

Tourism trends

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November 2017



Strong growth in holidays this year



+7%

Domestic overnight holidays in England
(Jan-June 2017)



**Record
volume
+ value**



+19%

Inbound overnight holidays in UK
(Jan-July 2017)

The rise of the staycation?



In the next 6 months:
(August 2017)

Outbound travel is slowing



IPS Outbound Stats:
(May-July 2017)

5 trends for tourism

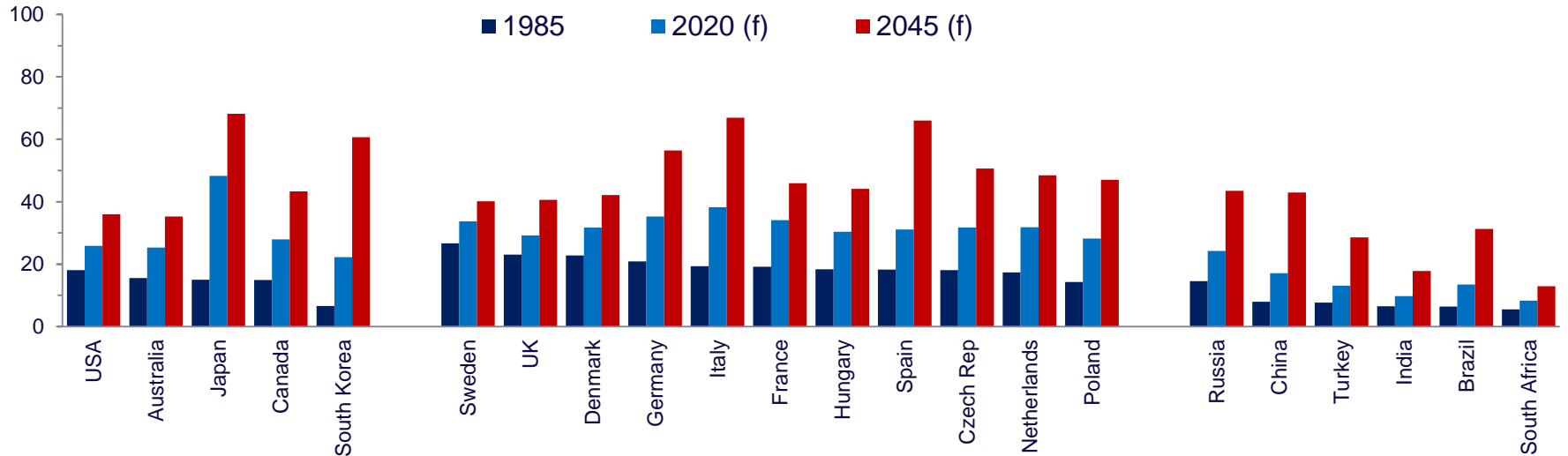


1. The Changing Demographic Landscape



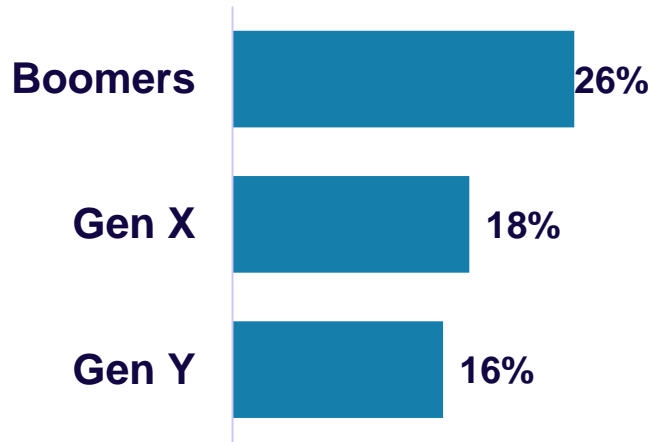
The ageing society

Ratio of population aged 65+ per 100 population aged 15-64

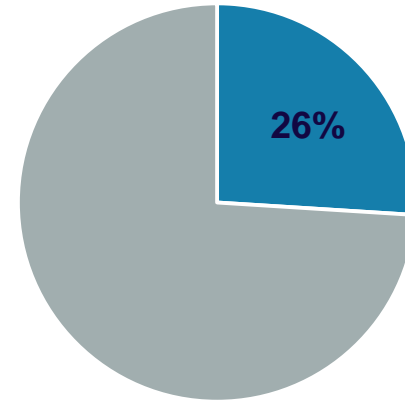


More people are living alone and fewer people say they 'feel old'

