



TREND 1 LEISURE UPGRADE

The modern visitor not only wants a holiday that relaxes them but makes them a better person.

Holidays remain an important and prized release from daily stresses and strains. However, for an increasing number of tourists, the very concept of holidays has evolved to encompass a more complex set of requirements. Many want pleasure-rich experiences

but they also want to feed their other interests - learn additional skills, undertake self-improving activities and try new experiences.

The trend of 'Best Face Forward' covered in the last bulletin [www.failteireland.ie/trends] also comes into play as travellers strive to reflect their perfect self through their chosen holiday destination

and holiday experiences. How their holiday activities are received by their social media network influences their in-holiday choices.

The challenge for the tourism industry is to continuously innovate and find new ways to entertain, excite, engage and develop new experiences that trump those enjoyed previously.

WHAT'S DRIVING THIS TREND?

Consumer behaviour is complex and as a result trends rarely occur in isolation. This trend is influenced by the following other trends:

THE DOMESTIC PROFESSIONAL

Consumers are looking for new ways to constantly improve and polish every aspect of their life.

49% Britons regularly try to cook new recipes

LIQUID SKILLS

Consumers are effortlessly re-skilling to be able to keep a competitive advantage.

More than 1 in 3 Britons sees learning new skills as very valuable for their entertainment (rising to almost half of 25-34 year olds)

BEST FACE FORWARD

Social Media increases the pressure to perform and better ourselves and influences our holiday decisions.

1.5 billion photos uploaded and shared daily globally

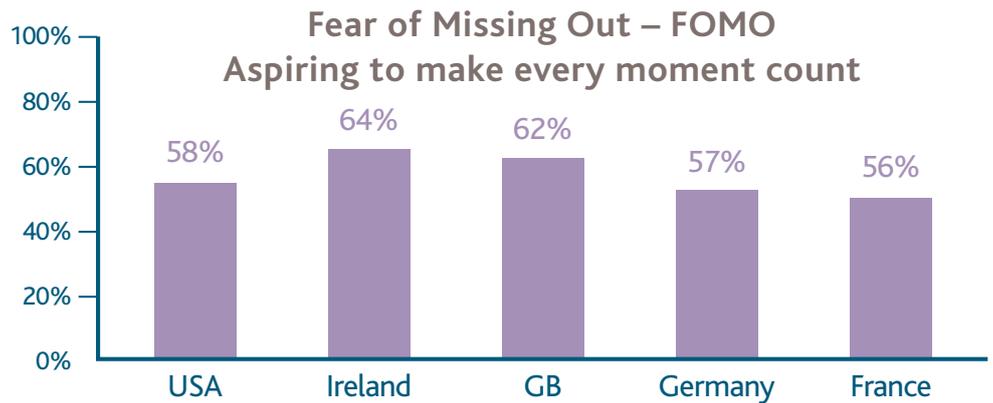
LEISURE UPGRADE

TREND EVIDENCE

% Who Value Learning a New Skill /Activity

IRL: 46%	
USA: 42%	
GB: 38%	
GER: 32%	
FR: 32%	

*7-10 on a 10 point Scale



A little over of half of consumers globally feel as if they are not reaching their full potential in life. The Irish and the Britons report this feeling most strongly.

Source: nVision Research | Base: 1000-5000 online respondents per country aged 16-64, 2015

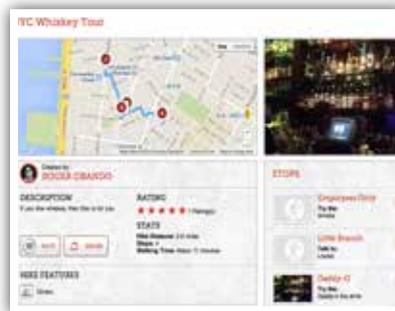
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TREND IN ACTION



BUSH ADVENTURES

A Kenyan based holiday company helping travellers learn and experience the authentic Kenyan lifestyle, including learning how to throw a spear, track a goat and make a fire. Opportunities to learn about a different culture is something which many travellers crave.



KAMINO

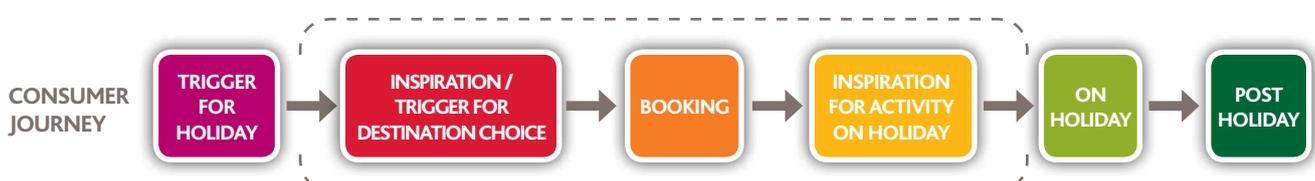
This app offers crowd-sourced city guides. Their 'urban hikes' are designed to help city dwellers as well as tourists, to discover a new neighbourhood, using a map of interesting sights, food and cafes in the area, curated by locals.



