

Top international travel marketing trends for 2014

A Forecast Report from the Pangaea International Network



pangaeanetwork





Six international travel marketing trends for 2014

1 More integrated marketing campaigns

The term 'integrated marketing communication' is reported to have been coined by the American Association of Advertising Agencies in 1989, to define how consistent brand messaging can be used across multiple marketing channels such as advertising, public relations and social media. An integrated marketing campaign uses the strength of each marketing channel to achieve greater impact than each could achieve alone.

The old 'marketing silos' of advertising, search, direct marketing and digital have been exploded

by the need for integrated communication in an online world and each discipline now needs to consider all others to drive maximum impact.

Below is an example of a great integrated marketing campaign that travel brands can learn from.

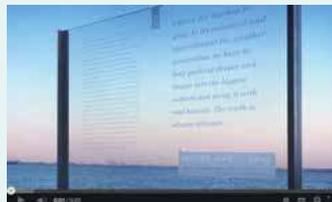
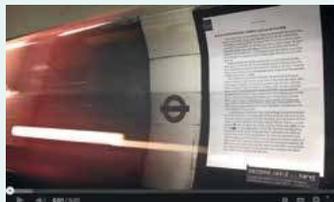
So get all your agencies and marketing disciplines together. Don't keep one great idea in one marketing silo. Make sure all areas are working together to harness your messaging in appropriate platforms and marketing skills.

Integrated marketing in action

The search engine Bing – wanted to raise awareness of its search and map service and reach a younger audience. They decided to work with rapper Jay-Z who was shortly to launch an autobiography called Decode. Bing reviewed each page of the story and then placed a copy of that page in a place that was relevant to Jay-Z's story. In some cases the page was banner advertising, in others it was built into the fabric of the city – written onto the bottom of a hotel pool or on the inside of a bespoke Gucci jacket. Bing released clues about new pages every day over one month

pointing social media to its search and map functionality to help people find clues. PR was used to highlight the story and engage bloggers and media. Advertising was placed to encourage fans to try to create their version of the book before it was officially released. Results? Bing's traffic increased by 11% and hit the top ten sites in the world for the first time. Jay-Z's book hit the bestseller list and his Facebook fans increased by a million.

Not every organisation has a Jay-Z to work with but the idea of iconic placements around a destination matched with integrated marketing could work for many travel brands.



2 More travel content marketing campaigns

Forbe's columnist Jason de Mers rather wistfully predicts that 2014 will be the year that organisations will actually be able to define content marketing and that the new top marketing job of the future will be content marketing.

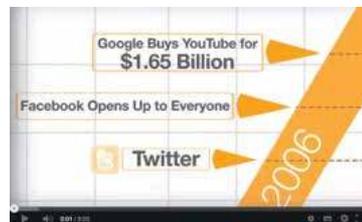
So what is it? Sophisticated consumers skipping television advertising and online banners are harder to reach than ever before. So content marketing describes ways that companies can create consistent, interesting material across their channels to attract their customers' attention. This isn't new. It's been an integral part of marketing and integrated marketing campaigns for many years but what's new is the way that content is now becoming the first priority and marketing platforms and campaigns then follow.

Content Marketing – Elevator Pitch traditional marketing and advertising is telling the world you're a rock star. Content marketing is showing the world that you are one. Source @Robert Rose

Content Marketing – For practitioners content marketing is about delivering the content your audience is seeking in all the places they are searching for it. It is the effective combination of created, curated and syndicated content. Source @BrennerMichael

Content Marketing is the process of developing and sharing relevant, valuable, and engaging content to your target audience with the goal of acquiring new customers or increasing business from existing customers. Source @amandamaks

Content Marketing – For Non-Believers Your customers don't care about you, your products, your services...they care about themselves, their wants and their needs. Content marketing is about creating interesting information your customers are passionate about so they actually pay attention to you. Source @RobYoegel



Above are stills from Content Marketing World's historic snapshot. We rather liked some of these definitions gathered by Jo Pulizzi who founded the Content Marketing Institute in 2011.



Travel content marketing in action

St. Vincent and the Grenadines Tourism Authority (SVGTA) is a small country of 32 islands and cays in the Caribbean. The challenge was to stand out and give people a compelling reason to take a longer trip and spend more on their holiday. Ultimately the objective was to increase enquiries for holidays in SVG and get the destination “being talked about and on the map”.

Content driven solution

We focussed on one of the key points of difference (the islands are very laid back – the antithesis of high-tech, sophisticated, bling hotels) and created a digital detox (branded as de-tech) holiday to deal with the modern day “addiction” to gadgets and technology. The four Pangaea agencies working with SVGTA around the globe (Four bgb, Spring O'Brien, Indigo, ALGO) worked together to conceptualize and create the “Digital Detox” campaign and create a strategy to best promote it in their markets.

We conducted consumer research amongst 1000 people looking at dependence on technology. (77% thought they'd be a nicer person and have better relationships if they used their technology less.) We commissioned a lifecoach to write a guide to “de-teching” your life, which was distributed through our tour operator partners and downloadable from the SVGTA's website and Facebook page.

We approached tour operators to package up the de-tech holiday on SVG. We also produced a video news release featuring the research, consumer voxpops, an interview with the lifecoach and stunning destination footage, distributed press releases to a wide array of media around the globe, conducted down-the-line radio interviews with the lifecoach, put out a challenge to media to live without their technology for five days and conducted a ‘Digital Detox’ press trip, created a conversation on Facebook and Twitter and promoted the holiday to 1,000 SVG trained travel agents and 85,000 consumers on the tour operator's database.