% of global consumers who say they feel old



% of single households in the UK



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PREVIOUS STORY

DIRTY DANCING CONTEST



**HOW TO TRAIN FOR A MARATHON AND SEE
THE WORLD**

Karen MacKenna is the running tourist. Here, how to prep for a marathon and travel the globe. The story of how I...[Read More](#)

NEXT STORY

**GRANDMAS STAY SHARP WHEN THEY CARE FOR
GRANDKIDS ONCE A WEEK**



THE AGE OF NOT ACTING YOUR AGE

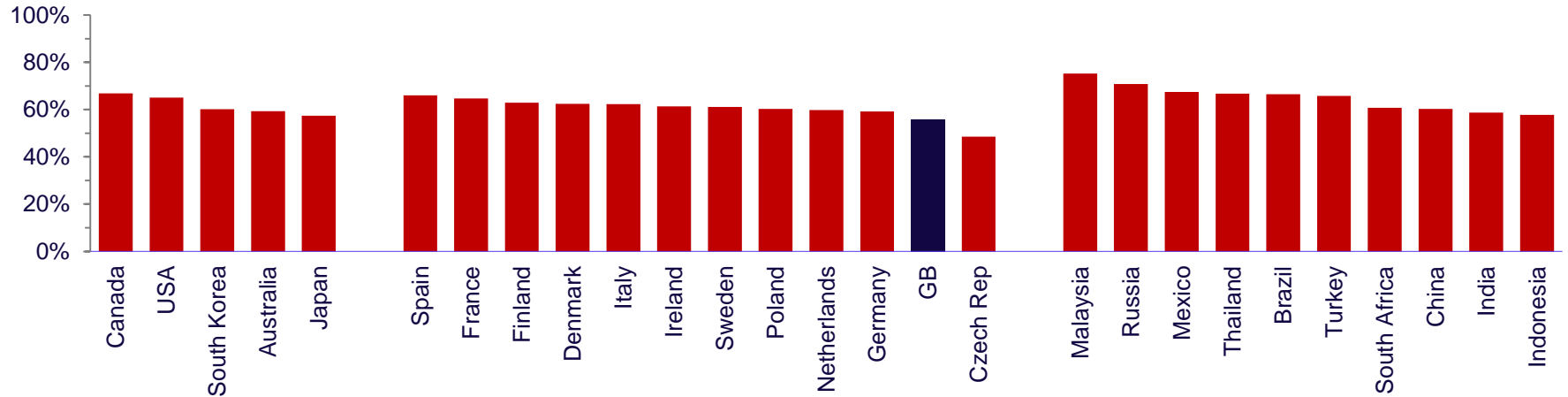
2. Filter Bubble



The filter bubble has its advantages

“How interested would you be in a service that suggested a holiday and itinerary of activities based on your interests and budget”

% who are very interested or quite interested



...but we'll need to burst it to drive growth

VisitDenmark draws attention to attractions by using the on-trend #hygge hashtag



Helsinki Secret Residence invites influencer on a experiential trip to the Finnish capital





