

Beyond 2020: Creating the future of luxury travel

Wednesday 14 Oct | 1:00 - 1:45pm

A workshop-y session!

LUXPERIENCE

YOUR WORLD TRANSFORMED

13 - 16 OCT 2020 | VIRTUAL EVENT



Carolyn Childs
CMRS, CEO, Futurist
MyTravelResearch.com

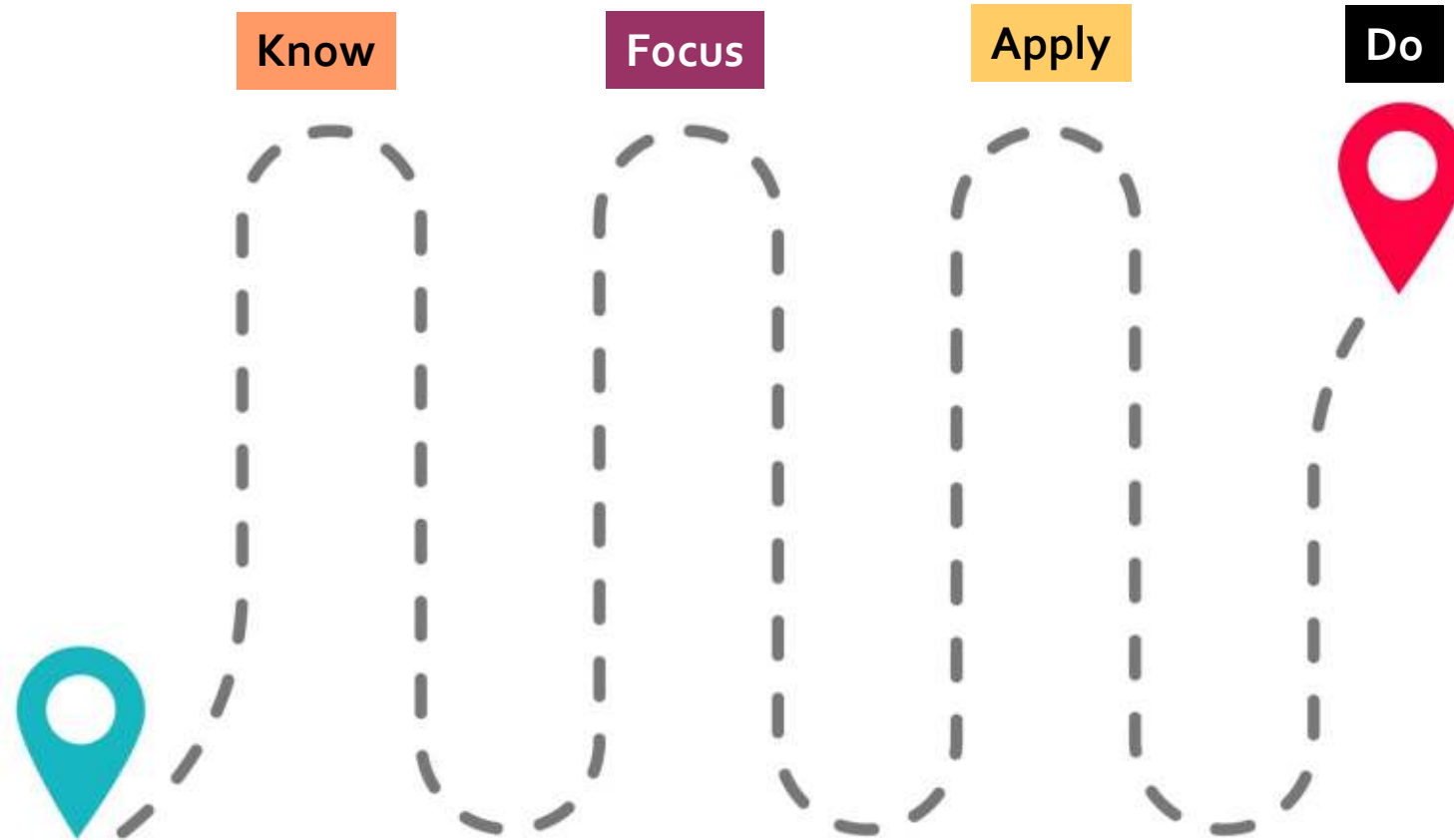
This year is different....

It's time to act



A 4-step road map

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Understand Trends

Know


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MyTravel Research.com® **Laws of Trends**

Law Number 1

Trends arise when changes in external factors like technology or demography collide with eternal, unmet or under-served needs.