Results

The campaign won a gold standard award for ‘Best PR Strategic Campaign’ at the Travel Marketing Awards 2013. To date we have secured coverage in over 120 major media outlets globally including mashable.com, msnbc.com, Travel Weekly, Forbes.com, TravelandLeisure.com, Toronto Star, National Post, Mail Online, The Sunday Post, etc. This campaign has collectively generated 50+ million media impressions. We saw a 66% increase in hits on the SVGTA's website (compared to the same period last year) and 9,241 hits on the tour operator's website in the 24 days post launch with an average dwell time of 3.04 minutes on the SVG/detech page.

3 Increase in blogger content campaigns

Bloggers are the ultimate content creators. They are personal opinionated voices with a view on specialist subjects as diverse as train travel, food, families, fashion, culture and travel. They are also highly connected to their followers, creating engaging information, ideas and materials.

Over the past four years the rise of professional bloggers means there is a new independent breed of businesses that travel organisations can also do business with.

Many travel organisations have supported bloggers with accommodation or travel in return for credits and exposure in blogs and social media accounts. But the new trend is to work commercially with bloggers, paying them a daily rate to work on campaigns that have more impact and – to complement integrated and content marketing campaigns.

Individual bloggers can be approached for sponsorship campaigns, or consider working with some of the new blogger commercial groupings like iambassador or Navigate Media.

The challenge for travel organisations is to know how to identify, agree how to work with each blogger and review their work. We advise checking out bloggers' media packs which should be displayed online or sign up to the Professional Travel Bloggers Association which launched this year and has a very useful searchable database and key information on what each blogger will do. Nothing beats meeting, talking and getting to know bloggers so do check-out global blogger conferences like Travel Bloggers Unite or TBEX.

Blogger content campaign in action

The UK adventure tour operator Exodus developed an inspirational #feelmorealive campaign to connect with potential customers and to express the brand values of adventure and freedom. A microsite encouraging people to upload videos of themselves feeling more alive was launched and celebrated throughout 2014. To complement this campaign a group of bloggers was commissioned through Navigate Media to travel to different locations to tweet post and Instagram all their adventures using an Exodus #feelmorealive hashtag. They also grouped together to run an #adventuretravel Twitter chat sponsored by @exodus which trended on Twitter and has since become a monthly regular feature. The blogger activity alone in this campaign generated 8,000 website visits, more than 4,000 of those viewed trip details and 200 undertook trip searches. Three quarters of the traffic generated was new to Exodus.



4 YouTube will become the world's new 'television' channel

YouTube was born on 14 February 2005 and was bought by Google in 2006. In March this year the number of users visiting the channel worldwide hit one billion every month. Over one hundred hours of video are uploaded every minute.

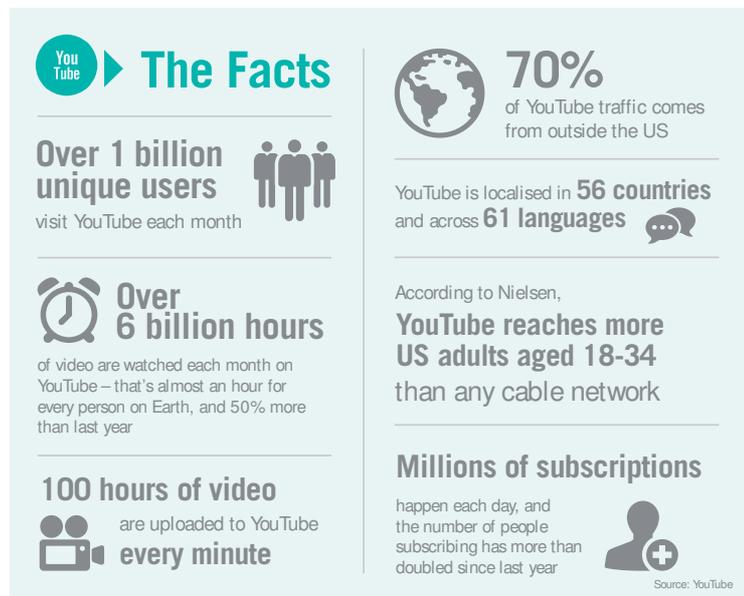
YouTube's mantra is 'broadcast yourself' and while some people consider it the home of quirky videos of kittens and dancing pop stars, there is a serious growth in programmes being created just for YouTube.

Brands themselves are largely just tipping their toes into the water of how YouTube can work in their integrated and content campaigns. There is still far too much advertising driven content on most brands' YouTube channels. Launching a new restaurant for example? You no longer just need put up an advert. Why not show a timelapse video of the build, interview the chef, video customers' first reactions to your wonderful new venue. Broadcast yourself.

And thousands of individuals are also doing just that. There has been a meteoric rise in the number of followers of 'YouTubers' – bloggers who are expressing their views and passions directly to their audience on video and making a share of money from driving large audiences to advertising around their blogs.

The highest earning YouTube stars are reputed to be earning more than a million dollars a year. Audiences are generally young, reflecting the youth of the platform, but this is likely to change as the channel continues to become a first port of call for much research.

As with print and online bloggers, spend time understanding what your customers are consuming on YouTube, get to know the YouTubers they are engaging with and explore ways to work with them commercially or in return for support advice and information.



A video campaign in action

The Melbourne Remote Control Tourist campaign, launched by Tourism Victoria in Australia, has been deemed a great success. This innovative concept allowed potential visitors to explore and experience Melbourne virtually, by directing people wearing helmet-mounted cameras around the city. Over the live activation days, from 9-13 October, four cyclists visited 321 businesses, travelled (rode or walked) 109 kilometres (68 miles), received 8,700 requests and recorded over 80 hours of unique Melbourne footage.