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3. Performative Perfection

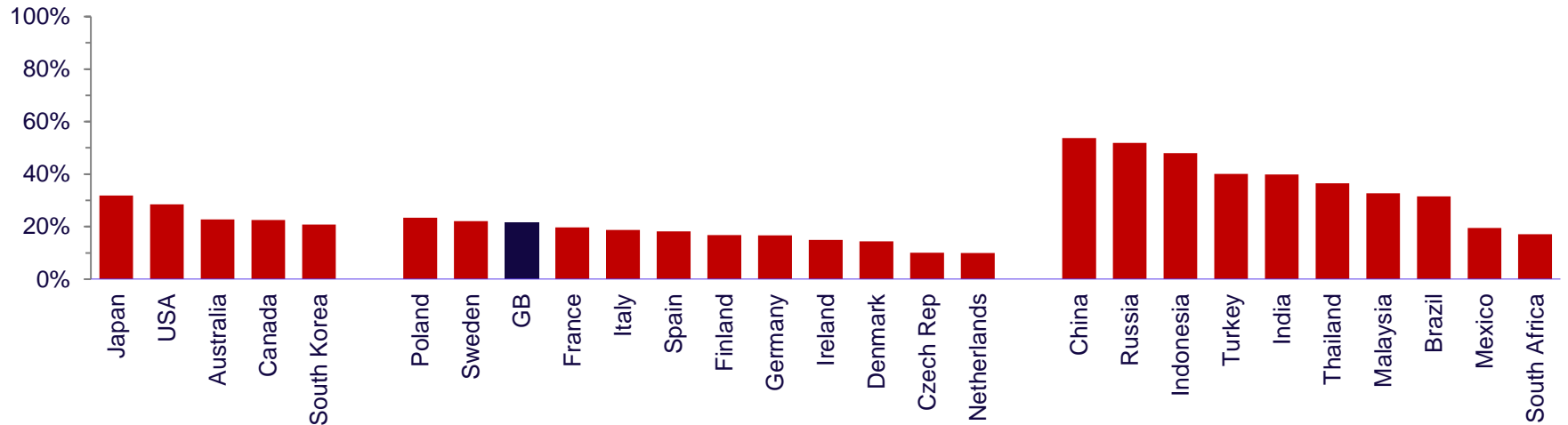
“Checking in and sharing this on Facebook is seen as a status symbol and people usually only check in at glamorous, non-trivial places and when doing something special”.

FEMALE, 27, FRANCE



The importance of self-presentation

“I wish I could be more like the person I describe myself as on social media”
% who agree or strongly agree



Enabling performative behaviour

W Hotels in the US and GB has launched a set of branded geofilters on **Snapchat** for their guests. The filters turn the guest's snaps into a postcard to share with followers.



Organisations such as **Aperture Tours**, as well as locals in various destinations are organising photo walks





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4. The Pursuit of Real

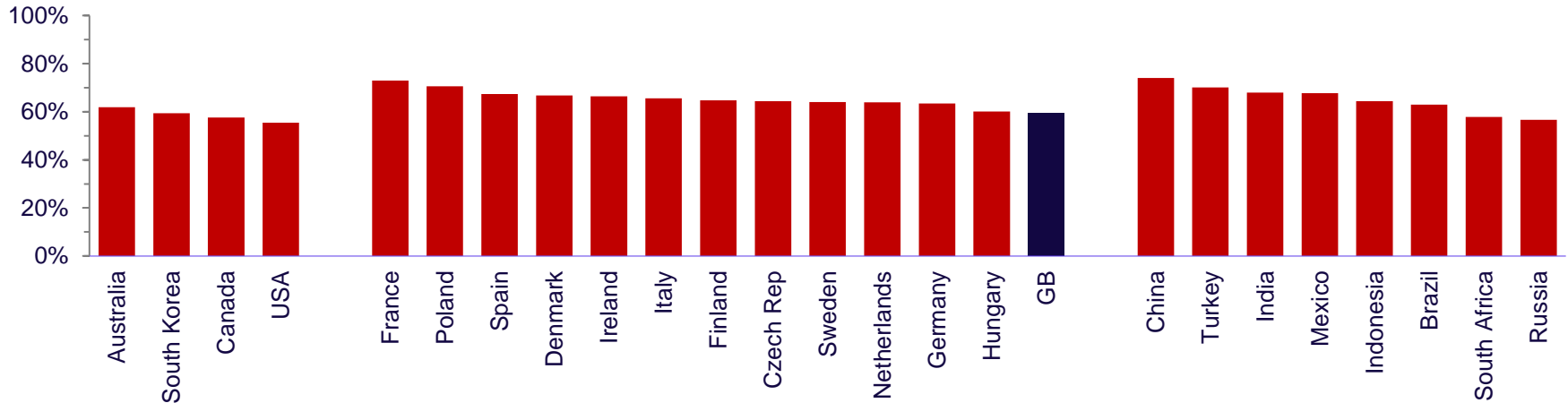
“People don’t want to think of themselves as tourists nowadays, they want to think of themselves as travellers. They have an increasing desire to have tea where local Londoners go, or visit Indian restaurants where the Indian ex-pats eat”.

