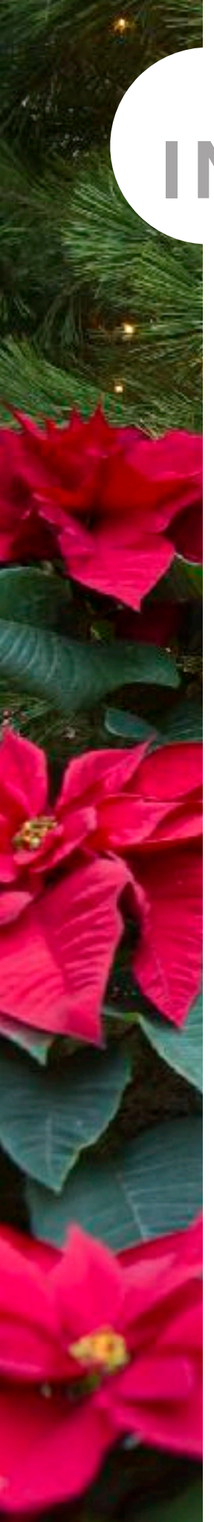
TRAVEL & EDITORIAL TRENDS

TURNER

a fahlgren mortine company



INTRODUCTION & OVERVIEW

1 TRAVEL TRENDS

2 EDITORIAL TRENDS

3 TACTICS & TIPS

4 Q&A



TRAVEL TRENDS



TRAVEL TRENDS

1 OFF THE GRID TRAVEL

2 ASTROTOURISM

3 INSTAGRAMMABILITY

4 HISTORIC & TRAIN TRAVEL

5 ECO ROAD TRIPS

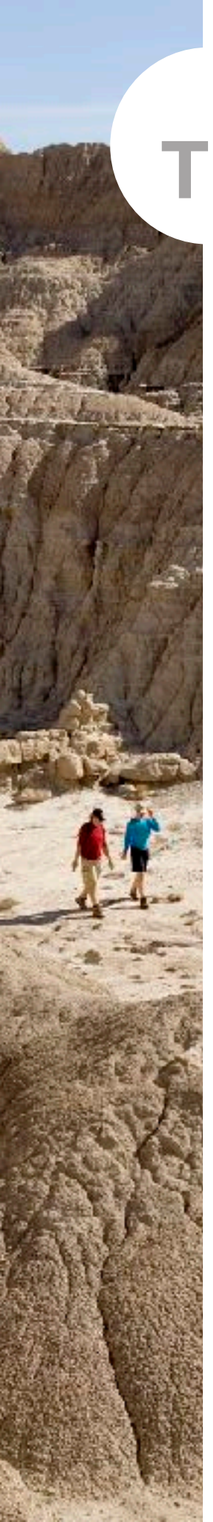
6 SOLO & WOMEN TRAVEL

7 WINTER, A NEW PEAK SEASON

8 LAST-MINUTE TRAVEL

9 PERSONALIZATION

10 NATURE-BASED TOURISM



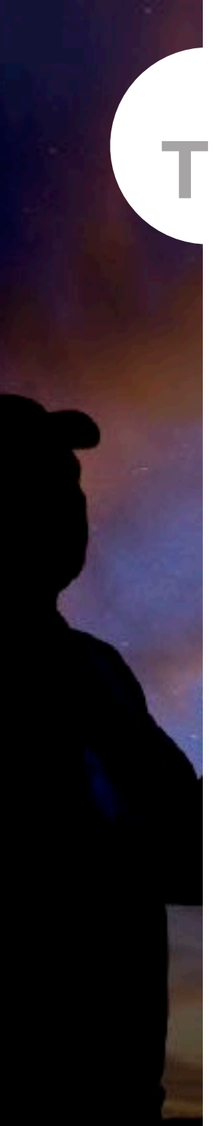
TRAVEL TREND 1: OFF THE GRID TRAVEL

WHILE TRAVELERS MAY NOT BE READY TO COMPLETELY GIVE UP THEIR DEVICES, REMOTE DESTINATIONS OFFER A MUCH-NEEDED SANCTUARY FROM TODAY'S FAST-PACED WORLD.

- INCREASE IN TRAVEL-RELATED PINS OF SMALL TOWN DESTINATIONS (+94%) AND SECRET SPOTS (+83%).

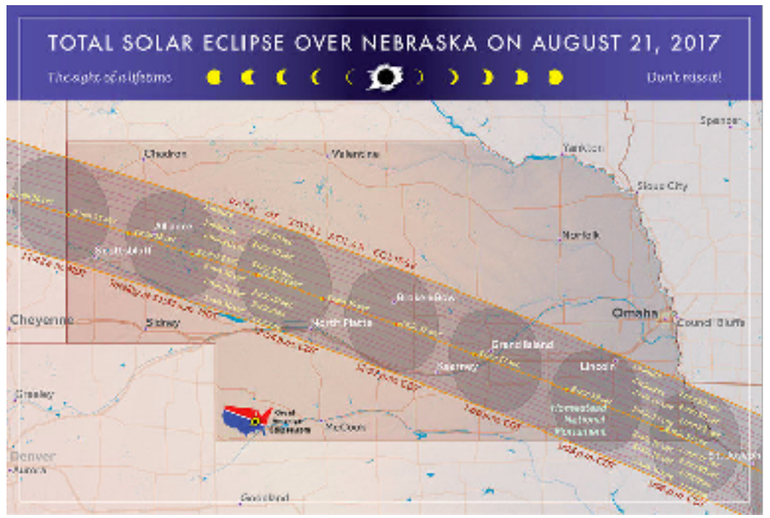
- 43% OF TRAVELERS SAY ADVENTURE TRAVEL IS GETTING "OFF THE BEATEN TRACK."



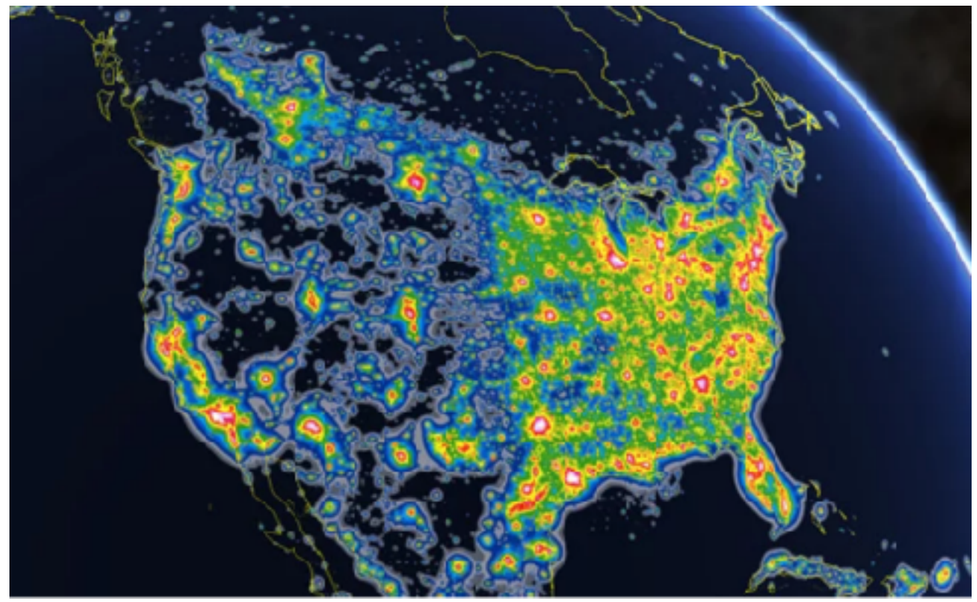


TRAVEL TREND 2: ASTROTOURISM

FROM STARGAZING AND NORTHERN LIGHTS, TO CHASING ASTRO EVENTS AND FULL MOON HIKES, TRAVELERS ARE INCREASINGLY INTERESTED IN CELESTIAL-INSPIRED EXPERIENCES.