Law Number 2

A simple equation divides trends from fads.
Fad < 1 year> Trend



LAW NUMBER 3

Every trend has an opposite and [not quite] equal reaction.



Law Number 4

Any single trend is like a single thread in a lace pattern. To exploit it fully you need to see the whole pattern.

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COVID-19 is simply **accelerating & escalating tensions we could already feel**



Safety in an unsafe world

Already felt in: climate change challenges and distrust in authoritative institutions

Escalated by: the pandemic and the prospect of repeat outbreaks



Belonging amid growing isolation

Already felt in: Increasing urbanisation, single occupancy living and urban living

Escalated by: the realities of social distancing and enforced isolation



Self-Esteem in the face of uncertainty

Already felt in: Increasing instability, social division and financial inequality

Escalated by: financial insecurity, economic uncertainty and personal threat

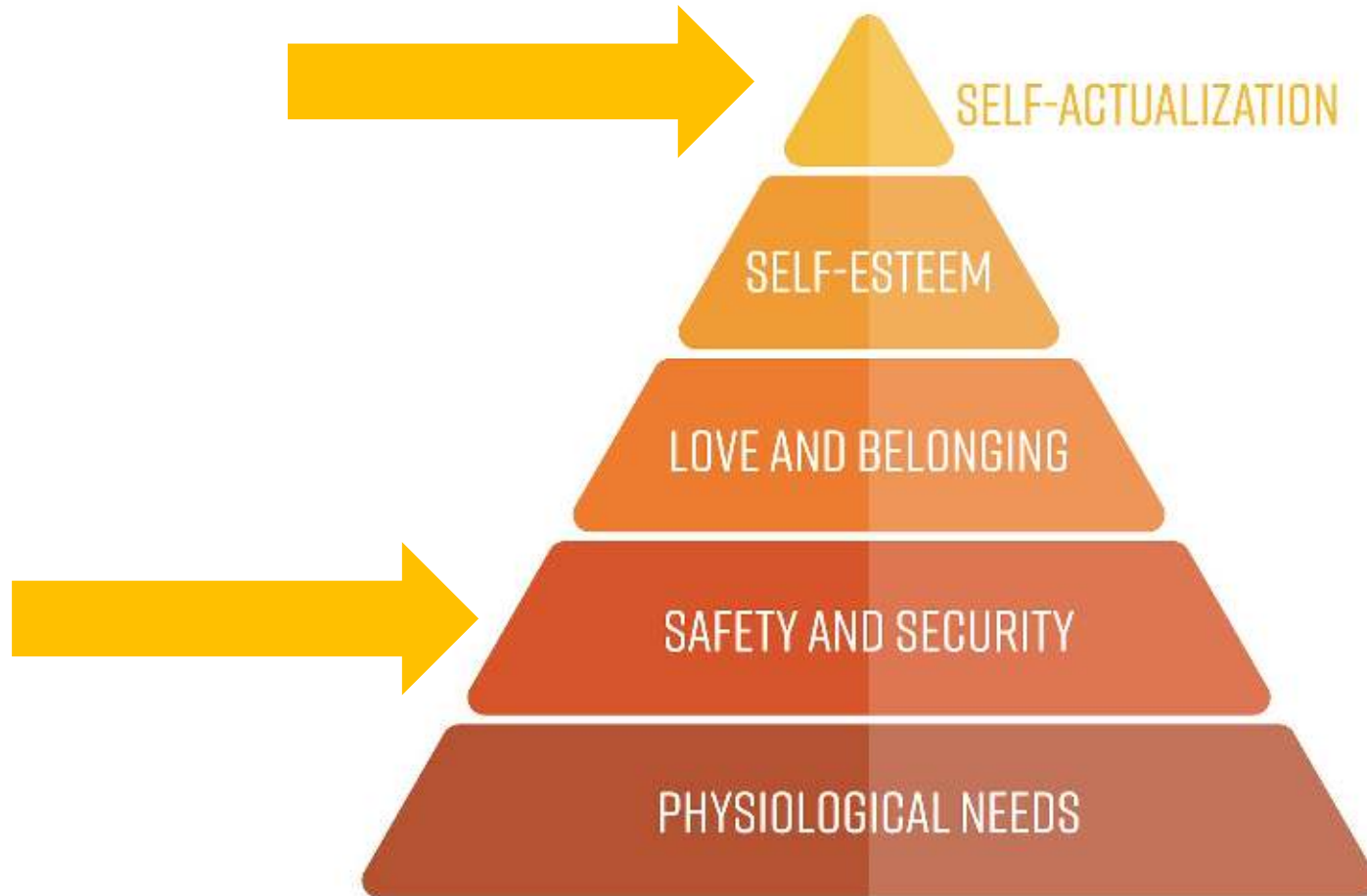
KANTAR

"How do we define luxury when a high-touch business meets a no-touch world?" Albert Herrera, Virtuoso, SVP, partnerships, Virtuoso Travel Week