NICK LARSON, HEAD OF PLATFORM AT TIMELOOPER



Seeking out the “authentic culture” of a place is a global wish

“When I go on holiday, the most important thing for me is to experience the authentic culture of a place” | % who agree strongly or agree



Experiencing England and English Life



Meeting
locals

The Islanders they are different ... I want to go the pub with them and talk... to find out about their lives why they get up in the morning (GER)



Doing the things
locals do

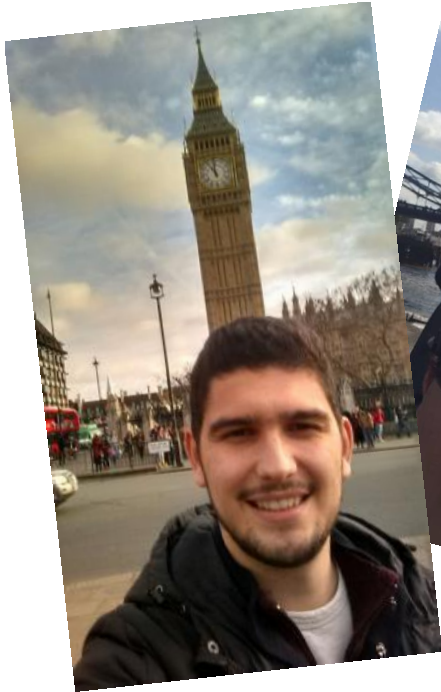
For the cricket, I don't need to see the highest level, but just more ordinary just to get the feel of ordinary people - it's even nicer. (NL)



Eating and drinking
what locals do

I like the crazy breakfast and the fish & chips and greasy heavy pies and all that. Going out to eat I have to order it just to find out what it is (NL)

...though we're not rejecting the icons quite yet!