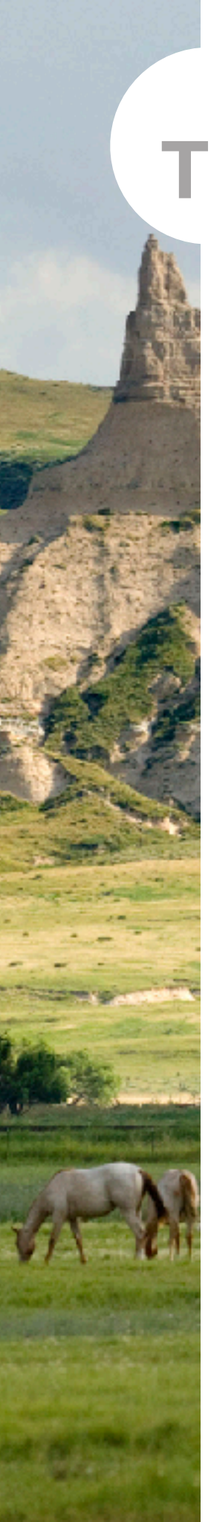


- 80% OF NORTH AMERICANS CAN NO LONGER SEE THE MILKY WAY FROM THEIR HOMES.



- CONSIDERED THE NEXT BIG SUSTAINABILITY TRAVEL TREND; ASTROTOURISTS ARE “DARK SEEKERS.”

- OF 5 MILLION AMATEUR ASTRONOMERS, 1/3 TRAVEL AT LEAST ONCE A YEAR FOR ASTRONOMY INTERESTS.



TRAVEL TREND 3: INSTAGRAMMABILITY

PEOPLE ARE MAKING TRAVEL DECISIONS BASED ON THE “INSTAGRAMMABILITY" OF A DESTINATION.

- MORE THAN 70% OF INSTAGRAM CONTENT RELATED TO TRAVEL.

- SMALL TOWN WANAKA, NEW ZEALAND SAW A 14% TOURISM INCREASE FROM INSTAGRAM.

- TROLLTUNGA, NORWAY VISITATION INCREASED FROM 500 TO 40,000 TO RECREATE ITS INSTA-FAMOUS SHOT.







TRAVEL TREND 4: HISTORIC & TRAIN TRAVEL

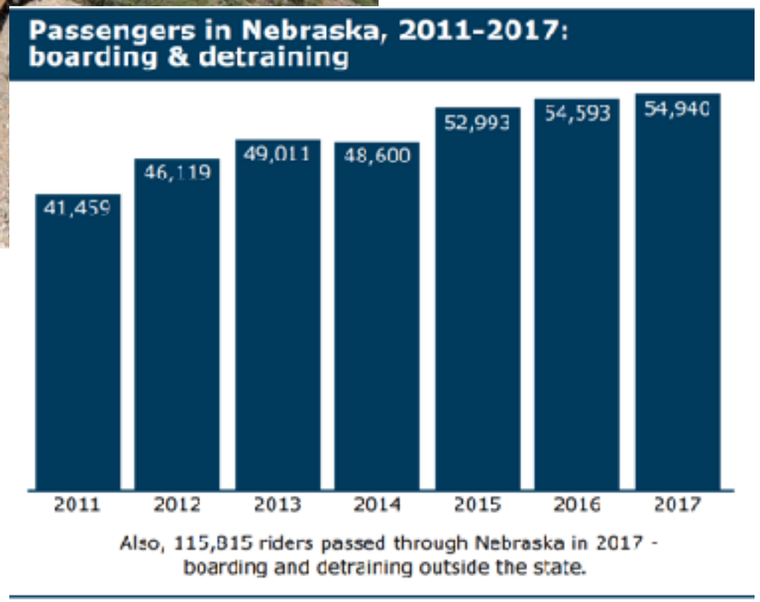
WITH THE 150TH ANNIVERSARY OF THE UNION PACIFIC TRANSCONTINENTAL RAILROAD COMPLETION, 2019 IS BOUND TO BE THE YEAR OF THE TRAIN.

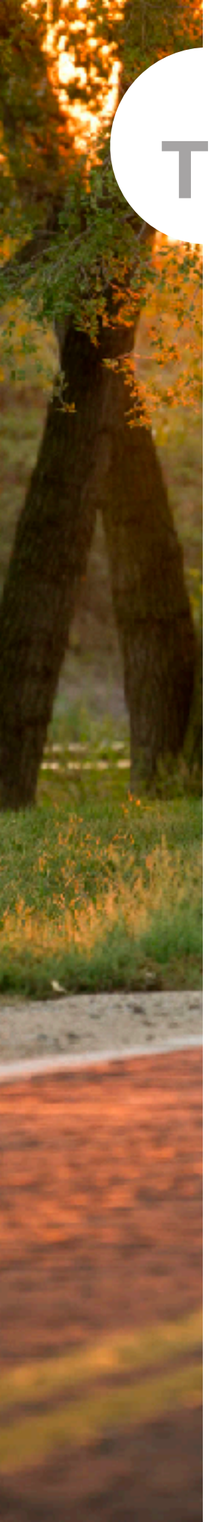
- EXPERIENTIAL TRAIN TRIPS (E.G BEER TRAIN) ARE IN HIGH DEMAND.

- 9 OF OF THE TOP 10 MOST POPULAR EXPERIENCES IN THE WORLD WERE HISTORIC TOURS, WHICH SAW 125% GROWTH.

- CULTURE & HERITAGE TOURISTS SPEND 38% MORE PER DAY AND STAYED 22% LONGER.







