedback for Rachel at the Flight Centre as the service we received was outstanding. We had already been speaking with other travel agents who indicated that we could not achieve what we wanted for the price we wanted but Rachel took the time to research many different options and presented us with sensible alternatives to our initial request. We have ended up with a 5 star hotel, within budget and flying straight through with BA to Las Vegas and all with 0 stress or hassle. Rachel has gone the extra mile to cater to our needs and restrictions we had with dates , nothing was a problem for Rachel and we would highly recommend her and the flight centre for future travels J

## Personalised Packages

59%

of Millennials would pay extra for a package holiday that was tailor-made to their personal preferences.

Millennials are just as privacy-conscious as older generations but they are also more willing to share their data in exchange for benefits.

Packaged holidays that are tailored to peoples' preferences can broaden the appeal of packages among younger consumers.

We've also seen scope for packages that are tailored to suit particular culinary tastes, hobbies and interests, suggesting room for specialisation here.

## **Opportunities for Travel Brands**

Consumers are privacy conscious but they still want customisation.

Brands can allow people to specify their wants and needs without sharing data.

Package holiday operators can broaden their appeal by offering greater customisation.

# P2P TRAVEL

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# Airbnb Moves into Luxury Peer-to-Peer

43%

of UK luxury travellers think it's possible to have a luxury experience in an Airbnb

Despite its rapid rise most consumers would still rather stay in a hotel than an Airbnb.

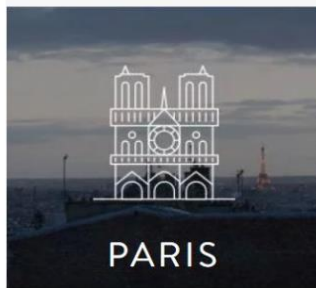
The company has announced two new services to boost its appeal among high end consumers.

Airbnb Plus - properties inspected in person, 100+ point checklist, rating of 4.8 out of 5

Beyond by Airbnb - acquired Luxury Retreats in 2017. Focus on "custom-designed trips".

# Eat With Me

**EatWith.com puts diners in touch with local chefs to allow them to offer seats at dinner parties, cooking classes and foodie tours.□**



## Peer-to-Peer Car Rental

**Travellers flying from Gatwick can rent out their vehicle whilst on holiday, earning themselves up to £160 a week.**



## Uber of the Skies

**Wingly is a flight-sharing website that puts passengers in touch with fully licensed private pilots.**





# Cool Cousin

Cool Cousin gives travellers personalised recommendations from locals, whilst rewarding locals with digital currency.

## BETTER EXPERIENCES, ZERO FRUSTRATION

**Chiwali**  
Indian Fusion

Just go there, it's a beautiful Indian...

**Ola, 25**  
Freelance Writer & Photographer

SEE OLA'S CITY GUIDE FOR BARCELONE >

ABOUT OLA AND HER CITY GUIDE

Foodie Artsy

Bottom floor is all local designers, top floor is reasonably prices vintage and second-hand items. Hard to leave this place empty handed!

**onituraya**

reat ramen place, just next to the...

Barcelona is possibly the best city in Europe. Don't stress yourself out, you won't see it all in one go, but you'll most definitely be back.

## **Opportunities for Travel Brands**

Brands have the opportunity to connect individuals who have something to offer.

P2P marketplaces can help travel brands to expand or stand out.

Brands can establish their own network of exclusive experts.