Tourism Victoria Chief Executive Leigh Harry said he was delighted with the global response to the Melbourne Remote Control Tourist initiative.

"This world-first tourism marketing campaign has attracted a global audience since it was launched on October 9. Primarily aimed at Sydney, Brisbane and New Zealand, the campaign has successfully reached a global audience with strong initial results," said Mr Harry.

"During the five live activation days people from over 158 countries and 3,888 cities checked out the website, attracting more than 103,000 hits and over 150,000 views of YouTube videos. The campaign has also received extensive international media coverage for its innovation and uniqueness which has helped further promote Melbourne as a desirable travel destination. Positive sentiment for the campaign in social media was also exceptionally high at around 96% with consumers tweeting comments about how much they liked the campaign and how much it made them want to visit Melbourne," he said.

A legacy of the initiative is the amazing array and original nature of the footage and images of Melbourne that have been captured during the live period. This will be used as part of the ongoing marketing activities to promote the city. Now that the five-day live period is complete, potential visitors can still see recorded highlights of the visits along with information on all of the featured destinations within Melbourne.

www.remotecomtroltourist.com



5 Mobile-first will become the new normal

It has been widely predicted that 2014 will be the year when mobile internet usage overtakes people accessing the internet from desktops.

We're connected online like never before.

More people have access to mobile phones than drinking water. A phone remains with people from the moment they wake up to the moment they go to sleep. On average a smart phone is looked at 150 times a day.

New brands like Hotel Tonight don't have a website at all. They are fully mobile and aimed at people on the move looking to book that day.

For established travel companies what opportunities are there in addition to ensuring websites are mobile enabled?

For years organisations have been tracking an increase in web-traffic coming from mobile but booking figures have been lower. The received wisdom was that mobile was used for research during the long-tail of search, but for travel purchases, travellers wanted to talk to their provider or agent or check online before making a decision.

Travel organisations could see enquiries coming from a mobile, tablet and desktop and tended to treat these as three separate enquiries when in reality it was one person, checking at different times in their purchase cycle on different platforms.

Two examples of brands that are starting to harness mobile:

Premier Inn – a mid-range hotel company launched a simple mobile app three years ago. At that time, no bookings were made via mobile. Three years later its app has been downloaded 2 million times and 30 per cent of all room bookings are coming from mobile devices.

Monarch Airlines – early this year this airline introduced a simple mobile app with the express aim of making it simple for customers to review and book flights from mobile and tablets using paypal. Mobile now already accounts for 30% of all web-traffic and 15% of direct bookings.



6 Search will become more human

Google was 15 years old this year and the teenage technology giant is continuing to innovate with the vision that search will one day become an artificial intelligence, responding to questions as a human might. In May 2013 Google launched the Quantum Artificial Lab with hardware from a quantum computing company and technical expertise from NASA.

At a recent international travel conference the head of a major tour operator said his vision for his company was to "be better than Google" with staff and advice that the search giant still can't compete with.

At the moment you can type in a search for "a sunny holiday in Europe" and that's too complicated for the search engine to respond as a human might.

But Google is making quiet changes. See how far it's got today. Type into google 'do I need an umbrella tomorrow?' and it won't serve up pictures of umbrellas, or tell you where to buy one. The first thing it will serve up is the weather forecast.

This response to a conversational search enquiry is a result of Google's Hummingbird algorithm update which was launched in time for its 15th birthday in 2013. So if you were planning to visit Milan and type in 'show me pictures of Milan' Google will do so, as the screen shot below shows.

The impact of this conversational search means that over time keyword marketing will be less important, but content marketing again will be critical. Will people searching for inspiration or precise destinations be able to find your imagery, videos and content?

Take another step forward into the future and imagine yourself wearing a Google Glass product. This early "wearable technology" hasn't won any fashion prizes but it is an early indicator of the fact that we could be wearing our gadgets in the future.



Global market overview

UK
France
Germany
Belgium
Spain
Netherlands

Italy
Scandinavia
Australia
UAE
Brazil
USA

Overseas Trips taken in 2012

Country	Total market	Trend since 2011
Germany	61,380,000	-7%
UK	56,500,000	-0.5%
USA	55,439,626	+3.5%
France	22,000,000	-3.1%
Scandinavia	19,800,000	+4%
Netherlands	18,628,000	+0.5%
Italy	16,213,000	+1%
Spain	12,200,000	-8.6 %
Belgium	9,575,000	- 1.5%
Australia	8,400,000	+0.08%
Brazil	5,700,000	+5.5%
UAE	5,200,000	+8.5%

UK

Economy

- The UK's economy seems to have turned a corner and there are signs of recovery with predicted growth of 1.5% in 2013.
- Unemployment has fallen marginally to 7.7% along with inflation sitting at 2.7%.
- There is still no doubt about the power of a holiday in these difficult economic times and research shows that the holiday is always the item consumers would be most unwilling to cut back on.

Top 5 Holiday Destinations

- 1 Spain
- 2 France
- 3 USA
- 4 Italy
- 5 Greece

Emerging Destinations for 2014

- Brazil is very much on everyone's radar with the World Cup in 2014 and the Olympics in 2016.
- Burma continues to be a hot destination for the more adventurous traveller to South East Asia and Ethiopia is definitely one to watch.