In luxury travel the focus on driving change has been

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FOUR SEASONS HOTELS AND RESORTS ANNOUNCES ENHANCED HEALTH AND SAFETY PROGRAM AT PROPERTIES WORLDWIDE

International health care experts to inform enhanced procedures of **Lead With Care**, the company's new global program, and provide ongoing guidance as part of broader collaboration

June 18, 2020, Toronto, Canada

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Source: [Four Seasons](#)

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Safe and bespoke can dovetail perfectly



Meeting the Need for Belonging

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Three ways to Book Your Bubble

The Book your Bubble Collection

Off-the-rack

The Book Your Bubble Collection

This Collection of 80 tours gives you and your hand-picked crew the freedom and safety found on all of our private tours, now with the added bonus of extra savings!

- Book Your Bubble of 8 and the eighth spot is 50% off — perfect for a Bubble of two families, a group of friends, or even four couples!
- Book Your Bubble of 12 and the 12th spot is FREE — did someone say extended family vacation?
- **SAVE more!** You can also combine your private tour price with current G Adventures sales for added discounts!
- Enjoy the added health and safety measures of our [Travel with Confidence policy](#) 🛡️
- Added benefits of our [Book with Confidence Policy](#) 🛡️ which lets you cancel and rebook your tour with no change fees closer to the time of departure, giving you added flexibility and peace of mind.
- Choose a date that works for you.
- Personalize your tour with optional activities from our list of great on-tour experiences.
- Let our experienced Chief Experience Officer (CEO) connect you to local experiences and cultures in a way only they can; they have also been trained in new health and safety measures.



The Inca Trail
7 days, from \$1146.55

Explore tour

[View all Book Your Bubble Private Tours](#)

Book Your Bubble with Private Travel

On a private tour, you not only get to choose how you want to travel but who you travel with. With our Private Travel options, you can take one of our tours and Book Your Bubble to ensure you're surrounded by friends and family for added confidence and peace of mind. Or you can customize a trip entirely for you! It's your adventure, make it fit you perfectly — and safely. Plus, enjoy all the added health and safety measures of our [Travel with Confidence policy](#).

Our Experts will build a tour just for you

Are you a travel agent?

According to ILTM, Family Holidays were the second highest experience sought at 52%

In luxury travel the focus on driving change has been

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Only 16%* of you
said you wanted to
hear about
economic trends