DO GOOD FEEL GOOD

In 2014, the Ritz-Carlton Washington DC launched its *Do Good Feel Good* package. Guests were invited to participate in an exclusive, behind-the-scenes tour of DC Community Kitchen (reducing hunger with recycled food and training unemployed adults for culinary careers), with a unique opportunity to volunteer afterwards.

WHEN THIS TREND INFLUENCES THE VISITOR



STAGE OF CONSUMER JOURNEY

KEY MARKET SEGMENTS	INSPIRATION / TRIGGER FOR DESTINATION CHOICE	BOOKING	INSPIRATION FOR ACTIVITY ON HOLIDAY
<p>SOCIAL ENERGISERS</p> <p><i>Want happening days and extraordinary nights</i></p>	<p>Look for information on suitable destinations from people they know (on & offline) and most likely to seek advice from travel or specialist agents.</p>	<p>They like to see images and videos of all there is to offer and what they can expect from an experience that will enhance their personal learning and growth.</p>	<p>More concerned than other segments with inspirational information on things to do. They trust supplier websites and other consumers for recommendations.</p>
<p>In order to take advantage of this trend Social Energisers require information, images and videos that showcase all the opportunities for skills upgrading or authentic experiences that enhance their sense of personal growth.</p> <p>This group are ready to try new things, therefore innovative opportunities for learning in a novel way really appeal. Showing the benefit to the visitor and how they will feel after visiting your attraction or experience is key. Be bold about what's in it for them.</p>			
<p>CULTURALLY CURIOUS</p> <p><i>Want to get under the skin of a destination and travel like a local – crave authenticity</i></p>	<p>Really consider the range and suitability of things to do that allows them to fully immerse themselves in a place.</p>	<p>Know what things they would like to do but are more likely to book while on holiday.</p> <p>Like to feel like they are getting something more than your average tourist.</p>	<p>Enjoy discovering places when they arrive, more likely to use and trust the tourist board website for information.</p>
<p>For the Culturally Curious who enjoy the holiday research phase, the ability to learn more about a destination in an authentic way really appeals to them.</p> <p>Provide this group with opportunities of how they can get hands on with traditional music, craft and local food to enhance the stories and culture of the region. Show this group how they can get behind the scenes and unearth the real story of the place in a way that involves all their senses.</p>			
<p>GREAT ESCAPERS</p> <p><i>Want to recharge their batteries and reconnect with their family / friends</i></p>	<p>Want to escape the pressure of the daily grind – they focus on the abundance of things to do. Practical information about how to access experiences is important to them.</p>	<p>Like a stress free holiday and so booking needs to be easy and seamless – equally happy to book online or in person.</p>	<p>Practical information about the facilities, accommodation, weather etc are important to them.</p>
<p>For Great Escapers the focus is on the family unit/travelling party and the self-fulfilment and learning they will get out of the activity/experience together. They are not overly interested in interacting with locals or other tourists and are therefore looking for hands on experiences that will enhance and create memories of their time together.</p>			

MAKE THIS TREND WORK FOR YOU

KEY FIRST STEPS TO TAKING ADVANTAGE OF THIS TREND:

- » Communicate how your experience will make the visitor feel – tap into their need for self-improvement
- » Is there an opportunity to provide added value to the visitor by providing a chance for them to get hands-on with the experience
- » What is different about your experience, that will enhance a visitor's self and perhaps can only be done in Ireland?
- » Learning and improving can take many forms, something as simple as sharing recipes sampled while at your property can engage a visitor and improve their cooking range
- » Cross promote and bundle packages with other trade partners for both formal education courses as well as holistic personal improvement

- » Help the domestic visitor feel like they are reaching their full potential while staycation-ing in Ireland, any time of the year



American airline **JetBlue** offer accredited online courses to their business class travellers. The online courses sit alongside more traditional in-flight entertainment options such as films or music, with courses ranging from music and marketing to astronomy and palaeontology.



Experience Gaelic Games provides visitors with an opportunity to learn, enjoy and get insight into Ireland's culture with a crash course in Gaelic games. In a uniquely Irish pastime visitors get hands on with our national sport in a fun and interactive way.

