

# TOURISM TRENDS & TACTICS FOR '09



Strategies for Resonating with Today's Consumer

**NOTES**

## BY THE NUMBERS

- 74% of consumers say experience is more important than a luxurious lifestyle
- 61% of consumers plan to visit a beach destination in 2009
- 70% of consumers have traveled for the purpose of celebrating an event
- 50% of consumers say they'd like to go on a cruise in the next three years
- 81% of consumers say they want to try something new and different this year
- 75% of consumers want to travel closer to home this year
- 79% want to spend quality time with family and friends
- 37% of adults vacationed with children last year
- 26% of adults vacationed solo last year
- 68% of adults vacationed with a spouse or significant other
- 27% of consumers base at least part of their destination decision on the food they'll find
- 15 days is now the average trip planning window
- 56% of travelers say their exclusive source of travel information is the internet
- 51% booked all or part of their travel on the internet last year
- 81% of those purchasing hotel stays say they are motivated by pictures more than price
- 50% of convention attendees add extra time for leisure on the front or back end of their trip
- 72% of attendees have brought a family member along on a trip
- 1.3%: The decline expected in Leisure Travel in 2009
- 47% of consumers would consider paying more for a green alternative

# THOUGHTS

- Girlfriend Getaways, Mancations and Culinary Tourism are becoming hot markets
- Marriage Tourism is growing fast (and the average wedding now costs \$30,000)
- Smart hotels are eliminating traditional revenue generators such as phone and internet charges and mini-bars in favor of creating an atmosphere in which the guest is happy to spend money
- Your website is a great tool for providing virtual site inspections
- Testimonials are more important than ever before
- Monitor Travel Review sites regularly to see what consumers are saying about you
- e-Newsletters are the most effective, low-cost way to stay connected to the consumer
- YouTube offers your video to more potential viewers than your site ever could
- Consider Social Networks (MySpace, Facebook and others) to broaden your reach
- Blogs, Podcasts and Video Podcasts are the next communications frontier

## BLOGS

Provides an Opportunity for Interaction

It provides the Opportunity to Suggest Options and Experiences

The best Blogs contain a touch of attitude / personality

## AUDIO PODCASTS

As a Promotional Tool

As a Walking/Driving Tour

As a Communication Tool to Staff / Stakeholders

It's Easier than Reading

## VIDEO PODCASTS

Doesn't need to cost a lot to be effective

Humor beats Serious everytime

Short-form Videos can go Viral

*Data Sources: The Yankelovich Travel Monitor, the Travel Industry Association of America, American Express, TripAdvisor, the International Culinary Tourism Association, Randall Travel Marketing, Jupiter Research, ExactTarget, Zeitgeist Consulting*



Bill Geist  
Zeitgeist Consulting  
608.836.8876  
bill@billgeist.com  
subscribe to bill's blog at  
[www.billgeist.typepad.com](http://www.billgeist.typepad.com)

