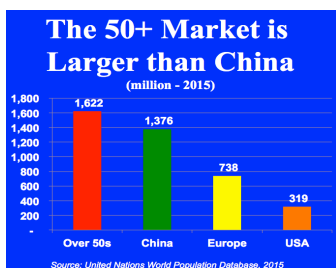


# Top Ten Trends in Travel & Tourism Trends for 2016

## Strategic Information for the Travel and Tourism Industry

### 1. The MOCAS are coming!



They're over 50, demanding and willing to spend, spend, spend. They are the MOCAS – Men Of A Certain Age. MOCAS, a term coined by *Tourism Intelligence International*, are bored with life and looking for new adventures – be it love, career, new gadgets or travel to exotic places. MOCAS form part of a demographic segment that the travel and tourism industry cannot ignore. At the 2015 World Travel Market in London, *Tourism Intelligence International* revealed that, at 1.6 billion individuals compared to China's population of 1.3 billion, the Over 50s market is extremely critical for the up-coming year. Consider also that men account for 47% of the Over 50s market segment. And while women are more significant in terms of numbers, these men are creating waves. MOCAS are doing things they haven't done before. For example, they are more health and beauty conscious and are even taking up spa and grooming treatments while on holiday.

*Tourism Intelligence International's* "Most Lucrative Over 50s Market Index 2015," shows that the top geographic markets to consider for the Over 50s segment are the United States, China, Germany, Russia and the United Kingdom. In the USA, 12,500 persons turn 50 every day.

### 2. Multigenerational Travel Heating Up



**40% of  
leisure  
travel**

One of the hottest trends in travel and tourism for 2016 will be multigenerational travel. It presents a significant opportunity for those who understand how the trend will shape the industry and then take action to leverage it. The numbers are impressive. Forty percent of all active leisure travellers have taken at least one multigenerational trip (defined as a trip of parties in three or more generations) during the previous 12 months, according to *Preferred Hotel Group*. With nearly 21 million household/travellers in the U.S. alone, this market is heating things up.

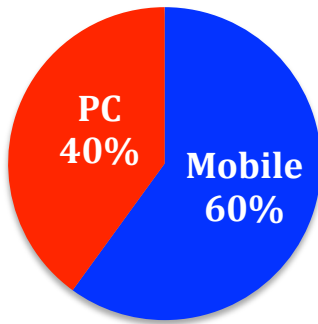
While grandparents are funding the trips, it's the millennial generation making 77% of the destination and 65% of activity decisions because they do all the research and use social media as a tool in that process. Social media exerts more influence than ever because the millennials do 70% of their research that way.

### 3. Interacting with Reality – the *Periscope* is up



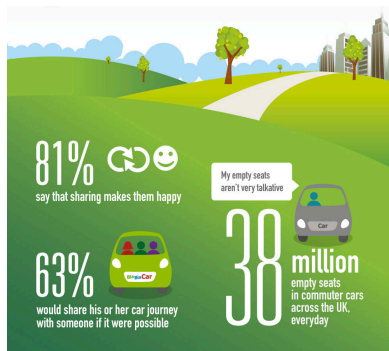
The social media landscape is not just about pictures and videos anymore. People want live interaction with each other. They want to see, hear and feel the experiences of their peers in real time. *Periscope*, Twitter's standalone app for live-streaming video, is an answer to this growing trend. *Periscope* has nearly 2 million active daily users watching 40 years of broadcasts a day and boasts over 10 million registered user since the app was launched in March 2015. This new app will revolutionise travel and tourism in 2016.

## 4. Is the Desktop on its Deathbed?



It's no longer a question of if mobile will become significant for competitiveness. Mobile is already the main place consumers spend their time – 60% of consumers' time spent online is via a mobile device, according to *ComScore*. We're now past the mobile tipping point. Of Facebook's 1.5 billion users, nearly 900 million access the social network through their mobile device. And according to *Yahoo*, 67% of their subscribers state that their smartphone has replaced their PC. In 2016, as the mobile edges out the PC, the travel and tourism industry will need to take mobile more seriously in order to grow their competitiveness.