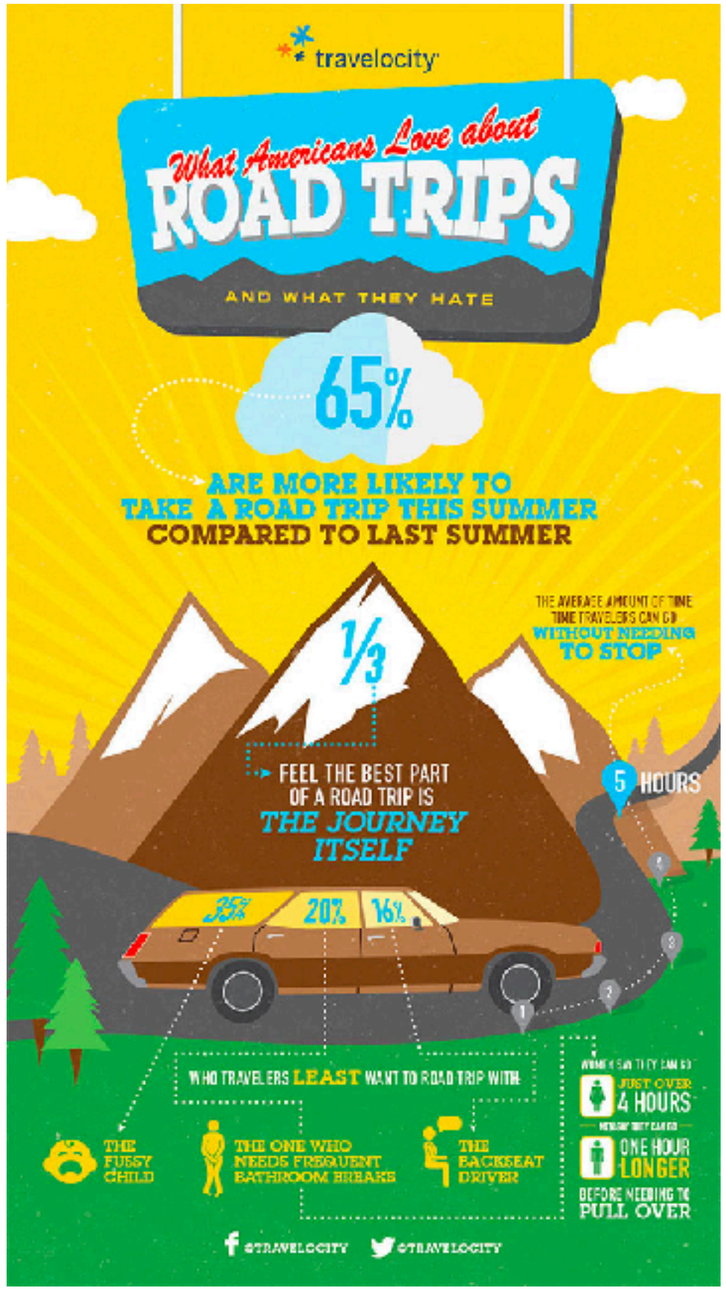
TRAVEL TREND 5: ECO ROAD TRIPS

ROAD TRIPS ARE GETTING A SUSTAINABLE MAKEOVER WITH THE RISE OF ELECTRIC CARS, VESPAS AND LONG-DISTANCE ROAD CYCLING AS DESIRED MODES OF TRANSPORTATION.

- AAA SURVEY SHOWS 20% OF AMERICANS WILL OPT FOR AN ELECTRIC CAR IN THEIR NEXT PURCHASE, UP 15% FROM 2017.

- UPWARD TREND ON AVERAGE CYCLING MILES TRAVELED PER TRIP; MORE THAN 1,000 MILES IN A YEAR PER CYCLIST, UP FROM 687 (2002).

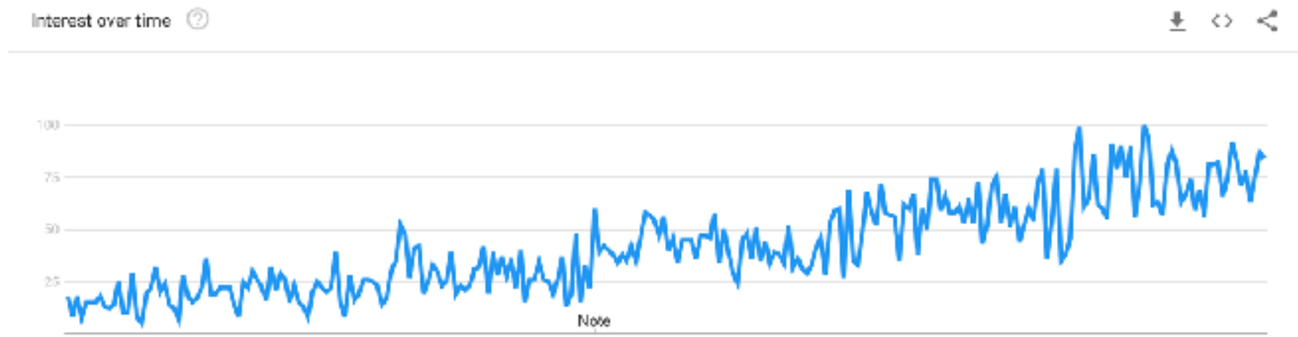
- TRAVELERS MORE INTERESTED IN SCENIC BYWAYS AND UNKNOWN LOCATIONS.





TRAVEL TREND 6: SOLO & FEMALE TRAVEL

SOLO TRAVEL, PARTICULARLY WITH WOMEN, IS AT AN ALL-TIME HIGH.



- RELATED GOOGLE SEARCHES AT RECORD LEVELS; SOLO FEMALE TRAVEL SEARCH TERMS ARE UP 200%, ON AVERAGE.

- 40% INCREASE IN SOLO PASSENGERS ON GROUP TRIPS (INTREPID TRAVEL) AND 45% GROWTH IN FEMALE SOLO BOOKINGS (HOSTELWORLD).

- TWO-THIRDS OF TODAY'S TRAVELERS ARE WOMEN (GEORGE WASHINGTON UNIVERSITY SCHOOL OF BUSINESS).



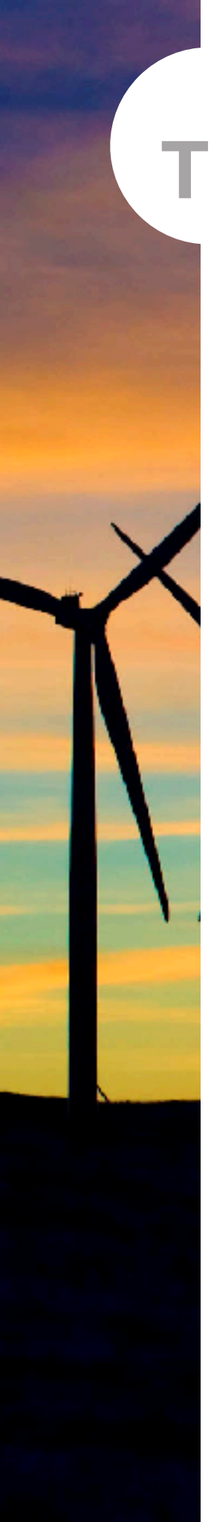
TRAVEL TREND 7: WINTER, A NEW PEAK SEASON

WHETHER TO ESCAPE HOLIDAY STRESSORS, SCORE A GREAT DEAL OR AVOID THE CROWDS, TRAVELERS ARE MORE MOTIVATED THAN EVER TO VACATION DURING WINTER MONTHS.

- 34% OF TRAVELERS WOULD CONSIDER A WINTER TRIP TO ESCAPE TRADITIONAL HOLIDAY ROUTINES.

- WEATHER IS NOT A FACTOR FOR MANY WINTER TRAVELERS; FESTIVALS ARE.



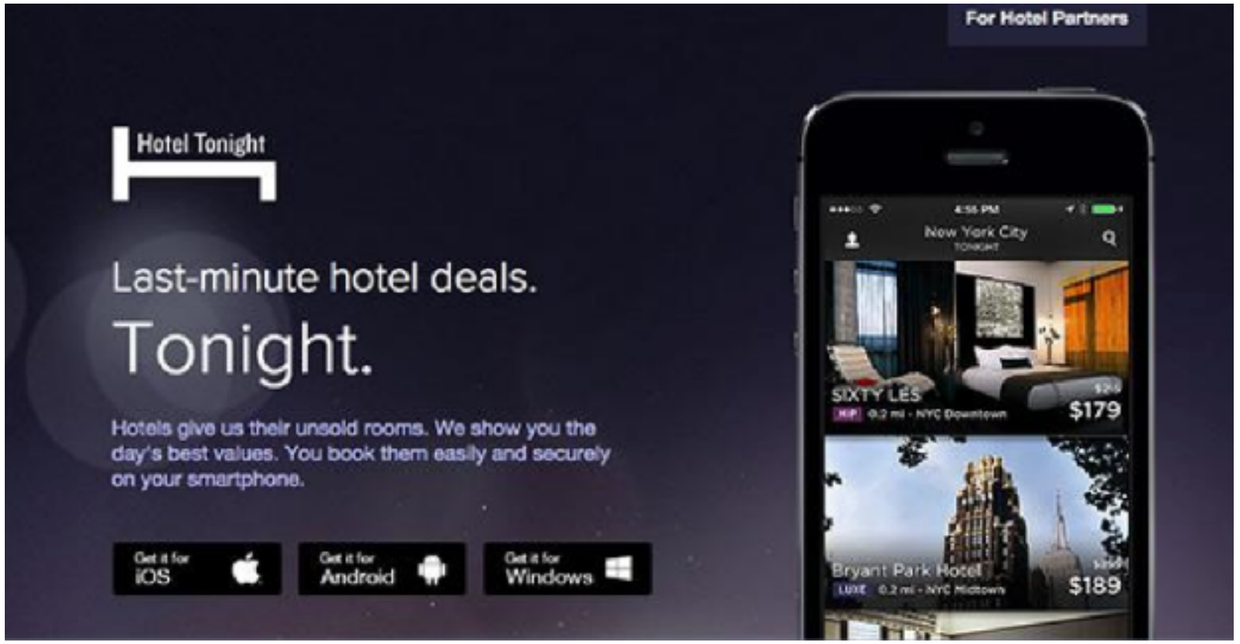


TRAVEL TREND 8: LAST-MINUTE TRAVEL

TRAVELERS ARE BECOMING MORE IMPULSIVE AND VALUE-DRIVEN.

