



# Target markets, global trends and what it all means for ecotourism



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- 📍 Who is the Destination Marketing Store?
- 📍 Target markets
- 📍 Who is Skift?
- 📍 Relevant global trends in tourism
- 📍 Applying the trends to ecotourism

# About Destination Marketing Store

DMS is a **specialist destination branding and marketing agency** that also undertakes experience and product development as well as strategic tourism planning. We have extensive experience in the tourism and events industry, in particular in regional, nature and cultural tourism.

At the heart of everything we do is the visitor - your visitor. We will help you connect with them, inspiring more people to visit and spend longer in your destination.

We will challenge you to think outside the box, engage your community, uncover your point of difference and deliver a roadmap for success. Our promise is to work with you to create a world-class destination and outstanding visitor experiences.

[www.destinationmarketingstore.com.au](http://www.destinationmarketingstore.com.au)

*At DMS our vision is simple – we will challenge your destination to be world-class and help make it the destination of choice for your target markets*



## Demographics – Generational, social and cultural influences

- Baby Boomers (1945 – 1965)
- Gen X (1966 – 1986)
- Gen Y – The Millennials (mid 1980s – late 1990s)
- Gen Z (mid-1990s to the early 2000s)
- Families



## Psychographics – Shared values, motivations and behaviours

- Finding the common ground
- Global Experience Seekers, Leading Lifestyles, etc ...
- Roy Morgan Helix Personas &

**Market Segments continue to evolve – we're all witness to shifts in key demographics as a result of psychographics ... we've seen the rise of:**

- **Active families (vs traditional families)**
- **Active Retirees (vs Grey Nomads)**
- **Contemporary women travellers**
- **Special-interest travel, for nature (nature lovers), food & wine, culture, sport & recreation**

# Why is understanding psychographics important for demographics?

*Creating advocates helps to extend your reach within your target audience*



**Skift** is the largest industry intelligence platform providing:

- Media insights
- Marketing to key sectors of travel
- Deciphers and defines global travel trends

The **Skift Global Forum**, held annually, brings together international leaders in tourism, hospitality and technology to share insights into the future of the travel.

# Skift.



## *Choice*

The future of travel is humane and compassionate. Travellers will have a more active role in curating their experiences, breaking down the status-quo in the process

Digital experience market-places will fall prey to the paradox of choice. Fragmentation means brands competing on price instead of service have the most to lose

Challenger brands have the most to gain from this shift; they don't have to fix what is broken. New industry entrants with a premium quality of service will have an advantage against existing behemoths

## *Curate*

New add-ons and ancillaries can't fix broken core services. Brands must first differentiate on quality of service, not technology tools or peripheral activities

## *Service*

## *Quality*

## *Serendipity*

Time well-spent is more important than time saved. As digital platforms come to mediate in-trip discovery, user experience will be crucial

Serendipity can be a huge advantage for hospitality and will come to dominate the travel experience as brands experiment with enabling choice

## *Discovery*

Maintaining the illusion of discovery during travel will be crucial. Co-creation is one way to create compelling outcomes for individual travellers

## *Co-creation*

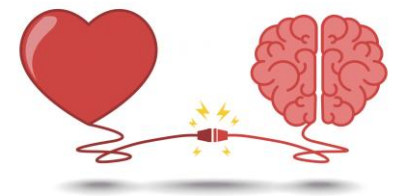
As brands sell experiences as separate products, they lose focus on improving their core product. Strong integration between a product's central value proposition and new experiences will become powerful

## *Integration*

## Other key insights from the Skift Global Forum 2018

- 📍 Online booking capability for experiences is increasingly essential (not just a nice idea)
- 📍 Environmentally sustainable and socially responsible brands, destinations, experiences and products are increasingly more popular and appeal to broader audiences (no longer a so-called niche market)
- 📍 Travel and well-being now go hand-in-hand. Its more holistic than a day-spa moment.
- 📍 Infusing the local personality of the place, its people and their craft into your experiences, products or accommodation makes it highly desirable
- 📍 Loyalty programs need to shift from only offering discounts and points to value-add by providing personalised experiences that resonate with their loyal customers and create 'brand communities'