# HUNGRY FOR ADVICE

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## Power of Online Sources

68%

of Chinese tourists consult travel guides on websites when choosing an overseas destination

31%

of US holidaymakers use online review sites for inspiration

61%

of UK holidaymakers say online customer reviews were important in selecting their destination

*Base: 2,872 Chinese internet users aged 20-49 who plan to travel abroad; 1,440 US internet users aged 18+ who have planned a vacation in the past 12 months; 1,645 UK internet users aged 16+ who have been on holiday in the past 12 months*



## Plenty of Inspiration



**INSPIRED BY ICELAND**



## Life Hacks



### Iceland on a Budget | 7 Affordable Days of Adventure

Text by: Richard Chapman

Guide to Iceland

# How to do Iceland on a budget

Iceland on a Budget: 10 ways to save on your trip of a lifetime

**HOW TO ENJOY ICELAND ON A BUDGET:  
TIPS, TRICKS AND FREE THINGS TO DO**

How to have a budget break in Iceland

# The Revival of The Travel Agent

**31%**

of consumers trust the quality of a holiday more from a travel agent compared to online.

**21%**

would be willing to pay an expert an annual fee to help them plan and book all their holidays.

**27%**

of UK adults would be interested in using a travel agent for a specific type of holiday (eg cruise, adventure).

## Millennials Most Receptive

**38%**

of Millennials trust the quality of a holiday more from a travel agent compared to online.

**38%**

of Millennials would be willing to pay an expert an annual fee to help them plan and book all their holidays.

**33%**

of Millennials would be interested in using a travel agent for a specific type of holiday (eg cruise, adventure).



## Luxury Travellers Seek Advice

Just over a third of holidaymakers like to get expert advice and this rises to 47% among luxury travellers.

Millennial luxury travellers even more likely to seek advice - good news for specialist tour operators and high street travel agents based in cities.

**35%**

of consumers like to get specialist/expert advice when they book holidays.

## Highlighting Specialist Knowledge

Scott Dunn  
EXCEPTIONAL TRAVEL

OUR SKI SPECIALISTS

KUONI



CALL: 0800 144 8172

CALL US TODAY FROM 09:00 TILL 20:00

FIND A CRUISE EXPERT



## Opportunities for Travel Brands

Expert advice is still high in demand, brands with high satisfaction scores should shout about this.

Brands should emphasise areas of specialist knowledge.

Young people want brands to provide personalised expert advice from real people.

# GOING GREEN

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## A Major Concern For Consumers

Young people are even more likely to have good intentions regarding the environment, with 82% of 16-24s saying they would like to do more to minimise their impact whilst travelling.



**74%**

of UK holidaymakers would like to do more to minimise their impact on the environment whilst travelling.

# Majority of consumers would like to see more travel companies reducing plastic waste

Proportion of UK adults who think travel companies should put more effort into reducing:



*Base: 2,000 internet users aged 16+*

*Source: Lightspeed/Mintel*



*Read on [mintel.com](https://www.mintel.com)*

# Thomas Cook's #noplacementforplastic campaign

Part of the campaign is a pilot in which travellers' waste such as plastic inflatables is being turned into bags and holiday accessories with the help of designers Wyatt and Jack.

## Pledge 1



Removed 70 million single use plastic items from across the business at home, on the journey and on holiday.

## Pledge 2



Where possible substituted disposable items with those made from recycled plastic, biodegradable or compostable options.

## Pledge 3



Ensured when plastic is used it is recycled, where the facilities exist and to improve recycling and waste capabilities across our destinations.

## Pledge 4



Used our size to influence our customers, employees, suppliers and the wider travel industry to raise awareness on this issue.

## Flying Shame

46%

of UK holidaymakers aged 16-34 say concerns over their carbon footprint have made them take into account how far away their holiday destination is

66%

Of 16-34s think airlines should prioritise investment into alternative fuels

48%

Of 16-34s feel ashamed when they fly to destinations that can be reached via more sustainable transport methods

**Base:** 578 internet users aged 16-34 who travelled by air; 1,112 internet users aged 16+ who travelled by air in the last 12 months; 1,714 internet users aged 16+ who have been on holiday in the last 2 years or are taking/intend to take a holiday in the next 12 months

**Source:** Lightspeed/Mintel



Read on [mintel.com](https://www.mintel.com)



## Hurtigruten plans to use dead fish as fuel for its cruise ships

Expedition cruise line Hurtigruten has high ambitions when it comes to sustainable sailing. It intends to operate at least six of its ships on a combination of biogas made from organic waste, LNG, and battery packs by 2021.