- U.S TRAVEL-RELATED SEARCHES FOR “TODAY” AND “TONIGHT” HAVE INCREASED BY 150% IN THE PAST TWO YEARS.

- <u>MORE THAN 60%</u> WOULD CONSIDER AN IMPULSE TRIP BASED ON A GOOD HOTEL OR FLIGHT DEAL.





TRAVEL TREND 9: PERSONALIZATION

THE BUZZWORD FOR 2018, TRAVELER BOOKING BEHAVIORS ARE HIGHLY INFLUENCED BY PERSONALIZATION.

- 57% OF TRAVELERS BELIEVE BRANDS SHOULD TAILOR TO THEIR PERSONAL PREFERENCES OR PAST BEHAVIORS AND 36% WOULD PAY MORE FOR IT.

- TRAVELERS (69%) ARE MORE LOYAL TO A TRAVEL COMPANY THAT PERSONALIZES THEIR EXPERIENCE ON & OFFLINE.





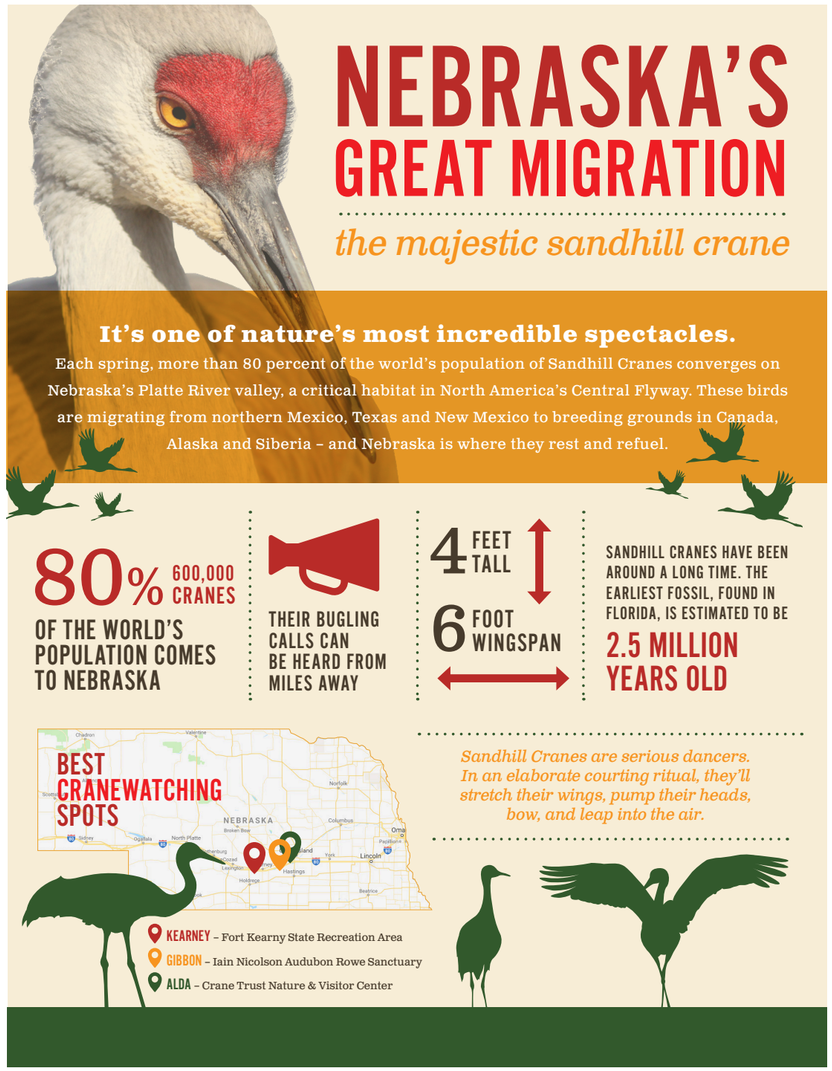
TRAVEL TREND 10: NATURE-BASED TOURISM

NATURE-BASED TOURISM, WHICH INCLUDES WILDLIFE TOURISM, IS EXPECTED TO RAPIDLY INCREASE OVER THE NEXT TWO DECADES.

- IN 2017, MORE THAN 20 MILLION PEOPLE PARTICIPATED IN WILDLIFE VIEWING; 12.2 MILLION IN BIRD WATCHING ALONE.

- PART OF RESPONSIBLE TOURISM MOVEMENT; A WAY TO ENGAGE TOURISTS IN CONVERSATION.

- WILDLIFE TOURISM IS GROWING AT A RATE OF 10% PER YEAR.



EDITORIAL TRENDS



EDITORIAL TRENDS

1 MULTIMEDIA CONTENT

2 BLURRING OF MEDIA + INFLUENCERS

3 PERSONALITY-DRIVEN NARRATIVES / EXPERT VOICES

4 PODCASTING

5 SHRINKING STAFF / MERGERS AT MAJOR OUTLETS



EDITORIAL TREND 1: MULTIMEDIA CONTENT

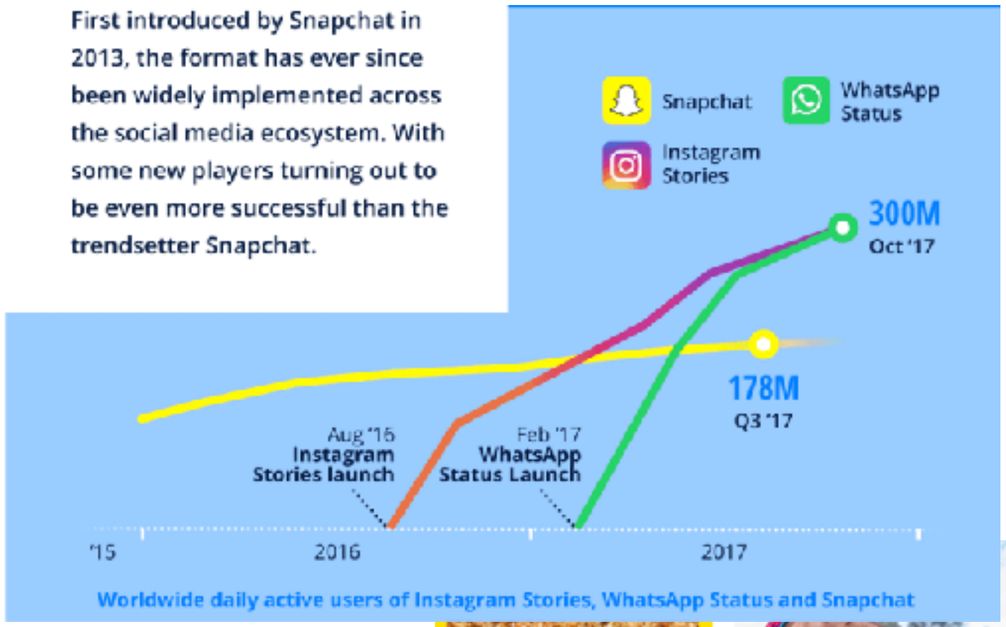
TO KEEP PACE IN "ON-DEMAND" ERA, PUBLISHERS ARE INCREASINGLY FOCUSED ON INCORPORATING TECH-DRIVEN, MULTIMEDIA CONTENT.