## 5. The Sharing Economy is Disrupting the Industry



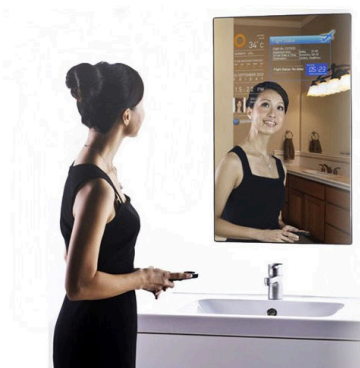
Imagine this: Your whole holiday thanks to the sharing economy. A few years, even months, ago the thought would have sounded bizarre, possibly a little risky. But now, through various websites you can experience a holiday provided entirely by your peers. Transport? Use BlaBlaCar's inter-city ride sharing. A place to stay? Check Airbnb's room-sharing. Something to do at the destination? Contact local guides on Trip4real. And somewhere to keep your dog whilst you're away? That'll be BorrowMyDoggy. What's extra special is that it's all offered by normal people taking advantage of underutilized assets, to the huge benefit of tourism. Never before has travel been so personal and hands on. The exact opposite of the traditional tourism formula where only the big hotels and tour operators reaped the rewards. Since the 1980s, *Tourism Intelligence International* has been predicting precisely this kind of 'new tourism' and new distribution vehicles, marking the demise of rigid and standardised mass tourism models.

## 6. China to Reach 130 Million Travellers in 2016



*Tourism Intelligence International* predicts that China's outbound travel will reach 130 million trips in 2016. Already, the first half of 2015 has seen nearly 62 million Chinese travelling abroad – growth of 12.5% over the first half of 2014, according to *China Tourism Research Institute*. China, currently the largest outbound travel market, had 107 million trips in 2014. The potential for Chinese travel abroad is immense considering that today, just 5% of the population has a passport. The top growth destinations for China will be cities. New York, Los Angeles and Tokyo will experience the most growth in this market, according to *Tourism Economics*.

## 7. Gimmicks, Gadgets & Gizmos



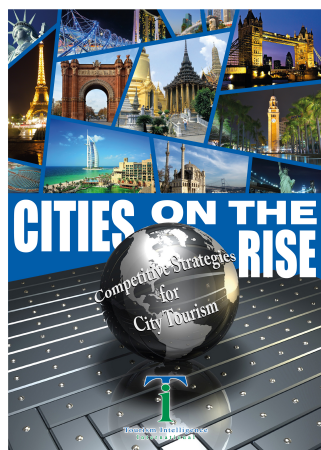
We've grown used to people connecting to people via social media. And we're now getting accustomed to the Internet of Things (IoT). With sensors, code and infrastructure, virtually any object (predicted to reach 40 billion by 2020) – from a car, to a cat, to a coffee cup – can become networked. What will be key in 2016 is how people and things interact. There are already optimists who see far-reaching implications. They describe a magical realm of "enchanted objects", where our possessions gently anticipate our every need. Imagine getting a reminder through your mirror about your upcoming trip or a message on your suitcase telling you it's time to head to the airport. This could become a marketer's dream where they can push advertising to consumers through everyday devices.

## 8. Work Less, Play More



While still significantly small, there is a growing number of American companies that offer their employees unlimited paid vacation. *Tourism Intelligence International* has always been an advocate of increasing the average number of paid vacation days. More paid leave, means more Americans will travel and spend more, which will positively impact many developing regions, such as the Caribbean. It also means less need for Aid. This trend is seen particularly among the startup community. If you're looking for a workplace that gives you enough time off to take that two-week trip to Bali, companies such as Factual, Sailthru, Pocket, Umbel and ZestFinance are the ones to target. Among the big guns are General Electric and the Virgin Group that are causing a stir and attracting talent by the numbers by offering unlimited holidays.

## 9. Secondary Cities on the Rise



Demand for 'Hipster Holidays' is opening up tourism opportunities in secondary cities that were once undesirable but are now considered trendy. The movement is changing the landscape of the traditional city break, with more visitors wanting to explore areas outside the mainstream. Many cities are encouraging the boom, as it diversifies urban attractions and helps to avoid the growing problem of overcrowded city centres. The main drivers of this trend are the hip Creative Class of travellers. Richard Florida's Creative Class is made up of knowledge workers, intellectuals and various types of artists and 'hipsters'. *Tourism Intelligence International's* publication entitled, "*Cities on the Rise – Competitive Strategies for City Tourism*", shows that this group is an ascendant economic force that will drive the demand for off-the-beaten-track city tourism in their quest for an urban atmosphere of tolerance and creativity.



## 10. Travel will Get More Personal in 2016

Using Big Data and mobile technology, travel is being transformed by the introduction of personalised services that suggest richer and more enjoyable experiences suited to a traveller's individual preferences, according to the *World Travel Market 2015 Trends Report*. For example, the *TripAdvisor* Apple Watch app can send a push notification at lunchtime with information about the highest-rated restaurant nearby. The next step will be tailoring the service to travellers' personal tastes, e.g meals for organic vegan MOCAS. *Google Now* is aiming to proactively bring consumers information before they ask, based on their past behaviour, with geo-localisation keeping suggestions locally relevant.

Headed by Dr. Auliana Poon, Tourism Intelligence International is a highly respected consultancy serving government and private sector clients in both established and emerging economies around the world. We enjoy a worldwide reputation for the quality of our research, analysis, advice and strategic planning.

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