

Breaking Through the “Breakthrough” Trends

Nebraska Tourism Conference

10.23.2019



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Luxury

Why the Hot Springs Movement Is Gaining Steam in the United States

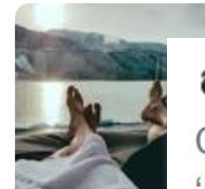
Slo-Mo is the new #FOMO

 The Globe and Mail

Wellness tourism offers a cure for the common vacation

Canadians now travel more widely and frequently than ever before, taking almost 500,000 more trips abroad in 2018 than the previous year, ...

2 days ago



 The New York Times

Cooler, Farther and Less Crowded: The Rise of 'Undertourism'

 The New York Times

New Airbnb Excursions to Focus on Animals

Airbnb Animal Experiences will have an ethical focus; its announcement comes at a time of increased scrutiny of organizations offering animal ...

1 week ago



 travel

DESTINATIONS FOOD & DR

Travelers behaving badly: Is the conduct of tourists getting worse?

Tamara Hardingham-Gill, CNN • Updated 9th October 2019

Business Travel Is Tough on Employees' Home Lives: Bleisure Can Help

Isaac Carey, Skift - Oct 10, 2019 10:00

 Hotel News Resource (press release)

Booking.com Predicts 2020 Will Be a Year of Travel Exploration

Here are the top travel trends as revealed by Booking.com for the year ahead: The rise of the 'second city' traveler. Second-city travel - the ...



 InsideHook

The World's First Houseplant Hotel

Patch, a London-based plant care/delivery service, has opened the world's first "houseplant hotel." Similar to dropping your doggos off at the ...

Aug 10, 2019



OWARDS OUR SUSTAINABLE FUTURE

ETHICAL TRAVEL'S MAINSTREAM BREAKTHROUGH



Headlines that Make Your Head Spin

What should we be paying attention to?

