

A photograph of two men sitting on a sandy beach with their arms raised in celebration. The man on the left is wearing a yellow and purple patterned shirt and a red flower in his hair. The man on the right is wearing a red and black patterned shirt. They are both smiling broadly. The background shows a clear blue ocean and a green, hilly coastline under a bright sky.

Twenty31

Market Trends Likely to Shape 2022+ Tourism Recovery

An evidence-based analysis of market trends influenced
by select research findings from the 2021-2022 Fiji
Tourism Data Insights Dashboard

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MINISTRY OF
COMMERCE, TRADE,
TOURISM AND
TRANSPORT

Tourism fiji

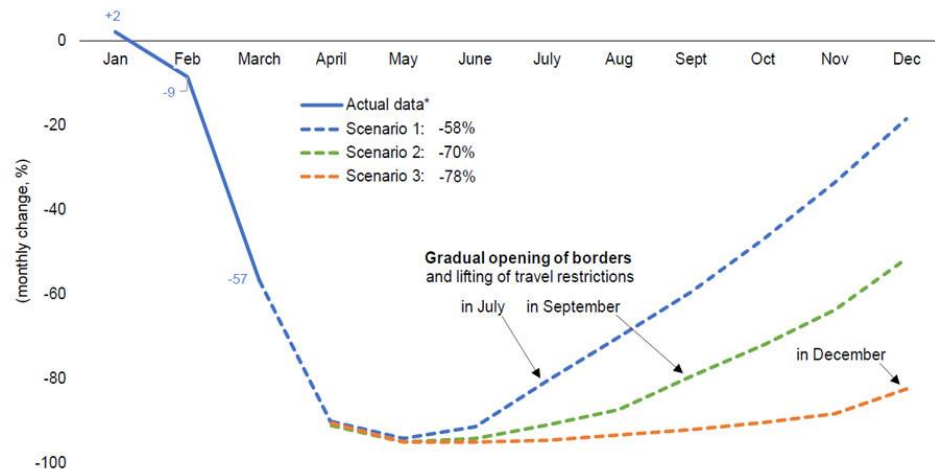
What's ahead...

- Twenty31's Top 20 Trends for 2022
- Key trends for Fiji
 - Last-minute and flexible travel goes mainstream
 - Pre-trip research will be critical
 - Inspiration from streaming & social media
 - Single destination, longer stays
 - Experiences are the new luxury
 - Higher demand, higher prices
 - Health & Safety is standard
 - International travel will overtake domestic, finally

TWENTY31'S TOP 20 TRENDS FOR 2022

In speaking with our destination clients, we saw a great need to move beyond forecasting to trend analysis to really understand how recovery will progress in 2022 and beyond.

Forecasting tends to rely on econometric models



Trend analysis focuses on defined consumer / market development over a period of time



TWENTY31'S TOP 20 TRENDS FOR 2022

Twenty31 has consolidated the top 20 trends, insights, and predictions from leading travel and tourism and other business sources to support destinations and industry stakeholders frame the future of travel and tourism in 2022.

Regenerative travel going local

Technology transforms tourism

Business travel comeback

Bucket list trips now, not later

Last-minute and flexible travel goes mainstream

Health & Safety is standard

Emerging markets are growing strong

Inflation in major markets

Experiences are the new luxury

Tourism labour becomes the bottleneck

International travel will overtake domestic, finally

Pre-trip research will be critical

Single destination, longer stays

Inspiration from streaming & social media

Exotic destinations attract young travellers

Wellness for all

Higher demand means higher prices

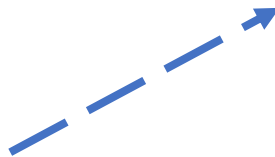
Multi-vax certification

Remote work creates new definition of tourism

Supply chains issues will dissipate

Last-minute and flexible travel goes mainstream

The booking window for tourism is shrinking as consumers are pushed to become increasingly more flexible in their travel plans. The search for international flights within seven days increased by 50% when compared to two years prior, with 78% of travellers considering flexible cancellation important when deciding on a tourism brand.

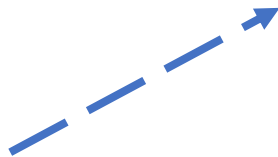


Key Takeaways		
Destinations	Operators	Visitors
Destinations will need to help their industry understand, prepare for and tolerate new late booking and cancellation cycles to help build back confidence in tourism and encourage visitors.	Forecasting and planning will remain challenging for most businesses. Being prepared to absorb a sudden surge in demand will be key.	Most travellers will be more likely to assign higher brand value to businesses and destinations offering transparency in cancellation policy. Spontaneous bookings will partially drive recovery.



Pre-trip research will be critical

Spontaneous and loosely planned trips will still be a challenge in 2022. The constantly changing travel requirements require travellers to dedicate a high amount of research time before embarking into a trip, being 71% online research.