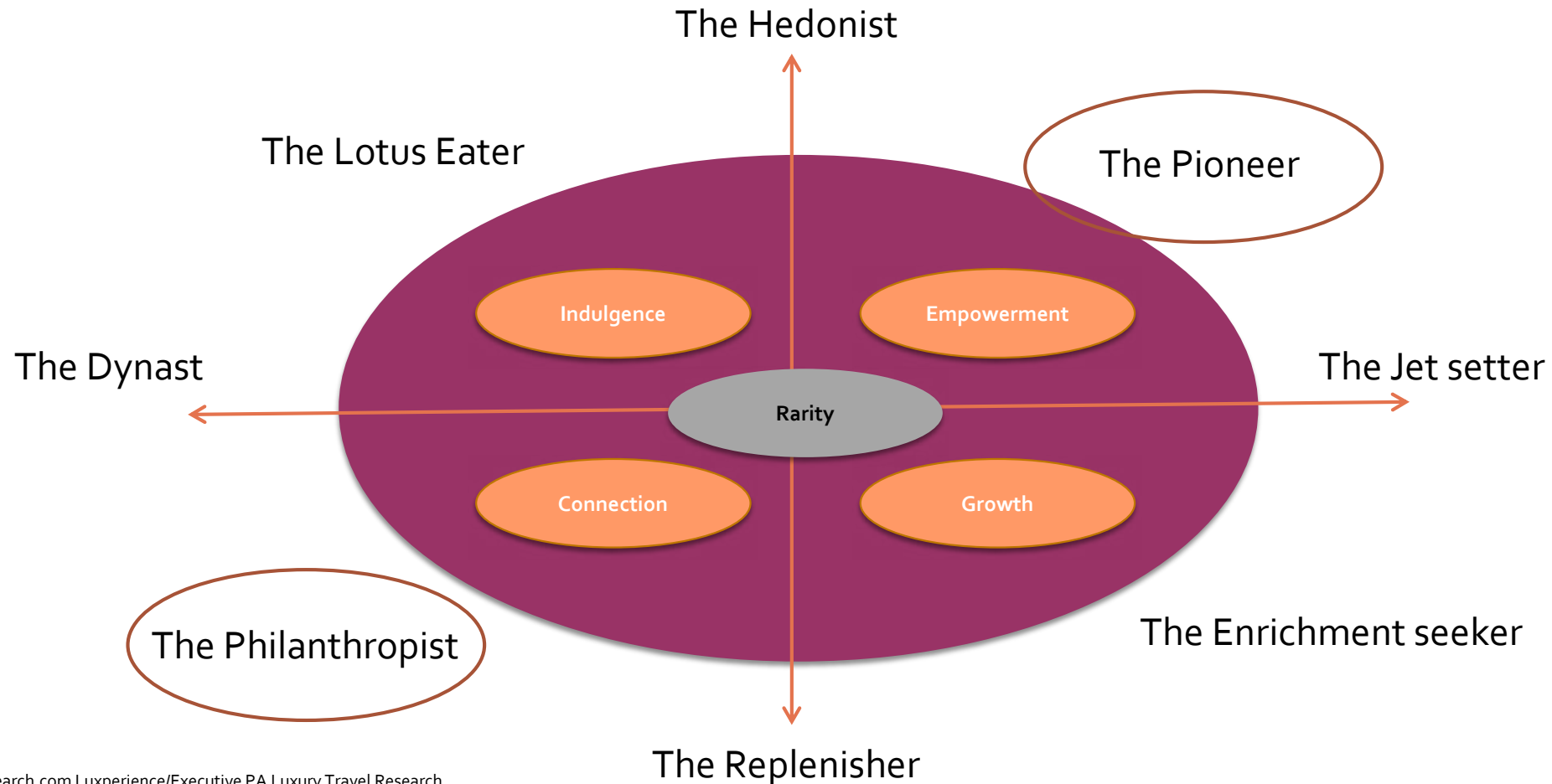
But this change
WILL drive the
luxury travel
mindset

*At 16.02 on 13/10/20 n = 52 responded

By showing Leadership and Commitment

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Source: MyTravelResearch.com Luxperience/Executive PA Luxury Travel Research

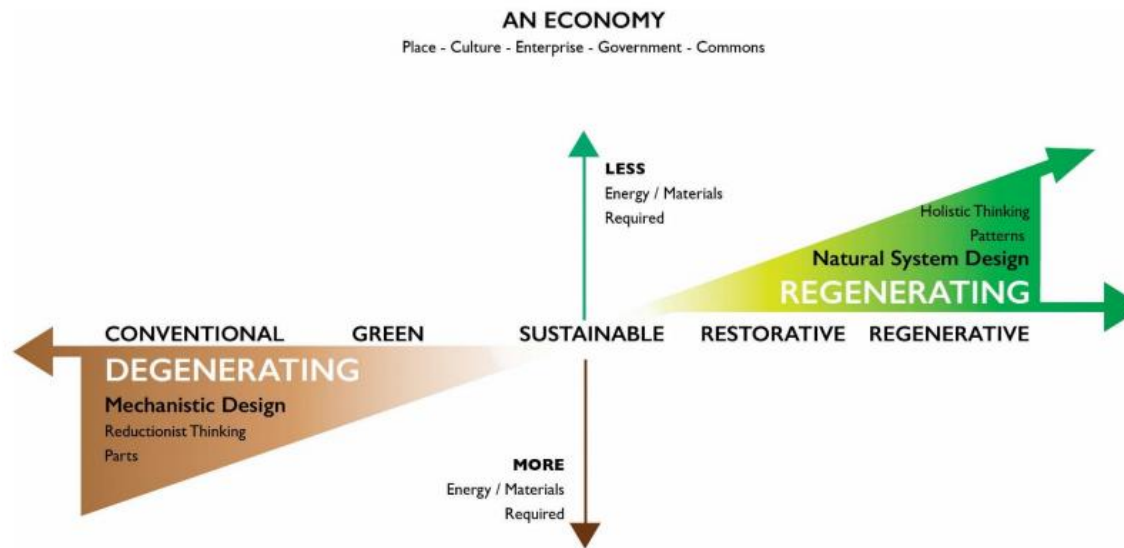
Beyond sustainability... to regeneration

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Regenerative Economy



Source: Fullerton, J. (2015) Regenerative Capitalism How Universal Patterns and Principles will Shape our New Economy, Capital Institute