- 360 VIDEO

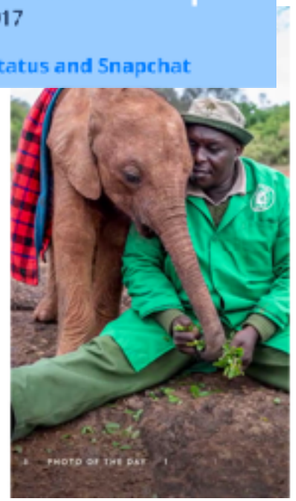
- VR & AR CONTENT

- SOCIAL MEDIA "STORIES"

- STREAMING CONTENT



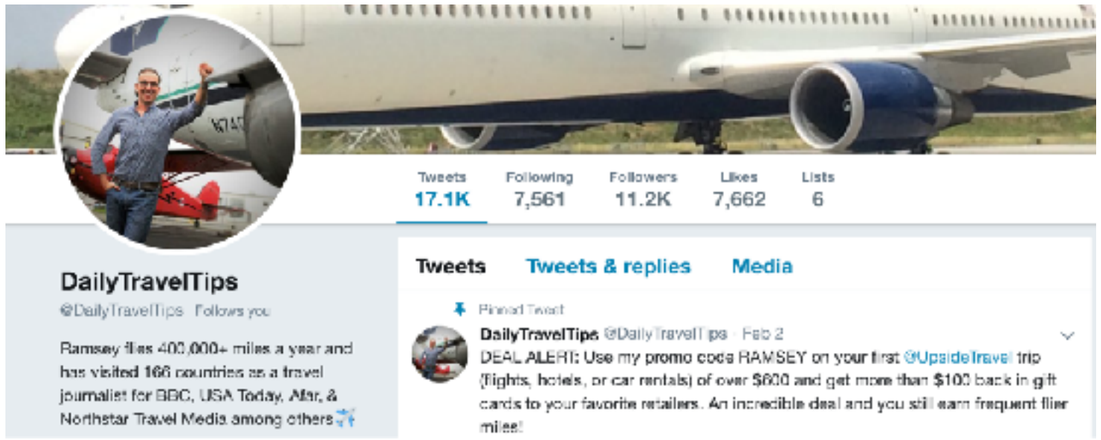






EDITORIAL TREND 2: MEDIA & INFLUENCERS

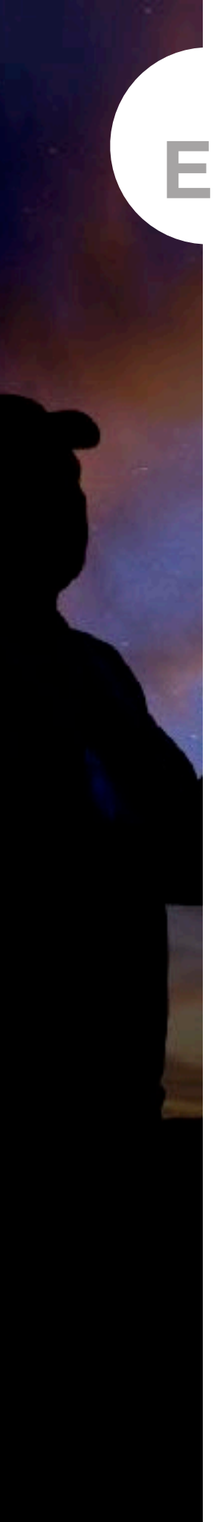
THE LINES BETWEEN INFLUENCERS AND TRADITIONAL MEDIA IS BLURRING WITH MORE JOURNALISTS BECOMING SOCIAL INFLUENCERS IN THEIR OWN RIGHT… AND VICE VERSA.











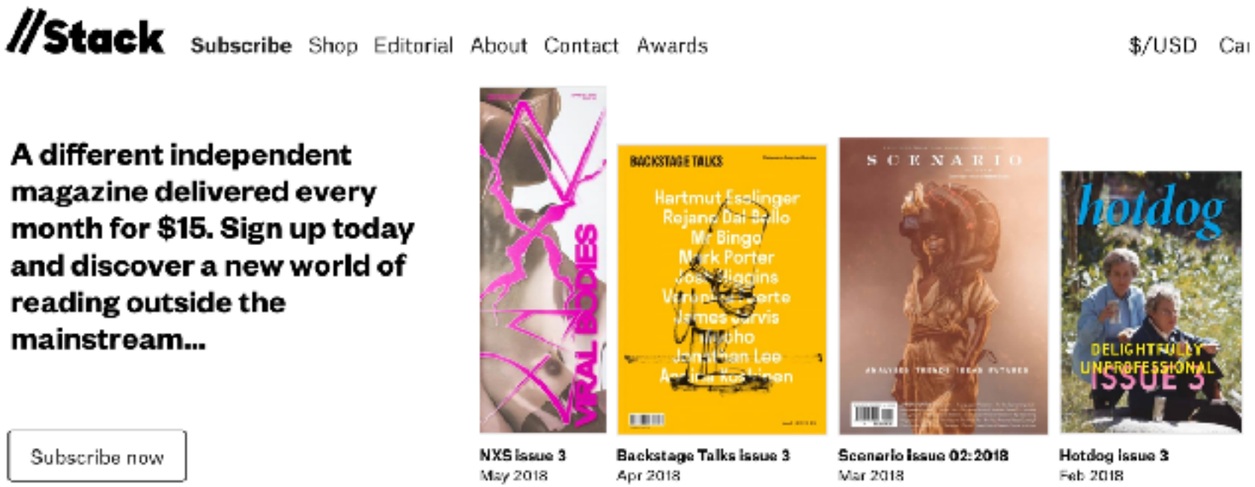
EDITORIAL TREND 3: EXPERT VOICES

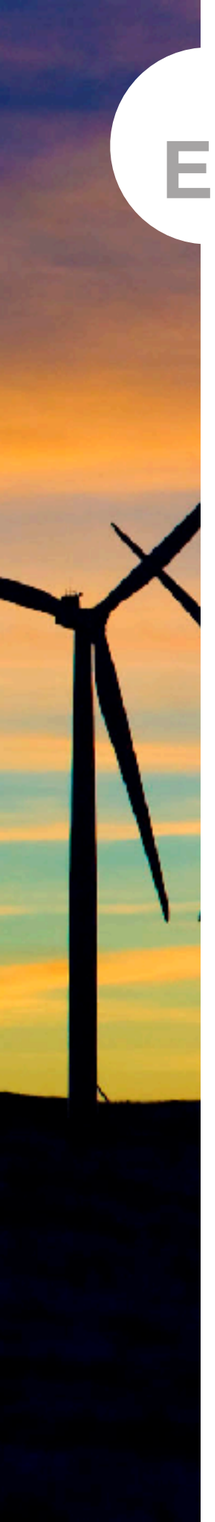
PRINT IS DYING... EXCEPTION FOR INDEPENDENT MAGAZINES, WHICH ARE ON THE RISE. THE DIFFERENCE? PERSONALITY-DRIVEN NARRATIVES AND IN-DEPTH EXPERT VOICE PIECES.

- COMES WITH A HEFTY PRICE TAG (NOT AD-DEPENDENT); STACK REPORTED A 32% UPTICK IN 2017 SUBSCRIBERS.

- PUBLISHERS MAY OFFER TAILORED CONTENT CAPABILITIES BASED ON DEMOGRAPHIC CRITERIA AND PAST CONSUMPTION.

- IN A "FAKE NEWS" ERA, EXPERT SOURCES ARE COVETED.