Growth Markets

Adventure Travel continues to see growth. According to the 2013 Adventure Tourism Market Survey, the average yearly increase in adventure travel was 65% since 2009. All-inclusive continues to be popular and tour operators continue to increase their all-inclusive offering. The luxury end of the market continues to perform well as it has been less affected by the squeeze on household incomes.

Travel Trade Structure

The relative resurgence of the high street travel agent continues, with many companies opening flagship and "experience" stores, following in the footsteps of Apple. The number of people booking an overseas holiday through a high street travel agent rose slightly in 2012, with 27% booking through a high street travel agent up 2% on 2011.

Outlook for travel 2014

- Food tourism is touted as one of the fastest growing sectors in tourism as Britain becomes a nation of foodies.
- We are seeing a blurring of the lines between business and leisure travel as technology allows working life to be more flexible.
- Multigenerational travel is booming with grandparents taking family members to destinations across the globe.
- Sustainability is more important.

Mobile and Tablet bookings

The Internet Advertising Bureau surveyed 50 major travel brands in summer 2013. The results showed that 48% had a mobile optimised site and of those, 75% had a transactional element, but 34% had no mobile presence. We expect to see a significant move to mobile in 2014.

Facebook

Population: 63,047,162
Internet users: 54,861,245
Facebook users: 32,950,400 (52% of population)

www.fourbgb.com

four·bgb

France

Economy

- 0.2% growth in 2013 versus 0% in 2012.
- Stability of unemployment at the end of 2013 (10.7% in mainland France, 11.1% overall).

Top Holiday Destinations

- France is the favourite destination for French people, the Mediterranean regions and the Atlantic coast being the most visited.
- Spain (Catalonia, Andalusia, Balearics) is the second favourite destination for French people.
- Looking for the sun in close countries via cheap short-haul flights.

Emerging Destinations for 2014

- Brazil is hot because of the World Cup which should bring close to 3.5 million tourists.
- Eastern European countries: privileged destination to spend little. Five trendy destinations: Budapest (Hungary), Krakow (Poland), Prague (Czech Republic), Kiev (Ukraine) and Belgrade (Serbia).

Growth Markets

- Real growth of ecotourism in the last five years.
- Expansion of sustainable holidays, an innovative sector.
- Last minute phenomenon to sunny destinations (short and medium haul: Greece, Spain and Maghreb).

Travel Trade Structure

- There are 5,000 travel agencies in France, around 2,000 MICE agencies and 3,000 travel agencies.
- MICE created €40 billion compared to €77 billion for travel trade.
- MICE represents about 20% of the touristic economy revenue in France compared to 80% for travel trade.

Outlook for travel 2014

- European capital cities: Istanbul, Lisbon and Vienna.
- Asia and India: popular destinations for tourists (26% of French travelers).

Mobile and Tablet bookings

- More than 60% of the French internet users prepared their trips online, and 26% via a smartphone.
- Clients via mobile phones are last minute bookers.

Facebook

Population: 65,630,692
Internet users: 54,473,474
Facebook users: 25,624,760 (39% of population)

www.indigofrance.com



Germany

Economy

- There was a slowdown in the German economy this year with the debt crisis in the Euro zone. However, that does not let anything deter them from travelling.
- Expenditures for leisure travel abroad profited from a rise in employment levels by 1% and wages increased perceptibly.
- The economic mood is clearly on an upward course. German consumers are expecting the economy to gain momentum again in the coming months.

Top 5 Holiday Destinations

- 1 Spain
- 2 Italy
- 3 Turkey
- 4 Austria
- 5 Croatia

Emerging Destinations for 2014

Among foreign destinations, the popularity of Spain remains undiminished, followed by Italy and Turkey. German experts forecast a trend against the mainstream to smaller islands like Rhodes, Minorca and Ibiza. Also the current World Cup destination Brazil will attract a lot of Germans.

Growth Markets

- Luxury Eco-tourism: the eco-hotel was formerly the hut on the beach without electricity. Today, there are luxury hotels made of recycled materials.
- Cruises: The big trend for the coming years. According to an analysis by the German Travel Association 'DRV' nearly 2 million Germans were on-board a cruise ship in 2012 (+7.1%). Of these, around 1.54 million were on an ocean cruise (+11.2%).
- Cultural tourism is one of the largest and fastest-growing markets. Germans are interested in culture, cultural events and keen to learn during their holidays instead of only enjoying beach and sun.

Travel Trade Structure

The total turnover of travel agencies increased by 3% in 2012 (€22.5 billion). Leisure trips booked through travel agencies accounted for €15.1 billion (plus 4.5%). The number of travel agencies dropped slightly to just under 10,000 agencies. The number of employees working for German travel agencies and tour operators also increased in 2012 to a total of 64,707 (+1% on 2011).

Outlook for travel 2014

- 78% of Germans want to spend at least one holiday in their own country within the next two years.
- More and more Germans are going to use their weekends for spa short breaks.
- According to the current 'ROPO' (Research Online, Purchase Offline) study of GfK and Google, the proportion of online bookings will increase from the current 28% to 43% during 2014/2015.

Mobile and Tablet bookings

- 33% of Germans have a smartphone and 5% have a Tablet-PC.
- More than a third of Germans use their mobile devices to inform themselves about travel destinations and more than 10% have already booked a trip via mobile internet.
- During their travels Germans also want to use their mobile devices. Around 15% want to inform themselves about their holiday destination on the way and 4% booked services online during their trip.