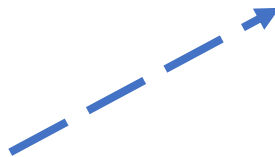


Key Takeaways		
Destinations	Operators	Visitors
Destinations will need to ensure that their marketing and communications are current and tailored both for online presence, as well as for the more traditional travel professionals.	Travel advisors and package holiday firms are coming back, benefiting from the need from a trusted source to navigate uncertainty.	A majority of travellers have become risk-averse during COVID-19 times, spending longer hours researching on their trip details, which has a positive impact on the visitor awareness of the destination.



Inspiration from streaming & social media

Watching Tik Tok and Instagram influencers create or push inspirational travel content is no longer a niche, while streaming services like Netflix and HBO provide new endless opportunities to create destination awareness - think Game of Thrones to Dubrovnik from 2010 and beyond to White Lotus for Hawaii in 2021.

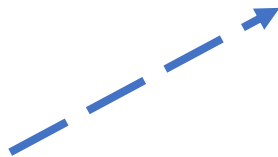


Key Takeaways		
Destinations	Operators	Visitors
Partnerships with streaming services and social media influencers will need a higher investment from destinations in order to build a strong brand.	Thanks to hyper-targeted marketing, tourism companies have an opportunity to anticipate consumer travel aspirations based on the media they have been watching.	Inspirational content is available through channels with high personalization, giving a wide range of choice and creating awareness of new destinations.



Single destination, longer stays

The complexity of arranging a trip, pre and post testing, differing vaccine passport protocols and the uncertainty of new COVID-19 waves will result in travellers booking fewer trips but increasing the length of their stay and in a single country - 'Travel less, travel better' will determine booking behaviour this year.

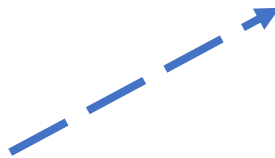


Key Takeaways		
Destinations	Operators	Visitors
A unique opportunity to generate more revenue and disperse demand across the destination and contribute to the economic growth of multiple locations.	Accommodation providers should offer discounted weekly rates, to capture the demand for longer stays. Tourism businesses will have an increased time-span to engage with travellers	Travellers' preferences are shifting from ticking destinations off the bucket list to actually explore their wider range of experiences.



Experiences are the new luxury

The value of travel and travel experiences will increase even more in 2022, boosting consumer spending towards unique travel experiences. The lack of travel caused by the COVID-19 pandemic has turned tourism into a scarce, luxury good.

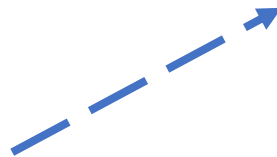


Key Takeaways		
Destinations	Operators	Visitors
Designing robust tourism experience strategies will be key to optimize the share of visitors.	Increasing revenue growth opportunities for tourism businesses that embrace and package unique, higher yield experiences, especially for the experience-based tours and activities sector.	Travellers will allocate a higher share of their travel budget to experience unforgettable moments.



Higher demand means higher prices

As proven in the past during COVID when travel restrictions ease, the number of travel bookings sky-rocket. The direct consequence is a rise in price across the industry as demand temporarily exceeds supply - from flights to hotels, to tours and activities.

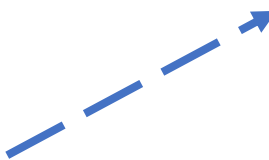


Key Takeaways		
Destinations	Operators	Visitors
Destinations should invest in effective destination strategies to spread demand and involve all industry stakeholders to manage the increasing economic contribution of tourism.	Businesses will finally see some light at the end of the COVID-19 tunnel and will be tempted to make up for the past difficult years by benefitting from favourable pricing dynamics.	Individuals are negatively impacted by the market dynamics in this case, with mass-tourism posing a threat.



Health & Safety is standard

70% of travellers say that respect for COVID-19 safety guidelines and restrictions is important when deciding on a travel brand, resulting in travellers now feeling safer when health-focused measures are in place in eating, shopping, and tourism locations.

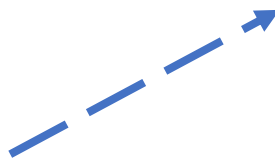


Key Takeaways		
Destinations	Operators	Visitors
Consumer demand for high levels of health and safety checks require destinations to invest in order to meet those effectively and build a key brand differentiator.	Travel businesses should emphasize their safety programs and local experiences that go above and beyond public health.	Travellers will want to invest in destinations and businesses that match their values and prioritize their health and wellbeing.



International travel will overtake domestic, finally

Domestic holidays will still be important as travel restrictions remain in place at the beginning of 2022, but their appeal will wean in favour of pent up demand for international travel. Only 18% of travellers would prefer a domestic rather than an international holiday, with international travel spending expected to rise 94% in 2022.



Key Takeaways		
Destinations	Operators	Visitors
It is time to dust off the strategy plans to capitalize on the international market. However, the domestic market proved to have untapped potential during the pandemic.	Market diversification will play most needed role in providing financial stability to tourism businesses.	After almost 2 years of staycations, consumers are ready to hit the international road again and bookings will surge as soon as restrictions ease.





Twenty31 Consulting is a research and innovation-based management consultancy working with senior leaders of travel and tourism organizations to define and build sustainable, competitive advantage.

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