Spoiler Alert: There's good news for Nebraska

Simplicity

Nostalgia

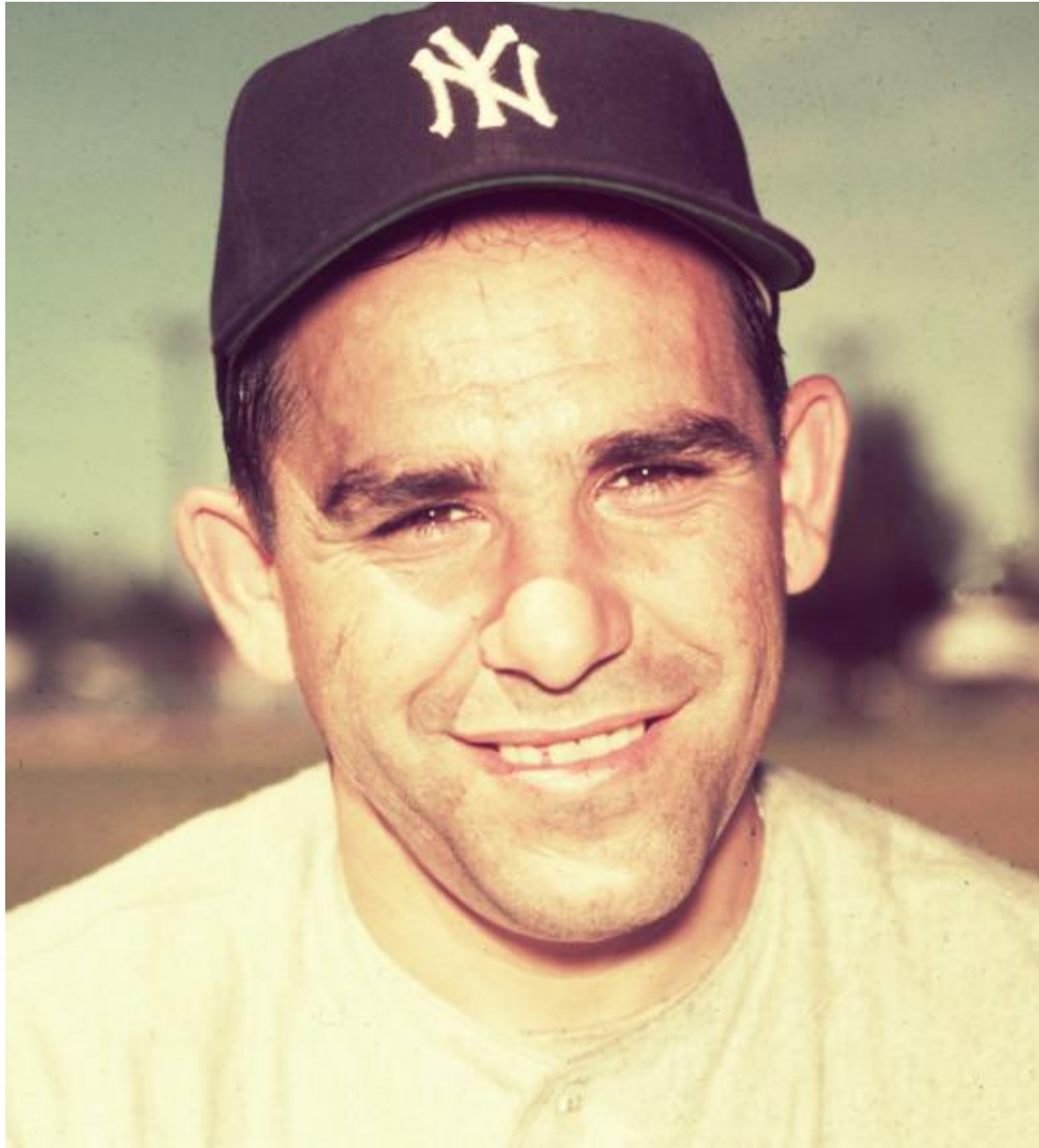
Silence

Purpose

Thoughtfulness

Personal

Now starring: Undertourism



**“Nobody goes there anymore;
it’s too crowded.”**

Yogi Berra

Undertourism

Peaceful alternatives to the beaten path, over-packed cities, and glamorous destinations.



Riding the Second City Wave

Second-city travel will take
a leap forward in 2020.



A woman with dark hair tied up, wearing a red one-piece swimsuit, is looking upwards with a slight smile. She is positioned in the center of the frame. The background is a clear blue sky with some light clouds. The entire image is enclosed within a white circular border. A dark grey horizontal band is superimposed over the middle of the image, containing the text.

*Kiwis rescued
from vacayfail*

The Sound of Silence

90% of children will never experience natural silence (spaces that are free of manmade noise).



Travel Evolution

With the wave of undertourism, domestic travel takes on new dimensions.

Experiencing the Depths of Our Surroundings

History, culture,
music, food



Food is at the forefront

2020 is the year of food travel



Microadventures

Short, simple, cheap,
rewarding.



So...

Microadventures are part of a larger trend of travel experiences. And, the more “under the radar” or off the beaten path, the better.

74%

of travelers choose to splurge on
tours and skimp on souvenirs.

96%

of Airbnb guests who purchased an Experience did so because they wanted a more local, authentic experience.



7x YoY

It's no wonder that Experiences offerings have grown and they now offer 30,000 of them, globally.

Low + Slow

As the desire for a digital detox grows, slow, screenless, and even silent take on starring roles.

1/2

Almost half of travelers plan to take slower modes to reduce their environmental impact.



2/3

would prefer to take a longer route to experience more of the journey itself.

The Natural Antidote

Wellness Travel

The remedy to the “I need a vacation” feeling that people experience regularly in our tech-centric, fast-paced world.



In with the Old

Nostalgia can create deeper connections between consumers and the spaces and activities they participate in while traveling.



Who & What Drives Travel Decisions

The faces and factors behind the trends:

Gen Z

Millennials

Boomers

**Big Vision,
Big Influence**



2020

By 2020, Gen Z will be the
largest cohort of travel
consumers globally.

Millennial Travel

Inspired by trying something new
*(not necessarily digital, flashy,
or expensive).*



Boomers, Bucket Lists + Travel Budgets

EVERY DAY for the next two decades,
10,000 people will turn 65 years old.

Digital AND personal

**Close to 50% of people
feel comfortable using
a smartphone to plan
their entire trip.**



Personal Is Key

Despite online researching, planning, and booking being at its peak, consumers want a personal connection more than ever.





Putting it all together

The Midwest

More than Just Nice

Self-sufficient, down-to-earth, and driven by heart, this is a place well positioned to speak to cultural longings.



Takeaways

Bring one-of-a-kind experiences to the forefront.

Align your “what” with the Nebraska “why.”

Lean into the desire for less.

Be accessible AND off the beaten path.

Leverage technology, but don't let it get in the way of a human touch.



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Thank you, honestly.