Facebook

Population: 81,305,856
Internet users: 67,483,860
Facebook users: 25,332,440 (31% of population)

www.gce-agency.com

global
communication
experts

Belgium

Economy

- The Belgian economy has stabilized after some rough years, with predicted growth of 1.1% in 2013.
- Unemployment is still increasing with 0.68% more unemployed than last year. The total unemployment rate is 7.96% along with inflation sitting at 2.23%.
- Despite hard economic times and a rising unemployment rate, people are not cutting back on holidays. Although people tend to spend less during their holiday or decide for a shorter stay.

Top 5 Holiday Destinations

- 1 France
- 2 Spain
- 3 Italy
- 4 Austria
- 5 Turkey

Emerging Destinations for 2014

Everyone is talking about Brazil now the Belgian national team has qualified for the World Cup for the first time in 12 years. Dubai and the Emirates are becoming more and more popular as a sunny destination in winter time. Croatia is gaining interest each year as an alternative for Italy and France. For short trips Germany is on the rise.

Growth Markets

- All-inclusive holidays are doing great, again thanks to the economic crisis.
- In Belgium people are always looking for new ways of travelling. Trends like glamping or baby mooning are a result of these quests for new experiences. Single travelling, cycling holidays and hotels without children are also becoming more popular.

Travel Trade Structure

The travel agent is under pressure and the future does not look too bright. People tend to buy their flights, hotels and even complete holiday packages online more than ever. As from January 1st, 2014 travel agents don't need a license anymore. This means that anyone can sell holidays and opens the door for a lot of new players on the market. The future and added value of travel agents will no longer be in the selling of holidays, but as a consultant for consumers who need advice about a certain destination.

Outlook for travel 2014

- It seems that there will be a big leap between the 'always online' traveller and the 'offline traveller'. Online travellers expect to have good WiFi-connection everywhere they go, while the offline traveller decides to be offline that one week of the year.
- Experience holidays are on the rise. Young adults are saving money all year long to go for three days to a festival like Tomorrowland or Sziget and this will replace their traditional holiday on the beach.
- Impulse buying: people are being constantly triggered by social media, newsletters and couponing to book a holiday at the best possible rates. Together with a rising trust in e-commerce (59% buy online), it is likely that people will decide to buy something different from their original plans. The overwhelming success of an online tour operator (e.g TravelBird) is proving this.

Mobile and Tablet bookings

Where tablet and mobile use is concerned, Belgium is still lacking behind compared to the rest of Europe. Only 28% own a smartphone, while the European average is 45%, and 23% of Belgian households own a tablet.

Facebook

Population: 10,438,353
Internet users: 8,489,901
Facebook users: 4,922,260 (47% of population)

www.soundofc.be

SOUND
OF C

Spain

Economy

- The IMF improves growth forecasts for Spain: GDP contracting 1.3% this year and a growth of 0.2% in 2014
- Spain's overall travel market is estimated to grow by 2% in 2013 to €21.3 billion, and 2% in 2014. Conversely, bookings made through online channels are projected to grow 10% in 2013 to reach €4.1 billion, and another 9% in 2014 to reach €4.5 billion
- Despite the long economic crisis, Spanish people do not give up travelling but the way they travel is changing. They tend to take several breaks per year and the mass market look for holiday rentals (increased by 300% in the last 3 years) and visits to relatives' houses while the top end of the market look for new boutique, luxury and experiential products

Top 5 Holiday Destinations

- 1 France
- 2 Portugal
- 3 Italy
- 4 UK
- 5 Morocco

Emerging Destinations for 2014

Thanks to sport events Brazil is considered as one of the emerging destinations for next year. Currently South East Asia is the clear emerging winner with an increase of 19% in 2012, while the Americas have decreased by more than 17%. Destinations such as Thailand, Myanmar, Vietnam, Sri Lanka, Maldives, Brazil, Peru, Chile, Ecuador, Uruguay... are the trends to watch out for in 2014.

Growth Markets

Nowadays city breaks are the most common trips and almost 75% of trips are outside of the summer according to Familitur studies. Kids, pet friendly and adults only are some of the trends in tourism and hotels are adapting their offer to suit.

Travel Trade Structure

The recent closure of the Orizonia Group has left the Globalia Group, which includes tour operators, airline, hotels as the only vertically integrated operator with Barcelo Group now second largest. At the same time, high street travel agencies are closing or reducing their opening hours and OTAs continue to sell up. Specialised traditional agencies are finding their niches (Luxury, LGTB, MICE, Business Travel, Honeymoons, Singles only, Adventure, Cruises...) in order to compete with the aggressive offers from the OTAs.

In addition, 2013 can be declared as the year of meta-searchers and holiday rentals: companies such as Skyscanner, Trivago, Airbnb, Homeaway, Housstrip, Spain-Holidays... are booming with their powerful web-based and apps comparators and booking engines.

Outlook for travel 2014

Travellers are seeking authentic experiences, to have and to savour local cultures. The demand for the all-inclusive is still in force. The social networks have created more experienced and demanding travellers. Online and Apps bookings will continue growing

Mobile and Tablet bookings

Spain is the European country where people use smartphones most. In Spain there are more smartphones than Germany, France and the UK with a penetration of 66% and 24% of travel bookings are made from a smartphone.

Facebook

Population: 47,042,985
Internet users: 31,606,233
Facebook users: 17,590,500 (37% of population)

www.blueroom.es



Netherlands

Economy

- Recently the president of the Dutch National Bank (DNB) said that all signs are there to believe that the Netherlands will be out of the recession in Q3.
- Unemployment still continues to increase and is now 8.6%.
- Although tour operator summer figures show a decrease compared to last year and one of the biggest tour operators QAD just went bankrupt, holiday participation will remain high. The crisis has an effect on booking behaviour (the booking window becomes shorter) and expenditure (people wait for the right deal and spend less during holiday).