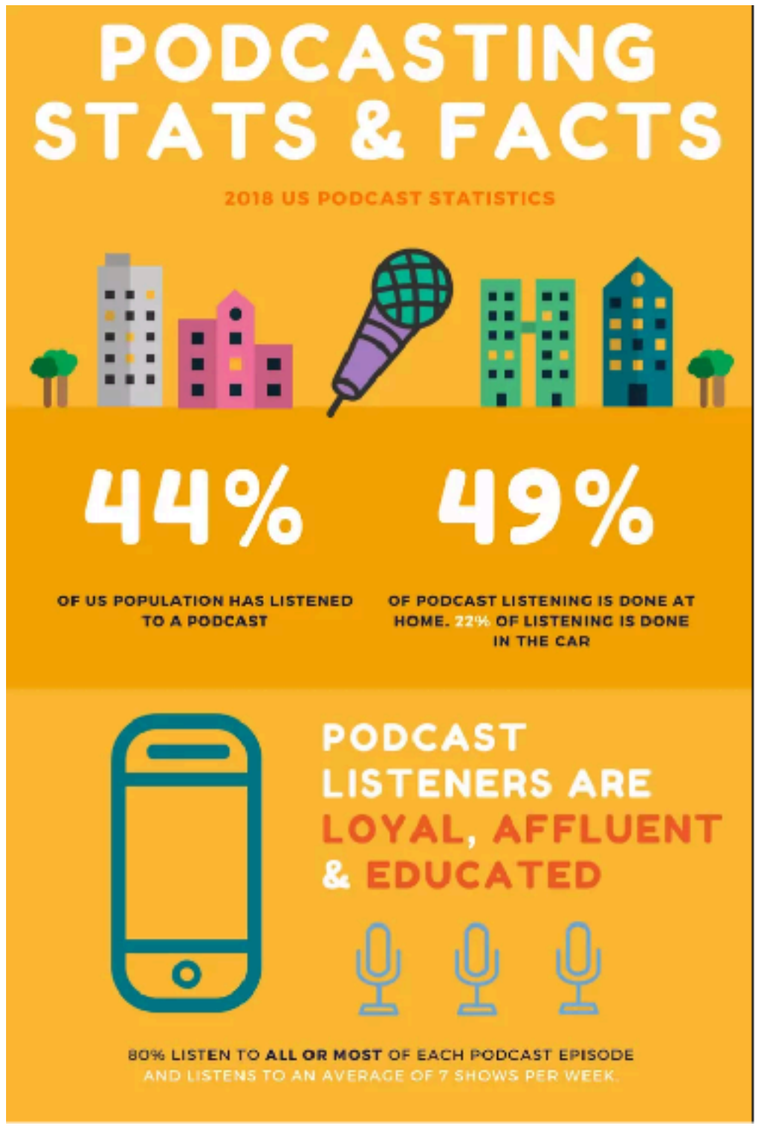
EDITORIAL TREND 4: PODCASTING

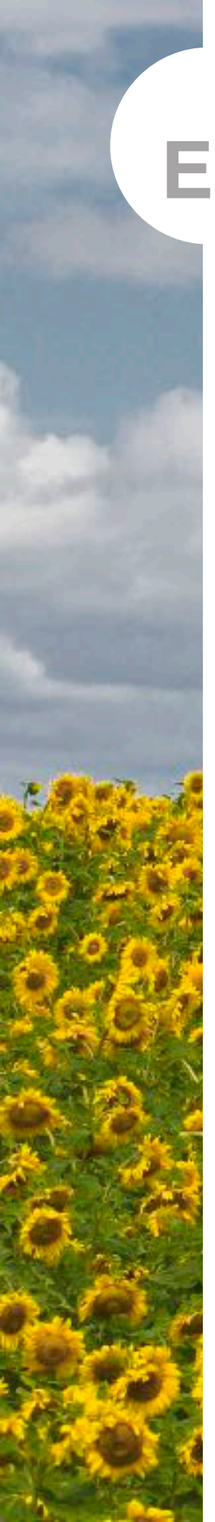
PODCASTS SAW 80% YEAR-OVER-YEAR AD GROWTH... AND ARE RISING. EDITORIAL OUTLETS ARE TAKING NOTICE.

- 58% OF PUBLISHERS PLAN TO FOCUS ON MORE PODCASTS IN THE NEXT YEAR.









EDITORIAL TREND 5: MAJOR MERGERS

WITH THE CHANGING MEDIA LANDSCAPE COMES THE MERGERS OF MAJOR PUBLISHING HOUSES, STRIKING STAFF AND JOURNALISTS TAKING ON MULTIPLE ROLES. SOME OF THE BIGGEST CHANGES IN 2018:

- TIME INC. + MEREDITH CORP. MERGER

- CONDE NAST TRAVELER MERGES U.S. & UK VERSIONS

- NEWSPAPER DAILIES RESIST, FORM SPIN-OFFS

- EDITORS DOUBLE UP, SERVING MULTIPLE PUBLICATIONS



TACTICS & TIPS



TACTICS & TIPS

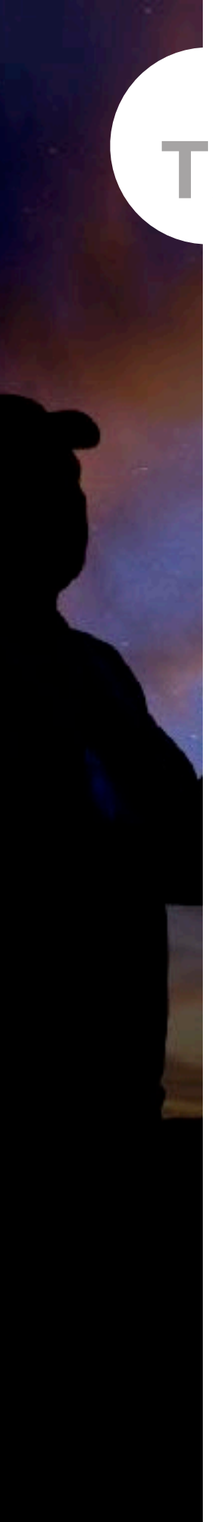
1 SETTING & SPOTTING TRENDS

2 INDIVIDUAL VS. GROUP FAMS

3 QUALITATIVE MEASUREMENT

4 NEWSJACKING

5 RESOURCES



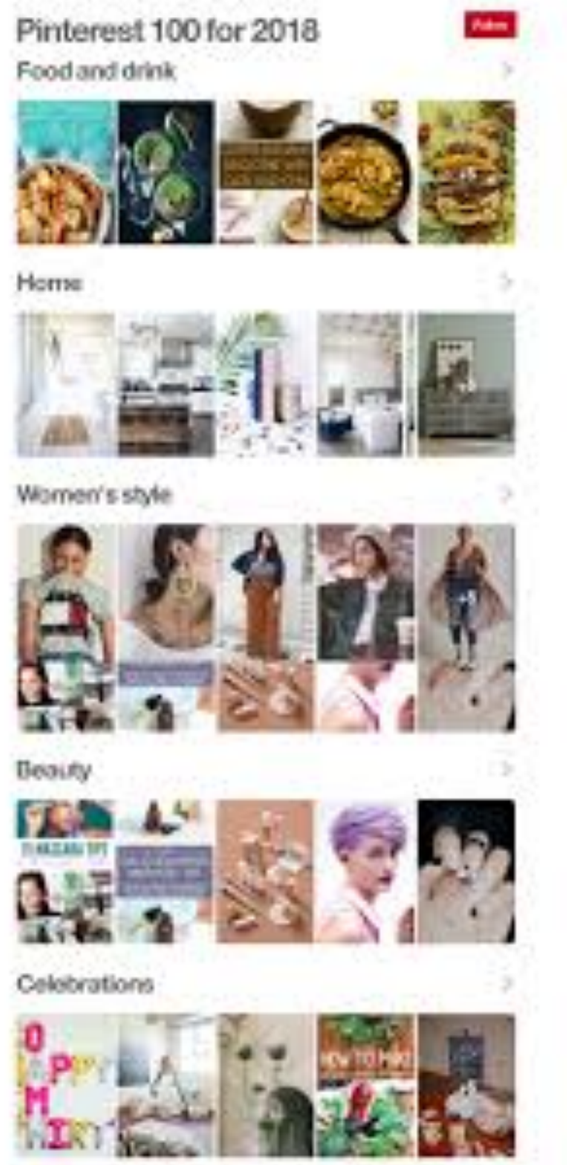
TACTICS & TIPS: SETTING & SPOTTING TRENDS

MEDIA ARE ALWAYS ON THE HUNT FOR THINGS THE ARE NEW AND EXCITING, ESPECIALLY WHEN IT LEADS TO A TREND (AT LEAST 3 OF THE SAME KIND). HOW CAN YOU IDENTIFY OR START ONE?