***Its about  
the rational  
+ the  
emotional***



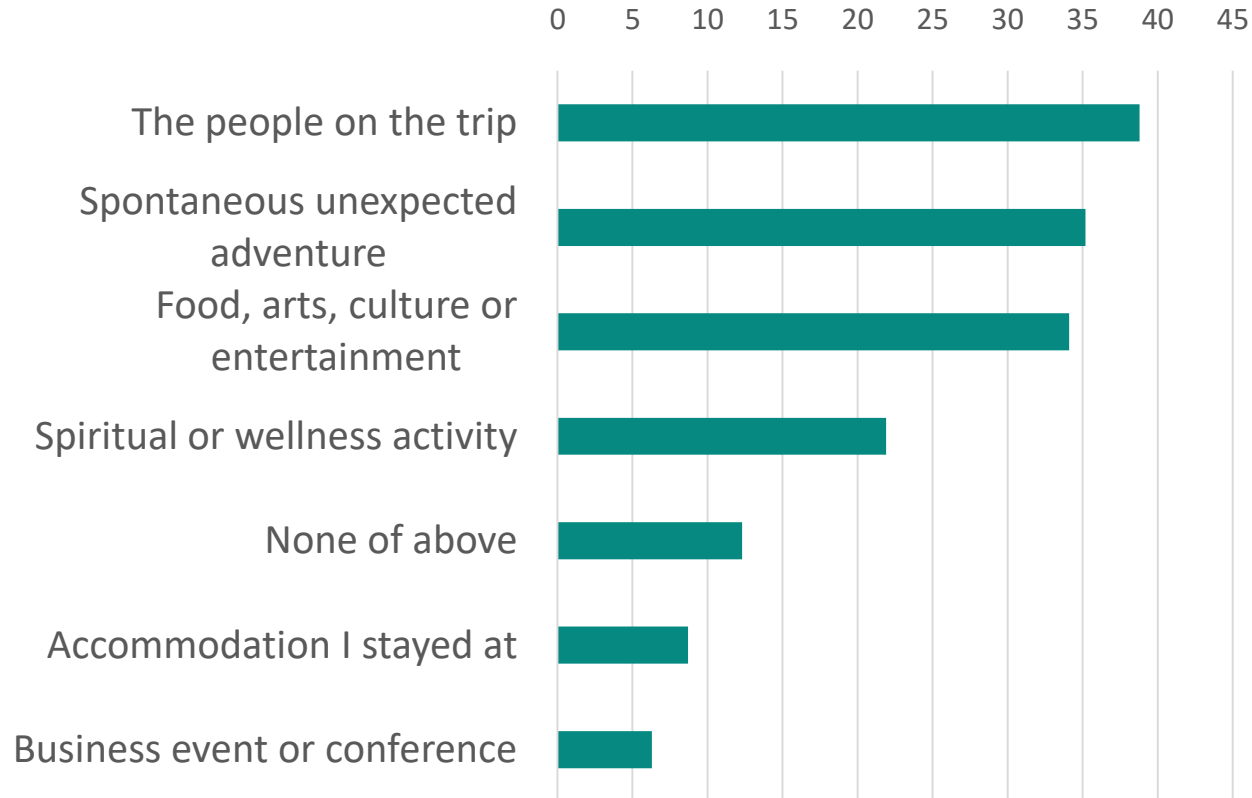
- 📍 Customer data is vital for creating customer-centric content and experiences - understanding and knowing the interests of the person (not just the broader market segment)
- 📍 Co-creation of the experience - allowing the visitor or guest to have input into how they may engage with the experience
- 📍 Choice - allowing for memorable moments of delight and serendipity
- 📍 Creating a community of guests or visitors – like minds like to meet and hang out together

***Personalisation  
is critical –  
it fosters  
transformative  
experiences***

## Transformative travel is about creating memorable moments

- 🌐 A transformative moment is deeply personal and this is why co-creation of an experience is invaluable to the market
- 🌐 Creating or identifying a core theme (beyond nature and eco) that you own will be the catalyst for developing new experiences that appeal to markets other than 'nature lovers'