Top 5 Holiday Destinations

- 1 Germany
- 2 France
- 3 Belgium
- 4 Spain
- 5 Austria

Emerging Destinations for 2014

Brazil is in the picture with the World Cup in 2014 and the Olympics in 2016. Surinam as a holiday destination is growing, and closer to home, Hungary, is increasingly popular.

Growth Markets

The cruise industry expects to grow to 160,000 cruise passengers this year, which would mean the Dutch cruise participation is 1% - still relatively low compared to surrounding countries. Another trend is social travelling, where the holiday maker wants to feel like a local rather than a tourist. Websites like couchsurfing are growing but are still a niche, since the majority of travellers book a hotel. The luxury end of the market continues to perform well as it has been less affected by the squeeze on household incomes.

Travel Trade Structure

The travel trade structure is fading: tour operators become travel agents (direct sellers), travel agents become tour operators (dynamic packaging), DMCs enter the market directly. In general the number of travel agencies continues to decrease, and the number of personal (and independent) travel agents continues to increase. In the Netherlands more than 75% of the holidays are booked online.

Outlook for travel 2014

- Authenticity and sustainability are increasingly important for holiday makers when choosing a destination
- The holiday participation will remain high (in the Netherlands around 80%) however consumers are looking for the best deals.
- Multigenerational travel is booming with grandparents taking family members to destinations across the globe.

Mobile and Tablet bookings

Usually people use a mobile device for research and use a computer to make the final booking. However bookings on mobile devices will become increasingly popular, since the use of desk top computers continues to decrease and now 59% of the households use a mobile device for internet access.

Facebook

Population: 16,730,632
Internet users: 15,549,787
Facebook users: 7,554,940 (45% of population)

www.travelproof.nl



Italy

Economy

- The Italian economy has been hit hard by the euro-area sovereign-debt crisis. As a result, real GDP is set to fall by 1.7% in 2013; at the same time, government is working closely to meet the EU's 3% budget deficit ceiling.
- The fall in households' real disposable income affects private consumption, which has been declining since the second quarter of 2011 but, according to last predictions, a GDP growth at 1% is now seen in 2104.
- In 2012 the outbound tourism shows a stable increase in numbers both in terms of trips and overnights. On the other side expenditure has registered a slight decrease.

Top 5 Holiday Destinations

- 1 France
- 2 Spain
- 3 USA
- 4 UK
- 5 Germany

Emerging Destinations for 2014

Growth in spending for a vacation in Africa, with a 59% increase in 2014, followed by South America (48%), Central America (47%). Regarding the impact of the Italian economic situation, 53% of travelers in 2014 will maintain the same budget invested in 2013.

Growth Markets

- Cruise - Notwithstanding the crisis, the world of cruises target another positive year. In 2012, Italy reached 11,266,000 passengers (+14,6% on 2011). 26% of Italian cruisers choose the Mediterranean as their main destination with an average expenditure of €750.
- Luxury trips - Despite the era of thrift, there is an increase in demand for open-range excursions: response to our survey underscored the lure of Brazil, Argentina/Chile (Patagonia), Australia and New Zealand for their spectacular landscapes and unspoiled nature. More attention to green/ethical social values.

Travel Trade Structure

There are about 400 Tour Operators (with 2,600 employees) in the market, out of which only a fifth exceed €500 million turnover. Travel agencies are now about 10,000, most of them (over 50%) are associated to a Travel Network. Interesting to notice that traditional travel agencies, with 40% share, are becoming the best sales channel for OTAs.

Outlook for Travel 2014

- 92% of Italians are willing to make some sacrifices to save money and make a trip or vacation, despite the complicated economic outlook for 2014.

Mobile and Tablet travel bookings

- 15 million users of internet mobile and a 47 million potential mobile audience.
- 28% penetration rate of internet mobiles, the highest in Europe with 15 million people purchasing one travel service online.
- €4 billion total volume of online tourism business in 2011 +13% vs 2010.
- 49% weight of tourism in online activities; flight tickets (78%) the first product sold on the web.

Facebook

Population: 61,261,254
Internet users: 35,800,000
Facebook users: 23,202,640 (37% of population)

www.aigo.it

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Scandinavia

Economy

- Despite the European and American insecurity in the economy, the development for the Scandinavian economies is positive and the indications show an increase for the coming years.
- GNP growth in 2012 for the Scandinavian countries:
Sweden 1.1 %; Norway 3.0 %; Denmark 0.4%; Finland -0.8 %
2013 projection: Sweden 1.1 %; Norway 1.3 %; Denmark 0.2 %; Finland 0.0 %.

Top Holiday Destinations (Sweden)

- 1 Denmark
- 2 Spain
- 3 Finland
- 4 Norway

Growth Markets

- Destinations like Gran Canaria, Cape Verde and Dubai are doing well off the back of all travel to Egypt being cancelled.
- Thailand continues to be a frequently visited country for Scandinavians during the winter season. But there is a shift from travelling to the Far East, to instead travel to the west and the Caribbean and Central America.

Outlook for outbound travel in 2014

- Sweden: 32% plan to go abroad during the winter season 2013/2014. One in five plan to travel more than before.
- The interest in cruise travels has increased, especially in the Caribbean.
- For the winter season 2013/2014, the most frequently booked destinations are Spain (Canaries), Thailand (Bangkok and Phuket), the USA and Mexico. Mexico has replaced last year's fourth place Egypt. Thailand is decreasing somewhat.

