

# Tourism Mega Trends in Asia-Pacific – The 10 Trends to Watch

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# Objectives & Methodology

- Follow up to 2006-2008 “Asia Pacific Tourism Mega-Trends Report” prepared by UNWTO and The Hong Kong Polytechnic University
- A content analysis of total 345 travel trade reports published in 2009
- Analysis of reports in a leading travel trade magazine (*TTG Asia*) plus analysis of reports from *BBC News Asia*, *The Economist*, *Harvard Business Review*
- A computer software Atlas.ti was used to analyze textual data to create key codes and code families that are linked to major tourism trends and shifts in the industry

# Current Tourism Trends

## 1. “Conscious consumption” is a new consumer trend:

- Consumers seek ecologically and culturally sensitive travel products
- Consumers seek meaningful experiences – activities tied to nature, history or culture

## 2. Trends towards intra-regional and short-haul travel



# Current Tourism Trends

## 3. High growth travel sectors: car rental, serviced residences, adventure markets, and greater individualized luxury travel market

- Growing demand for self-drive rentals
- Serviced residences is expected to grow competing with the higher-end hotel segments
- Adventure niche market remains robust – integrated to travelers' hobbies and part of lifestyle
- Luxury market – higher demand for individualization and personalization



# Current Tourism Trends

## 4. The rise of responsible tourism and corporate social responsibility (CSR)

- Climate change and global warming issue emerged more than ever before, calling to act on
- With stronger consumer awareness and demands – more businesses want to be perceived as green



# Current Tourism Trends

## 5. Thriving low-cost carriers

- The low-cost carriers (LCCs) and the extension of open sky policy boosting intra-regional travel
- Feeder to car rental market, gaming market in Macau, affordable short-haul trips, weekend getaways, and women travel for shopping, food, and cultural experiences
- Provide more airline choices, improved seat capacity, substantially lower airfares



# Current Tourism Trends

6. **Travel industry and suppliers are adopting more sophisticated online marketing and distribution strategies**
- Online Travel Agencies (OTAs) show two digit year-on-year increase in online bookings by consumers
  - Travel agencies and suppliers' marketing budgets are moving online



# Current Tourism Trends

7. Destinations and NTOs take on aggressive marketing strategies with strategic alliances
  - The industry is shifting marketing focus from traditional long-haul markets to short-haul and regional markets in order to keep the business afloat



# Current Tourism Trends

8. **Safety and security – political unrest, severe weather and global pandemic of “H1N1” continue to be a significant factor that may restrict and prevent travel**



# Current Tourism Trends

## 9. Medical and wellness tourism is emerging as a lucrative and growth market

- Medical tourism is fast expanding since 2004 - Medical tourists spend four times more than recreational travelers
- Singapore, Thailand, Malaysia are competing with aggressive promotion, tapping this lucrative sector



# Current Tourism Trends

## 10. Destinations are looking to China to fill the gaps in the global slowdown

- Chinese outbound education sector is an opportunity to growth
- Outbound Chinese market is expected to grow along with its economic growth (predicted to be 7-9% over the period of 2009 and 2010)



# THANK YOU!



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