### External factors that lead to transformational moments



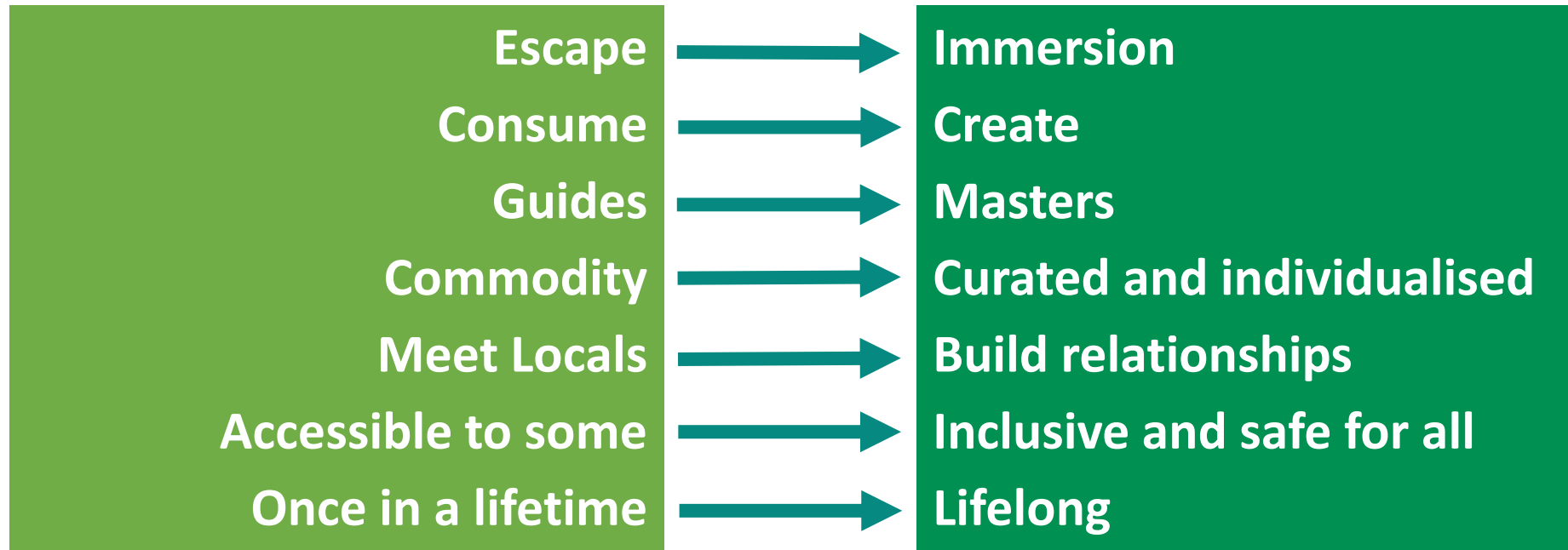
## Millennials and their influence

- 📍 Environmental sustainability and social responsibility is increasingly a key driver to choose an experience or destination
- 📍 They want to keep in touch – personalise the content you create and share it with them
- 📍 FOMO – create the idea of scarcity to drive interest and demand (and a touch of jealousy)
- 📍 Meet the expectations and needs of the Millennials and you will also tap into other target markets, especially the Baby Boomers who have the time to travel and are cashed up and ready to spend

***Millennials are setting the travel trends .... And the Baby Boomers want some too please (Seriously, so FOMO ... 🙄 )***

*That was then ....*

*This is now ....*



*“Adventurers will continue to hunt for truly local and authentic experiences, whether that’s the best food truck in Portland, the hidden beaches of Madagascar, or textile weaving classes in Peru — especially as these types of experiences grow more accessible thanks to our smartphones and the ever-increasing number of digital and mobile platforms that make traveling easier.”*

*“Travellers are eager for cultural experiences that are more interactive than gazing through the window of a tour bus. They want to know where the hidden gems are, and they want to connect with the local culture and people. Locals are offering insider tours, and global companies are partnering with local players to up their authenticity (and to tap into the tour guide market valued at \$7 billion, according to a November 2017 IBISWorld report).”*

“In a world where brand loyalty is fragile, being able to interact with customers in more than one phase of the customer journey is very important. Omnipresence allows brands to increase touchpoints, but also to enhance them, resulting in greater customer experiences.”

“Counter to FOMO (Fear of Missing Out), the Joy of Missing Out (JOMO) corresponds to concerns regarding the impact of constant connectivity on consumers’ lives and highlights the enjoyment of being mindful of the moment.”

“High-profile events have greatly increased awareness amongst consumers of plastic's negative attributes.”

- 📍 Ecotourism is about more than a nature-based setting or environmentally sustainable facilities – **personalisation and quality service** are essential to creating transformational experiences – its about hearts and minds!
- 📍 As a sector, it is best placed to create the space for truly memorable moments filled with **delight and serendipity**. Don't make 'learning' arduous or pious, instead inspire transformation
- 📍 Collaboration is a key to success and destinations have a role to play too. Those who understand their target markets and have a clear and consistent brand strategy will be better able to **infuse the character** of the place and its people into their products, experiences and accommodation
- 📍 **Customer data** is highly-valuable if used appropriately and well. It underpins personalisation, engagement and enables the creation of '**brand communities**,' who become advocates and help to grow demand for your business or destination
- 📍 Don't under-estimate the **influence of Millennials** on all markets and demographics



*Thank you*



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