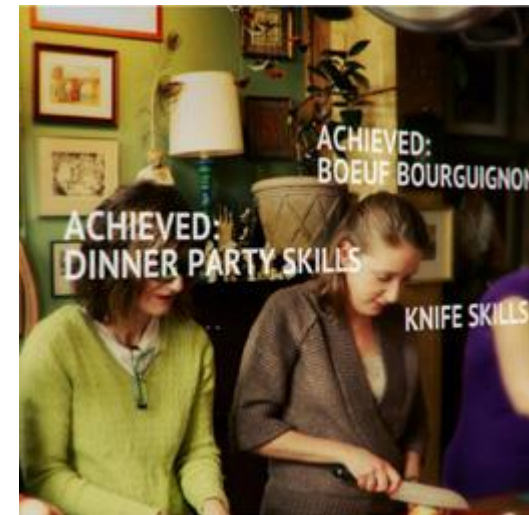


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5. The Leisure Upgrade

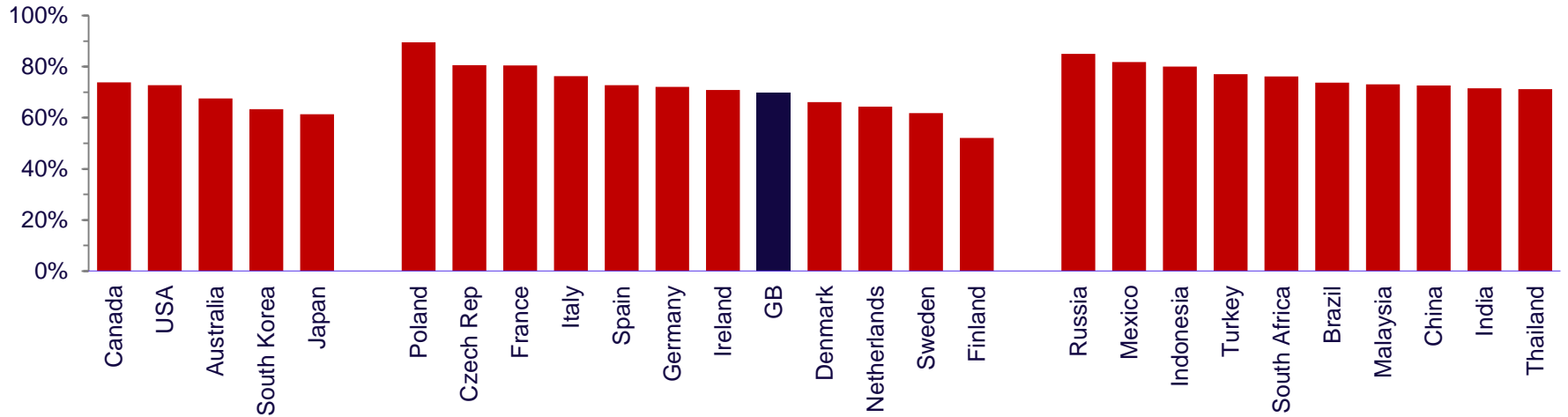
“We have had a lot of what I call professional reality TV programs like MasterChef and The Great British Bake Off. What we see are people that are amateurs trying to be professional more of the time and participating in that, and also using their hobby more often as a tourism experience”.

IAN YEOMAN, TOURISM FUTURIST



There's more to free time than having fun

“Entertainment should be about learning new things as much as simply having fun”
% who agree strongly or agree



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★★★★★ 50 reviews



£30 Explore the street art of East London



£55 Design and make your own model for a larger piece

★★★★★ 16 reviews



£35 Learn to draw animals on London's city farms.

...to integrated holiday offerings

The Canal to Coast food tour between Gothenburg's archipelago and the Göta Canal gives travellers plenty of opportunity to visit local artisan food producers on the way



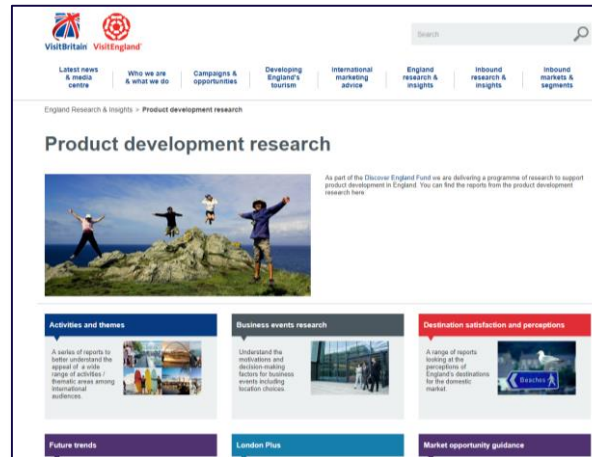
VAWAA (vacation with an artist) pairs travellers with creators around the world – days are spent assisting and shadowing the artist at work



Find Out More



Trends report
Themes and Destinations Qual research:
www.visitbritain.org/product-development-research



The screenshot shows the 'Product development research' page on the VisitEngland website. At the top, there are navigation links for 'Latest news & media centre', 'Who we are & what we do', 'Campaigns & opportunities', 'Developing England's tourism', 'International marketing advice', 'England research & insights', 'Inbound research & insights', and 'Inbound markets & segments'. A search bar is located on the right. The main heading is 'Product development research'. Below this, there is a large image of people on a rocky coastline. To the right of the image, text states: 'As part of the Discover England Fund we are delivering a programme of research to support product development in England. You can find the reports from the product development research here.' Below the image and text are three main sections: 'Activities and themes' (with a sub-image of people at a market), 'Business events research' (with a sub-image of people at a business event), and 'Destination satisfaction and perceptions' (with a sub-image of a person walking). At the bottom, there are three smaller sections: 'Future trends', 'London Plus', and 'Market opportunity guidance'.

Thank you