- LOOK TO CROWDSOURCED PLATFORMS: GOOGLE TRENDS, PINTEREST 100.

- SCENE SETTER: POP CULTURE MOMENTS AND ICONIC EVENTS.

- BE A TRENDSETTER: CREATE NEWSWORTHY ITEMS.





TACTICS & TIPS: INDIVIDUAL VS. GROUP FAMS

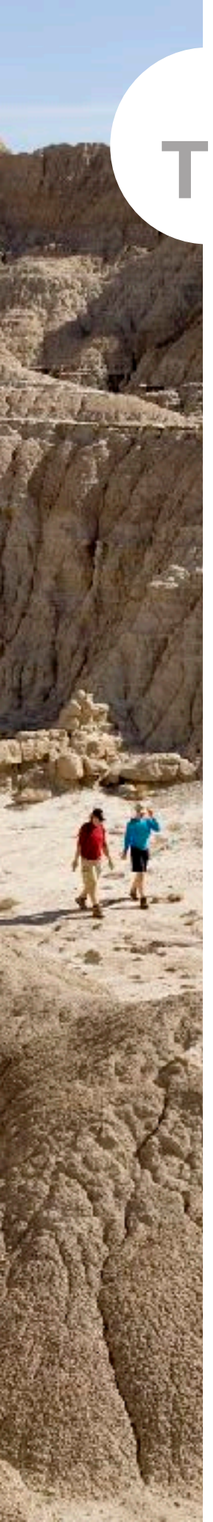
SOME EDITORIAL POLICIES PROHIBIT HOSTED TRIPS BUT FOR THOSE THAT DON'T, PRESS TRIPS ARE ESSENTIAL TO SECURING AUTHENTIC, QUALITY COVERAGE. BENEFITS OF INDIVIDUAL VS. GROUP FORMATS:

INDIVIDUAL FAM

- TOP-TIER EDITORS/WRITERS
- BETTER FOR IN-DEPTH FEATURES
- MORE TAILORED MEANS MORE DIFFICULT LOGISTICALLY

GROUP FAM

- FREELANCERS & INFLUENCERS
- BETTER FOR ROUNDUPS & SHORT-LEAD COVERAGE
- TYPICALLY THEMATIC AND LOGISTICALLY EASIER TO PLAN



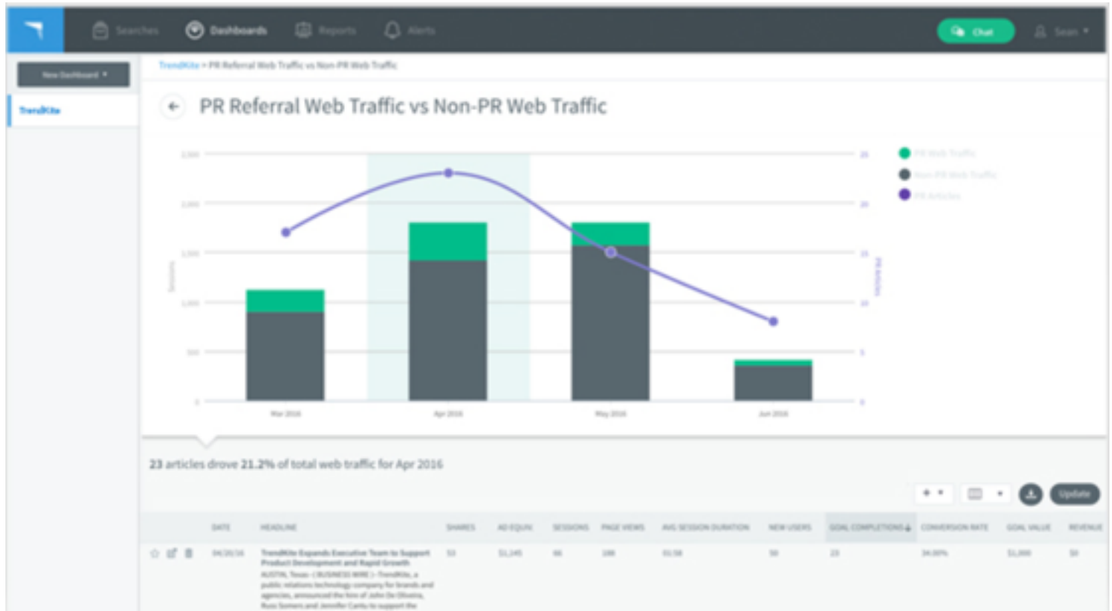
TACTICS & TIPS: QUALITATIVE MEASUREMENT

NOT ALL COVERAGE IS CREATED EQUAL. WHILE A HIGH QUANTITY IS DESIRED FOR OVERALL AWARENESS, HIGH QUALITY CAN BE MORE IMPACTFUL. SOME INDICATORS OF QUALITY PLACEMENTS:

- SUPPORTS GOALS. FEATURE VS. ROUNDUP; DEMOGRAPHICS/ GEOGRAPHIC REACH; MESSAGE PULL-THROUGH; BOOKINGS.

- INCREASES WEB TRAFFIC. PR-GENERATED REFERRAL SITES SHOWING IN GOOGLE ANALYTICS.

