LIGHT AT THE END OF THE TUNNEL... OR AN ONCOMING TRAIN?

TOURISMPHILE  TOURISMPHOBIC
TRAVELLERS IN TRANSITION

AN ERA OF HYBRIDS

FROM WINNING TO GAINING

TRANSCEENDING TOURISM
1 Minute on the Internet 2019

- 3.8M Requests
- 1.4M Swipes
- 1M Log-ins
- 87,500 PPL on Twitter
- 4.5M Videos Watched
- 4.8M GIFs Served
- 2.1M Snaps Taken
- 341,222 Scrolls
- 996,956$ Spent Online
- 390,030 Apps Downloaded
- 41.6M Messages Sent
- 188M Emails Sent
- 694,444 Hours Watched
- 46,200 New Posts

Source: Statista / Lori Lewis & Officially Chad via Visual Capitalist
TOURISTS - A CERTAIN KIND!
PEOPLE LOOKING AT THE MONA LISA PAINTING FOR TWO MINUTES BY RM BROWN

https://www.youtube.com/watch?v=_YJo8fA1gEA
Ease is the gold standard:
34% want someone/something to do the hard work and make travel recommendations for them

47% want travel brands to use tech to make travel suggestions based on past travel experience

83% millennials would let brands track their digital patterns to provide more personalized experience

53% plan to take more weekend trips—tailored, bite-sized microtrips

It’s about the experience! The tours & activities sector is growing faster than the total travel market

‘Scuse me - what’s the wifi password?

NEW GEN COMING!

69% have a bucket list to do & see before they die and 32% plan to tick off at least 5 epic trips in next 10 years

65% rank ‘travel & seeing the world’ most important

40% find Instagram top source of travel inspiration

45% trust the recommendations of those, they don’t know in person
95% of travelers read at least 7 reviews before they book.
11.7 Mio Bednights '18
6.8% YOY Growth
10X COPENHAGEN

SOURCE: 10XCOPENHAGEN.COM / WONDERFUL COPENHAGEN
SURVEYS OF 5500 INT’L VISITORS, INCL. 2,700 FORMER VISITORS

SURVEYS OF 2000 COPENHAGENERS + 9 WORKSHOPS/FOCUS GR. & 8 EXPERT INTERVIEWS

DATA ANALYSIS OF 20000+ TRIPADVISOR REVIEWS

4000+ INTERVIEWS WITH INT’L VISITORS IN 10 EUROPEAN DESTINATIONS

& 183 STREET INTERVIEWS WITH LOCALS & INT’L VISITORS, INCL. IN STH

720000 PICTURES ON INSTAGRAM FROM CPH & STH
10xCopenhagen - rethinking tourism in Copenhagen towards 2030

How Copenhageners experience tourism

67% of local residents in Copenhagen experience no problems with the city's tourism and overall are positive about welcoming even more visitors to Copenhagen in the future.
OVERTOURISM OR NOT?

81% SUPPORT CONTINUED EFFORTS TO ENSURE TOURISM GROWTH

67% EXPERIENCE NO TOURISM-RELATED PROBL.

41% OF PROBS RELATE TO CROWDS (EU NORM 67%)

KUDOS TO VISITORS FOR USING LOCAL TRANSPORT AND BIKING

MOST DESIRED VISITOR BEHAVIOR: TAKE CARE OF ENV & SPREAD OUT

38% THINKS THEIR NEIGHBORHOOD HAS ROOM FOR MORE

16% FEELS TOURISM NEGATIVELY IMPACTS LOCAL QUALITY OF LIFE

63% RELATE TO TRAFFIC (EU NORM 56%)

GET OUT OF MY WAY!!!

LEAST OBSERVED VISITOR BEHAVIOR: TAKE CARE OF ENV & SPREAD OUT

DATA SOURCE: 10XCOPENHAGEN.COM
Mass Tourism
Large Groups
"Tourist Busses"
Looks Touristy
Does Touristy

Individual Travellers
Local Transport
Off-the-Beaten Track
"Temporary Local"

Source: toxcopenhagen.com / Wonderful Copenhagen
AN ERA OF HYBRIDS
THE HYBRID
DIGISAPIENS

Payments

(Local) crafts

Transportation

Wayfinding / route planning

Learning

(Local) flavor

Different kind of flavor

In-room / at home entertainment

Out & about entertainment

Booking++

Reading

In touch & updated

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In touch & updated
“YOU CAN'T HAVE A FIVE-STAR HOTEL IN A ONE-STAR COMMUNITY”

MARÍA AMALIA REVELO
MINISTER OF TOURISM, COSTA RICA
SKIFT GLOBAL FORUM, SEPT 2019
IT TAKES A VILLAGE
ASK NOT WHAT LOCALS CAN DO FOR TOURISM, BUT WHAT TOURISM CAN DO FOR LOCALS!
a hotel like no other.
THE END

THANKS!

SIGNEXINA

GROUPNAO.COM