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REBOUND *in* 2021



THROUGH TOURISM
MARKETING

VIRTUAL WORKSHOP

DIY TOURISM

Welcome



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New Trends in Tourism Marketing in 2020



A Year of Massive Change

USA Today reports a recent study by the U.S. Travel Association projected a 45% decline in industry revenues. That translates into a \$519 billion loss for the year.

Roger Block, president of Travel Leaders Network, says *"2020 has been a year like no other. The pandemic has put a halt on all types of international travel, changing the face and the mindset of travelers. Travelers are now more cautious, aware of cleanliness standards and practices which have forced airlines and hotels to impose new sanitation protocols."*

Expected Changes

- Outdoor activities are more popular.
- Individuals, small groups, and families want to stay together and have safe experiences together.
- People are staying closer to home.

Unexpected Changes

- Instead of top floors people want ground floors.
- Instead of hotels that are cleaned every day people choose single rentals with less people.
- Credit cards changed travel rewards to shopping rewards.

Trends

Demand Evolution: Traveller preferences and behaviors have shifted toward the familiar, predictable, and trusted. Domestic vacations, extensive planning, and the outdoors will reign in the short-term.

Demand Evolution

58% of travellers plan to take domestic trips for the rest of 2020

58%



92% of consumers trust word-of-mouth recommendations from family & friends

92%

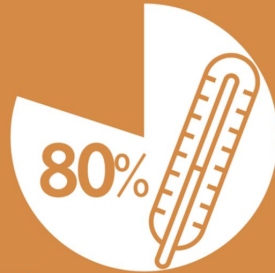


Trends

Health & Hygiene: Health, safety and trust are paramount now. Personal experiences, the fear of being stuck in another country, and concerns for distancing will guide consumer behaviour in the short- to mid-term.

Health & Hygiene

80% of travellers fear potential quarantine as much as contracting the virus



69% of travellers cite cleanliness & health measures as a critical component of travel brands' crisis response



Trends

Innovation & Digitisation: COVID-19 is proving to be a catalyst in the Travel & Tourism sector's quest for innovation and the integration of new technologies. Digital adoption and consumption are on the rise, with consumers now expecting contactless technologies, among others, as a basic prerequisite for a safe and seamless travel experience.

Innovation & Digitisation

45% of air travel passengers are ready to shed their paper passports for digital identities

45%



89% of Travel & Tourism companies think the skills gap in local labour markets is a barrier to adoption of new technologies

89%



Trends

Sustainability: From widespread unemployment and anti-racism movements to the restoration of natural habitats, the world has been reinvigorated to tackle social, environmental, and institutional sustainability.

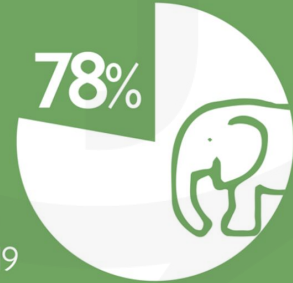
Sustainability

58%



58% of consumers say they are thinking more about the environment since COVID-19

78%



78% of conservationists have been negatively impacted by COVID-19

Adaptive Behaviors

Think with 

Searches for “can I travel” have grown more than 800% year over year.

Queries asking if it’s “safe to fly” are up more than 500%.

Global searches for “staycations” are up 100% over last year.

Searches for “beach open” have grown by more than 3,000%.

Adaptive Behaviors

Think with Google



64%

of U.S. adults who currently work from home said that they are likely to book a nearby vacation rental between now and the end of the year.

30% of U.S. parents with kids under 18 said they too would be likely to book a vacation rental for their families before the end of the year.

Think with Google

Source: Google Survey, U.S., 500 U.S. respondents who work from home, Aug. 2020.



Adaptive Behaviors

Think with Google



Keeping it
local



The great
outdoors



Return of
the road trip



Adaptive Behaviors

Think with 

Compared to last year, searches for “state park near” and “hike near me” are up more than 80% and 100%.

Increases in searches like “beach rental” (over 100% year over year), “cabins for rent” (more than 100% year over year), and “lake house rental” (over 200% year over year).

Adaptive Behaviors

Think with 

Searches for “camping near me” are up more than 60%.

“Campgrounds in” searches have risen more than 70%.

“Glamping near me” searches are up 200% year over year.

Adaptive Behaviors

Think with Google



97%

of all trips this summer will be by car.

In a recent survey, more than 43% of U.S. residents who have taken a road trip this year said their main reason for doing so was either to meet friends and family safely, or simply as a safe way to travel.

Think with Google

Source: USA Today, "Coronavirus pandemic will dent summer travel, AAA predicts, but not road trips," June, 25, 2020.



Adaptive Behaviors

Think with 

Searches for road trip vehicles and accessories have grown globally, including “rv for sale” (over 80% year over year) “camper vans” (more than 90% year over year), and “rack for car” (over 200% year over year).

Even Google Maps searches for “gas station open” have grown by more than 1000% year over year, suggesting the open road is perhaps the hottest vacation spot of the year.

Adaptive Behaviors

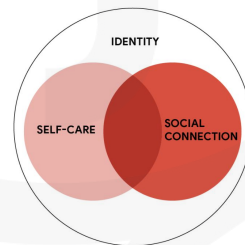
Think with Google

- Searches related to “virtual tours” have grown globally by over 500% year over year.
- Daily views of videos with “museum tour” in the title, for example, increased 60%.
- Views of “#WithMe” videos have grown by 600% since March 15.



25%

increase in viewership of videos related to “nature sounds.”



Think with **Google**

“These disruptions have altered the behavior of billions of at-home consumers.

The way people experience and fulfill their needs has fundamentally shifted.”

Break Outs

What are the biggest changes you have noticed in visitor behavior this year? Did anything surprise you?

Conclusions

Create outdoor experiences.



Conclusions

Make health, safety, and hygiene your
#1 priority.



Conclusions

Create small group experiences.



Conclusions

Go virtual, contactless, digital, and online with new offerings.



Conclusions

Focus on local and hyper-local.



Conclusions

Help people with their home improvement.



Conclusions

Get back to your values and be transparent about them.



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