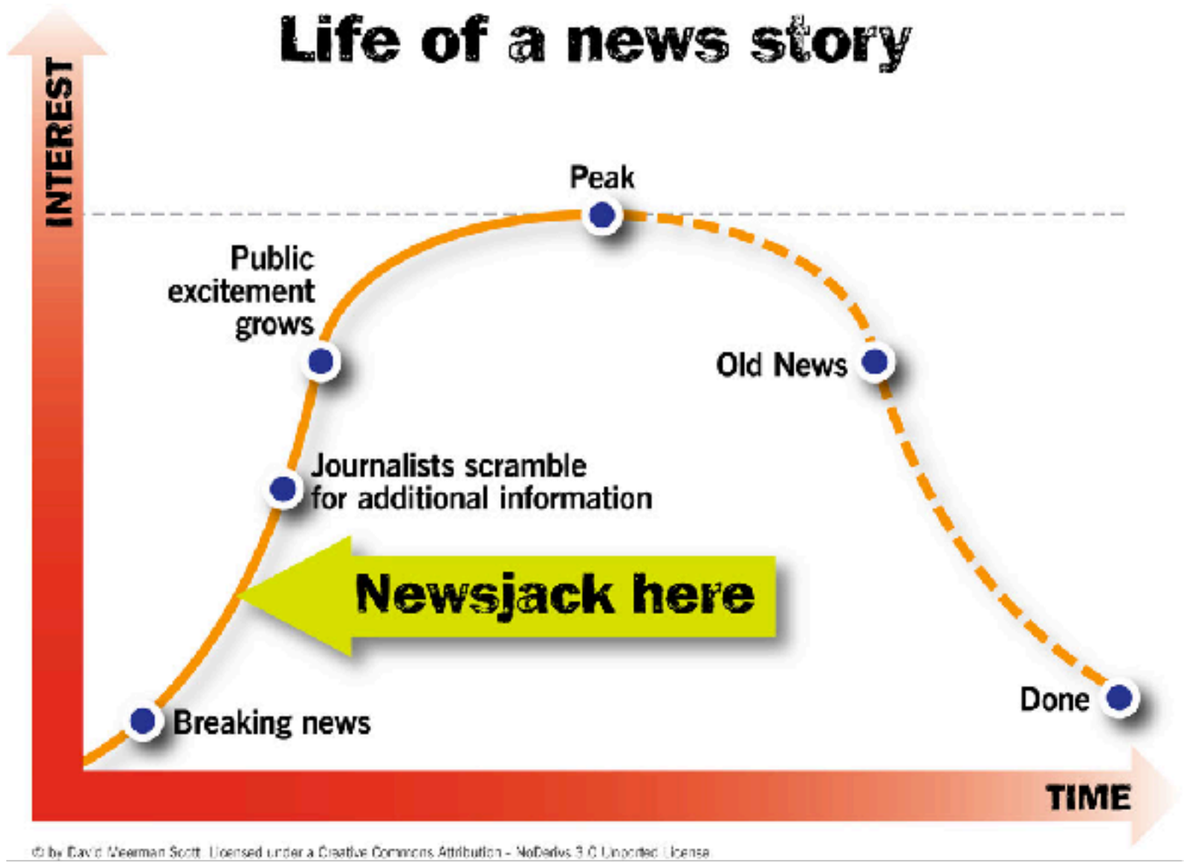
- SHARED SOCIALLY. EXPANDS AUDIENCE TYPE AND REACH.



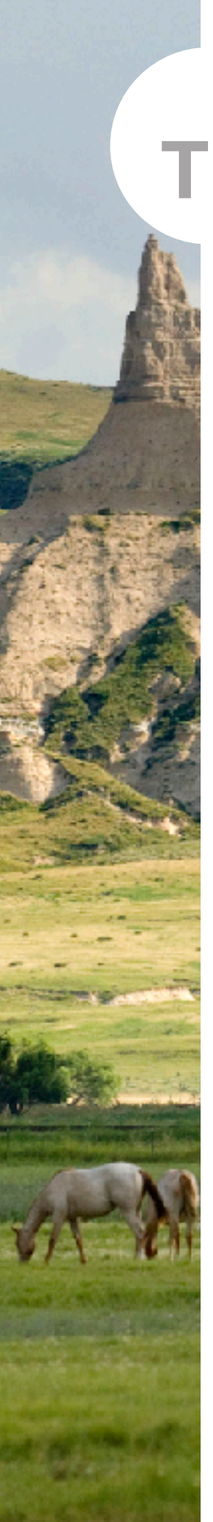
TACTICS & TIPS: NEWSJACKING

WHETHER IT'S A FLEETING POP-CULTURE MOMENT, HOT TRAVEL TREND OR A MAJOR CULTURAL SHIFT, TYING A BRAND INTO CURRENT EVENTS ENSURES TIMELY HOOKS FOR MEDIA AND RELEVANCY TO THE END CONSUMER. SOME EXAMPLES:

- THE 2017 SOLAR ECLIPSE
- 2018 ROYAL WEDDING
- BLOCKBUSTER MOVIES
- SPORTS CHAMPIONSHIPS



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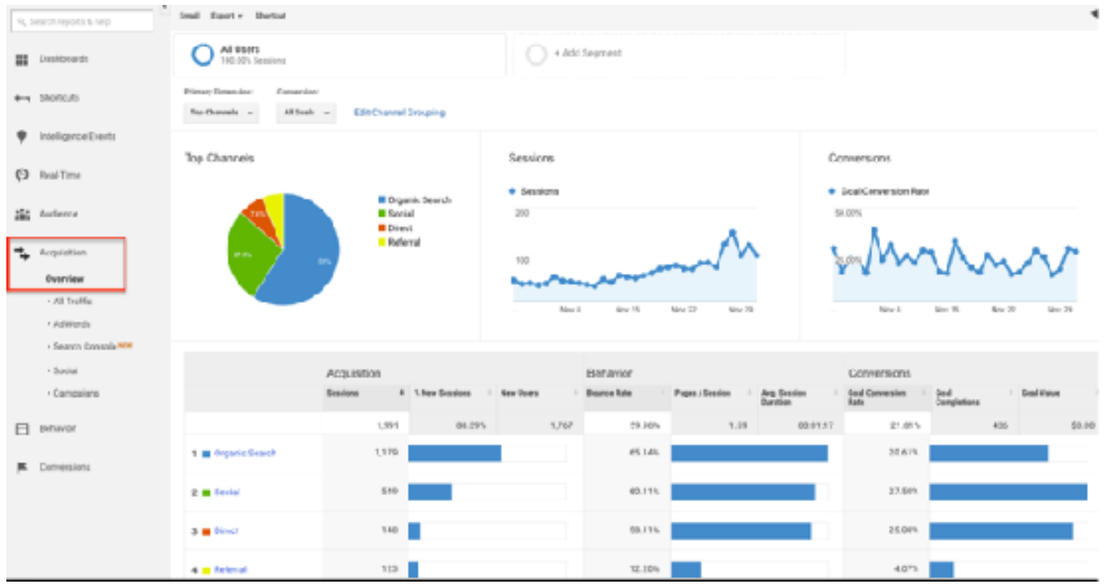
TACTICS & TIPS: RESOURCES

NOT SURE WHERE TO START? THERE ARE A NUMBER OF FREE COURSES AND RESOURCES DESIGNED TO HELP YOU EXPAND YOUR KNOWLEDGE AND SKILLSET.

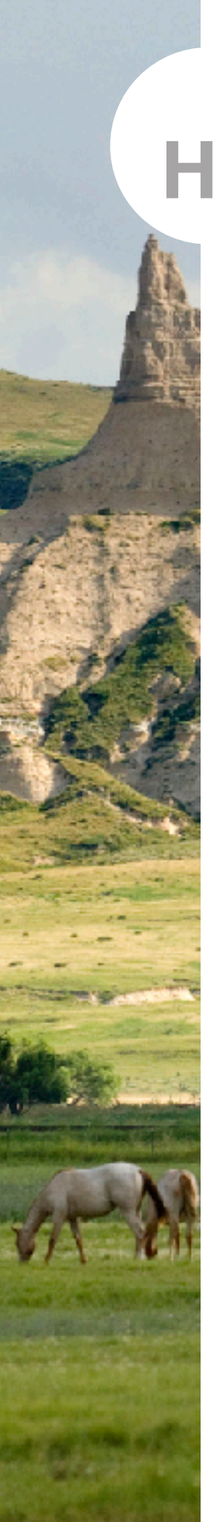
- FACEBOOK BLUEPRINT CERTIFICATION

- GOOGLE ANALYTICS ACADEMY

- HUBSPOT ACADEMY



Q&A



HOW CAN YOU GET INVOLVED?

PLEASE KEEP US POSTED WITH DETAILED INFORMATION ON NEW DEVELOPMENTS IN YOUR AREA, COMPELLING STORY IDEAS, TRENDS AND PERSONALITIES. IT IS ALSO HELPFUL TO PROVIDE MEDIA GIFTS FOR IN-MARKET MEDIA TOURS, AND HIGH-RESOLUTION IMAGES THAT CAN HELP BRING OUR PITCHES TO LIFE FOR JOURNALISTS.

INFORMATION AND ASSETS CAN BE SENT TO NEBRASKA TOURISM COMMISSION COMMUNICATIONS TEAM:

JENN.GJERDE@NEBRASKA.GOV
ERIN.LENZ@NEBRASKA.GOV