## German Rail: No Need to Fly



## British Airways foresees experiential flights in the form of slow air cruises in the future



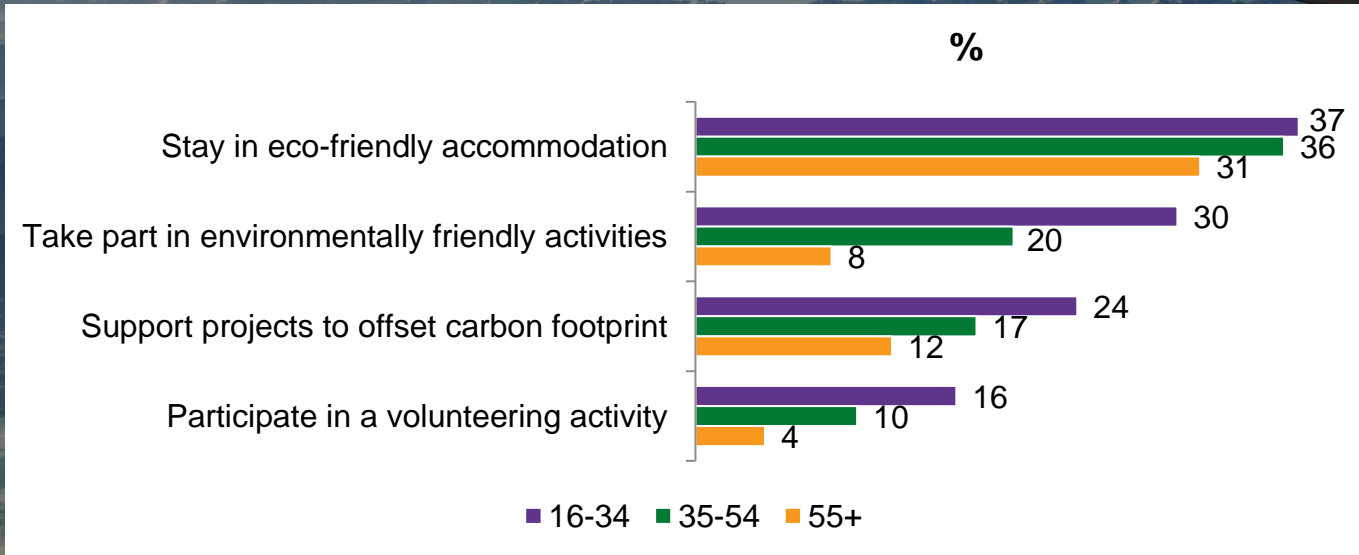
## Travellers are also eager to help destinations deal with the impact of tourism

The Faroe Islands were closed for tourists in the last weekend of April 2019, but open for travellers who want to help local people preserve the islands.



## Young people most likely to 'go green'

*"Which of the following would you be most likely to do in order to make a positive contribution to the environment/destination whilst travelling?"*



Base: 1,759 internet users aged 16+ who have been on holiday in the last 5 years

Source: Lightspeed/Mintel

Read on [mintel.com](http://mintel.com)

## **Opportunities for Travel Brands**

Travel brands should highlight efforts to reduce waste/pollution.

Eco-friendly accommodation, activities, and modes of transport will be favoured.

Tourism organisations should give travellers a chance to offset their footprint.

## Key Takeaways

1

Experience-focused messaging will appeal, whether it be promoting unconventional activities or analogue getaways.

2

Customisation can help travel brands to cater to a demanding Millennial audience.

3

Brands making a clear effort to promote sustainable travel will resonate with holidaymakers of the future.

**Thank you. Get in touch**



**Paul Davies**

Category Director EMEA - Leisure, Foodservice, Travel and B2B Research

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BUSINESSES  
TO GROW**