Mobile and Tablet travel bookings

- The Scandinavians are said to be one of the most connected regions in the world and have high percentage of Internet connectivity.
- The interest to research and book travel via mobile devices is increasing but is still not that large. Only 4% have booked a trip via mobile or Smartphone, and 7% with a tablet.

Facebook

Sweden

Population: 9,103,788
Internet users: 8,441,718
Facebook users: 4,950,160 (54% of population)

Denmark

Population: 5,543,453
Internet users: 4,989,108
Facebook users: 3,037,700 (54% of population)

Finland

Population: 5,262,930
Internet users: 4,703,480
Facebook users: 2,287,960 (43% of population)

www.agency.se

AGENCY

Australia

Economy

- The Australian economy remains a stand-out performer in the developed world, with solid growth, low unemployment and contained inflation.
- Australia's population grew by 1.8% during the year that ended 31 March 2013 and currently stands at 23 million, with projected population at 24 million by 2018.
- The strong AUD has made overseas travel more affordable and accessible to Australians, also increasing the average spend and value of overseas travel undertaken.

Top 5 Holiday Destinations

- 1 New Zealand
- 2 Indonesia
- 3 USA
- 4 Thailand
- 5 UK

Emerging Destinations

Japan has seen the biggest recovery of visitor numbers by both volume and percentage, with an additional 57,800 Australians visiting over the last 12 months, up 47%. Other destinations include Italy (+22%), the UK (+20%), and USA (+12%). The USA is currently the number one overseas holiday destination for Australians in terms of number of nights and average spend per traveller.

Growth Markets

- The "Weekend domestic jet-setter" is emerging as one of the fastest growing sectors of the Australian travel industry, with Melbourne seeing a 28.7% growth of 'domestic leisure' guests last year.
- Most segments improved over the last year with holiday travel up 5.7%, VFR travel up 6.4%, business travel up 2.4% and backpackers up 3.5%.

Travel Trade Structure

The majority of Australian travellers still purchase long haul international travel via retail travel agencies. The Australian industry is now dominated by two key networks of wholesalers and retail agencies which now makes up approximately 40% of all international travel sales in Australia.

The travel agent still has huge influence on the Australian traveller destination choice: if a product is not in a brochure, or not available through a 'preferred' channel, agents are unlikely to sell it as they are incentivised to sell product dictated to them by their network.

Outlook for Travel 2014

- The average annual growth rate is currently 3.4% with outbound travel to hit 10 million by 2018.
- Emerging travel trends include those that are focussed on health and wellness, beach holidays, 'babymoons', and environmentally friendly, sustainable tourism.
- Holidays still remain the number one motivation for travel for Australians (58%) followed by visiting friends and relatives (22%), and business (18%).

Mobile and Tablet Bookings

- It is predicted that mobile travel browsers will grow to 40% of all online traffic within two years.
- This is reflected in bookings with 33% of online consumers buying travel via tablet and 30% through a smartphone.
- While Android is now the dominant mobile platform for apps, surpassing Apple's iOS, Apple users consume more, spending more time on their devices.

Facebook

Population: 23,231,462
Internet users: 18,129,727
Facebook users: 11,680,640 (49% of population)

www.pepr.com.au



United Arab Emirates

Economy

- Ongoing economic recovery has encouraged a steady increase in departures during 2012.
- Economic growth has resulted in renewed consumer confidence, with reports that outbound tourism spending has also increased by an estimated four percent in 2012.
- Consumers are expected to spend more money on travel as disposable incomes rise.

Top 5 Holiday Destinations

- 1 Saudi Arabia
- 2 Lebanon
- 3 Oman
- 4 UK
- 5 Germany

Emerging Destinations for 2014

Turkey has significantly grown in popularity as an outbound destination from the UAE due to recent investment by the Turkish Tourism Board in targeting UAE nationals. UAE travellers are increasingly becoming more adventurous and with the expansion in route networks by leading airlines such as Emirates and Etihad Airlines, regions such as Australia and Latin America have increased in popularity.

Growth Markets

- There is increasing demand for more dynamic holiday packages with a move towards more activity-oriented holidays such as spa and wellness holidays or adventure/trekking packages.
- Shopping remains high on the agenda for UAE national tourists, with a demand for accommodation within short distance of world class shopping venues.
- The widening range of budget flights on offer and improvements to road links to Saudi Arabia will also encourage a growing number to travel.

Travel Trade Structure

Traditional travel agents continue to remain at the cornerstone of the booking process (currently more than 1,000) in the UAE, with an overwhelming majority of outbound trips booked through travel agents or airlines. There are very few tour operators within the region, the largest and most important being: Emirates Holidays. Etihad Holidays is also growing in importance due to its association with the rapidly expanding Etihad Airlines.

Outlook for travel 2014

- With continued unrest in Syria and Northern Africa, tourists are expected to increasingly move towards long-haul holiday destinations. Europe and Asia are expected to be the main beneficiaries of the shift.
- The timing of Ramadan will continue to affect outbound travel patterns in 2014. Muslim travellers tend not to travel during the period of religious observance, which is expected to fall over the entire month of July. This will in turn mean a busy August in terms of outbound travel for UAE nationals.
- There has been a strong and steady growth in the share of internet sales across travel and tourism in the region as a whole. As internet penetration continues to grow in the country, consumer confidence in online shopping has also increased.

Mobile and Tablet bookings

- A recent study by Google Inc. found that the smartphone penetration in the United Arab Emirates is 62%, one of the highest smartphone penetration rates on earth. The country is far from peaking however, with penetration rates expected to reach 71% with 3,752,100 owners by 2016.

