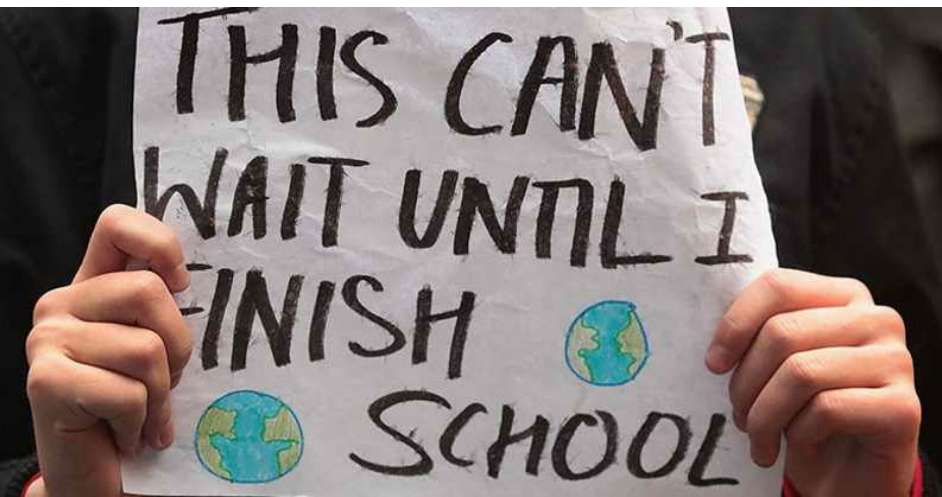


2021 TRAVEL & RESORT DEVELOPMENT TRENDS

CONCIOUS TRAVEL
GOES MAINSTREAM

CONCIOUS TRAVEL

- Global tourism hit a record **1.5 billion arrivals in 2019** (up 4% from 2018).
- This will continue BUT **eco-friendlier travel will become increasingly prioritized**.
- More than a quarter of travelers surveyed plan to make more eco-friendly travel choices.
- **52% of travelers believe climate change will influence their travel destinations** over the next five to 10 years (MMGY).
- Going forward expect:
 - An upper limit of annual trips / alternative modes of travel / more bleisure.
- Travellers will expect tour operators (and hotels?) to help with carbon offsets.



PARTICIPATORY TRAVEL

- Travelers increasingly looking to engage in **activities that positively impact landmarks and local communities.**
- 56% agree traveling has taught them invaluable life skills, and 2020 will see a further desire to learn something new while away (JWT).
- **Airbnb are leading the field in this regard;**
 - **Lost & Found** offers the chance to learn Chinese crafts and traditions from 40 masters.
 - **Italian Sabbatical**, offers the chance to “revitalize a village at risk” as its population ages and younger people move away.
 - **Antarctic Sabbatical**, a month-long research expedition studying the impact of microplastics on the Antarctic ecosystem.
- **68% of global travelers would consider participating in cultural exchanges to learn a new skill** (Booking.com)



VOLUNTOURISM

- According to booking.com 54% of travelers would consider going on a volunteering trip.
- Hotels and operators are listening - incorporating 'social good' activities, community outreach and charity into their business models.
- Good Hotel Amsterdam is housed in a converted detention centre for asylum seekers and is staffed by long-term unemployed locals.
- Fathom Cruises incorporate volunteering into a Caribbean multi-island holiday aimed at millennials.
- At Six Senses Yao Noi, guests are invited to teach at the local school.

Negative Attraction

- Some traditionally successful attractions don't fit into the Woke decade ahead
- Sea World has witnessed dramatic falls in attendance due to increasing public sentiment in support of animal welfare.



DESTINATION AWARENESS

- 65% of surveyed travelers said they believe tourism overcrowding will have a significant influence on where they travel (MMGY).
- A destination's **success can no longer be judged by arrival statistics** - ALoS, expenditure, and guest satisfaction need more focus.
- To protect sensitive landmarks, entrance fees and restrictive access are **turning these sites into exclusive destinations for luxury travelers.**
- In Oct 2019 Indonesia announced a system to limit visitors to Komodo National Park; **\$1,000 memberships are proposed.**
- In April 2019 Boracay Island introduced a ban on cruise ships during peak times of the year and a cap on the size of ships allowed.
- Boracay's ecosystem can only support 500,000 tourists per year, yet 2017 saw two million visitors.



DESTINATION DIVERSIFICATION

- Growth in “second-city travel,” **exploration of lesser-known destinations**, helps reduce overtourism and protect the environment.
- **51% would swap for a lesser-known but similar destination, if they knew it would have less of an environmental impact.** (Booking.com)
- 59% say they want tech to offer ‘wild card’ surprise options that would introduce them to something entirely new. (Booking.com)
- The Asian Development Bank approved a **US\$45 million loan to help Vietnam transform secondary towns** into more economically inclusive, competitive tourism destinations.
- AirAsia is adding routes between second-tier cities around SEA where they feel competition will be lower.
- Opportunities to reduce pressure on existing destinations and open up new destinations for tourism development.



SOME IMPLICATIONS

- Looking for project opportunities in secondary or staycation locations. Spread investment across the country. Learning from Vietnam.
- Focus on infrastructure investment to facilitate access to more areas of the country. Learning from Indonesia.
- Every recession leads to smaller but higher quality resort development. 2021 and beyond likely to lead there as well.
- Improved public realm and landscape design for more extensive outdoor living (more urgent because of COVID)
- Designing sustainable hotels.....a whole other story. Must be genuine and verifiable. "Greenwashing" no longer passes muster with new generation of travelers.
- A consideration of the 'conscious traveler' in amenity and soft programming.



Data Source: Research commissioned by Booking.com and independently conducted among a sample of adults who have taken a trip in the last 12 months/plan to take a trip in the next 12 months. In total 18,077 respondents were surveyed across 18 markets.