Facebook

Population: 8,264,070
Internet users: 5,859,118
Facebook users: 3,422,940 (41% of population)

www.fourcommunications.com

four

Brazil

Economy

- The Brazilian economy has slowed over 2011 and 2012, growing only 0.9% and interrupting the prolific growth period that ranged from 2000 to 2010. Elevated taxes and bureaucracy are obstacles for new investors.
- However, a US\$ 2,223 trillion GDP in 2012 put the country as the world's seventh wealthiest economy according to the World Bank.
- Relatively low inflation, improvements in social wellbeing, access to credit and internal economic growth built a moderately strong domestic market, less vulnerable to international crisis.
- The country continues to experience regional disparities in terms of income distribution, health and education indicators.

Top 5 Holiday Destinations

- 1 USA
- 2 Argentina
- 3 Portugal
- 4 France
- 5 Chile

Emerging Destinations for 2014

According to the Luxury Travel Trends study held by Pangaea Network in Brazil, Croatia, China, Canada, Indonesia, French Polynesia, France, Vietnam, Italy are upcoming destinations for 2014. The panel was composed of approximately 100 travel industry professionals in Brazil, travel agents and tour operators made up 72% of the people interviewed.

Growth Markets

- Sports Travel is flavour of the month as Brazil prepares to host the World Cup 2014 and the Rio 2016 Olympic Games.
- Brazil has increased by 18% its participation in hosting international events (ICCA – International Congress & Convention Association) and it is the seventh country in the ranking. Business travel is improving as cities are investing in infrastructure and the travel market in new services.
- Educational and exchange travel have also grown. According to Belta (Brazilian Educational & Language Travel Association), the number of educational trips in 2012 had a two-fold increase compared with 2011.

Travel Trade Structure

The travel agent still plays a relevant role in Brazil as independent online booking and travel rise slowly. Large travel agencies share the market with SME's. New destination and companies' offices are opening in the country, as Brazil becomes a target market for new destinations.

Outlook for travel 2014

- Outbound travel is expected to increase at a lower rate over the next years, rising by 17% between 2012 and 2017, compared with 68% growth recorded between 2007 and 2012.
- As Brazil is preparing to host the World Cup, foreign arrivals are expected to grow significantly. According to the Ministry of Tourism, the country will receive 600,000 international visitors and 3 million Brazilian tourists will travel internally.

Mobile and Tablet bookings

Although online travel content plays a really important role for getting information about travel, Brazil still has low numbers of internet distribution and connected hotels. Online booking with mobile devices has been introduced recently and in a few businesses. This year the Ministry of Tourism launched a new campaign and guest registration tool for hotels (Cadastur) that ultimately will also help to improve online booking.

Facebook

Population: 193,946,886
Internet users: 88,494,756
Facebook users: 58,565,700 (30% of population)

www.spoke.com.br

 Spoke Irp
Public Relations

USA

Economy

- According to Kimberly Amadeo at About.com, the U.S. economy created 2.17 million jobs, as employment rose from 132.5 million to 134.7 million in 2012. The unemployment rate dropped from 8.9% to 7.8%.
- Inflation wasn't a threat in 2012. The Federal Reserve kept interest rates at the lowest level in two centuries to stimulate economic growth. The Fed funds rate remained near zero, and the nation's central bank promised to keep it that way until the unemployment rate hit its target of 6.4%.

Top 5 Holiday Destinations

- 1 Mexico
- 2 UK
- 3 Puerto Rico
- 4 France
- 5 Canada

Emerging Destinations for 2014

In 2014, all eyes are on Brazil for the World Cup and Russia for the Winter Olympics. Tourism Intelligence International also notes China, Eastern Europe, India, South Africa, and The United Arab Emirates as potential emerging destinations for the future.

Growth Markets

According to Forbes, young people are travelling more, staying away for longer periods of time and spending more money. Young travellers now represent 20% of international tourism, making the group an important economic force.

Travel Trade Structure

According to travel industry research authority PhoCusWright, the online leisure/unmanaged business travel market, led by air and hotel, is growing faster than the industry as a whole, jumping 11% in 2012.

Outlook for travel 2014

- Online growth is expected to slow to 7% annually for 2013 and 2014. Supplier websites are growing faster than online travel agencies in every segment, with total online supplier bookings jumping 14% in 2012, versus 6% growth for OTAs. By 2014, two-thirds of online bookings will be made via supplier websites.
- According to Advito, "price increases for air, hotel and car will be in line with inflation, while travel buyers may find "attractive negotiating opportunities" on transatlantic travel and to Asia Pacific. Expect airfare hikes in the U.S. and Europe to be tempered by soft demand; in some overseas markets, fares may even go down. As far as hotel rates, buyers should expect double-digit increases in top international cities such as New York and Hong Kong and in some emerging destinations, including Sao Paulo."
- Advito predicted that demand for business travel will accelerate in 2014, in keeping with a projected global economic recovery.

Mobile and Tablet bookings

According to Forbes, there has been a significant rise in youth travellers who travel with lap tops, smart phones, and other high tech gear. According to a study from Expedia Media Solutions, travellers frequently use smartphones and tablets to research and plan trips, are comfortable making purchases on mobile devices, and will continue to use mobile to plan travel. Of those who own a mobile device, 61% have made a purchase on a tablet in the last 6 months, while 51% have made a purchase on a smartphone. Of those who have booked travel on a mobile device, 80% of smartphone users and 90% of tablet users would do so again.

Facebook

Population: 313,847,465
Internet users: 245,203,319
Facebook users: 166,029,240 (53% of population)

www.spring-obrien.com

 SPRING O'BRIEN



www.thepangaeanetwork.com