Sources: Money makes the (Tourism) World go round – or does it? Professor Pauline Shelden University of Hawaii, TTRA International Conference 2019 Keynote
"Raworth, K., 2017, Doughnut Economics: Seven ways to think like a 21st. Century Economist"



43% of you wanted to talk Counter Trends

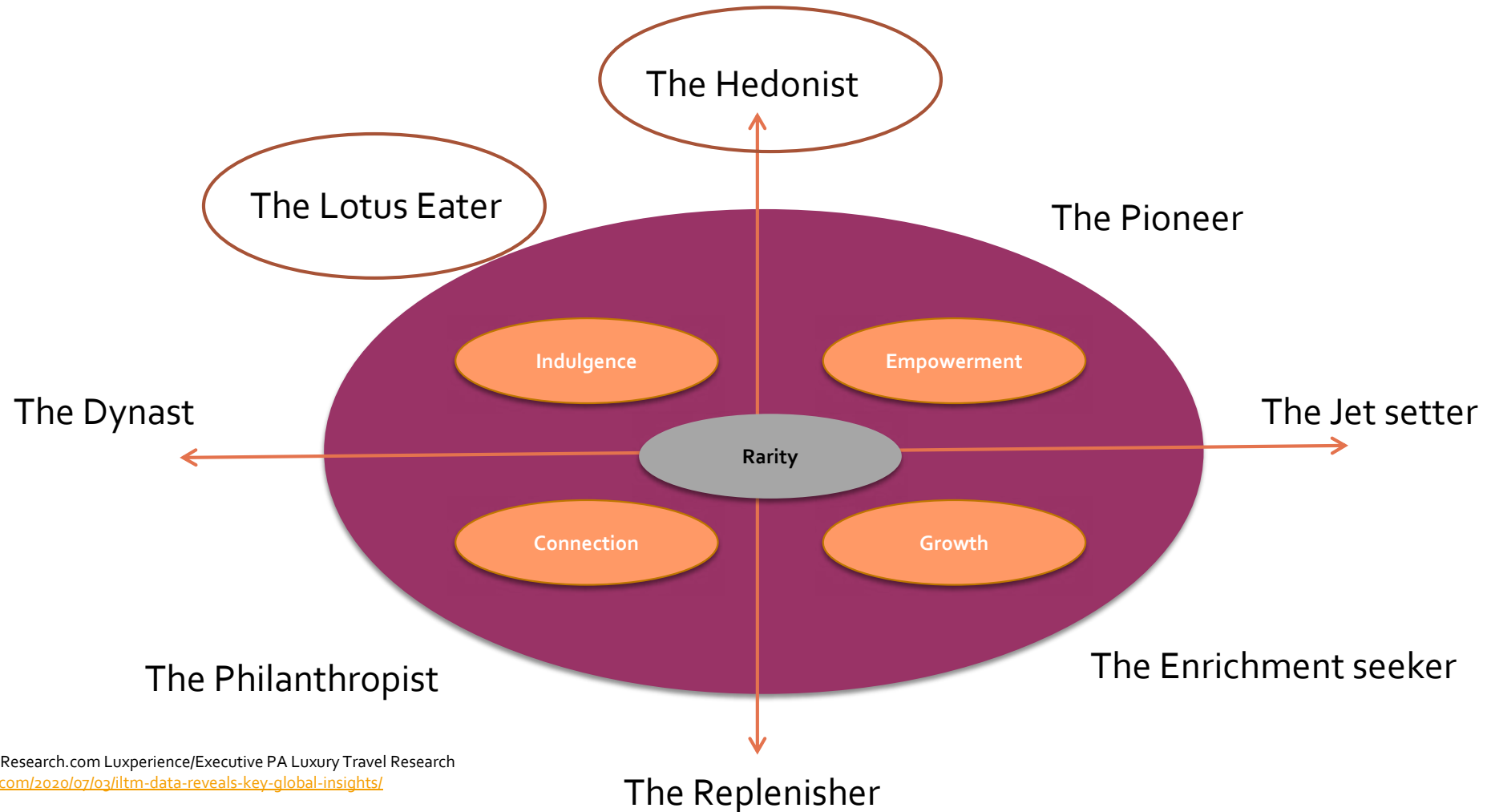


Sources: Bigstock

Return of Hedonic Travel

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Source: MyTravelResearch.com Luxperience/Executive PA Luxury Travel Research
<https://view.iltm.com/2020/07/03/iltm-data-reveals-key-global-insights/>

3 things to think about



Have a Purpose → ENGAGEMENT



Be engaging → (RE)CONNECTION



Be helpful → TRUST

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Does high touch equal virtual now?



Source: [Visit Faroe Islands](#)

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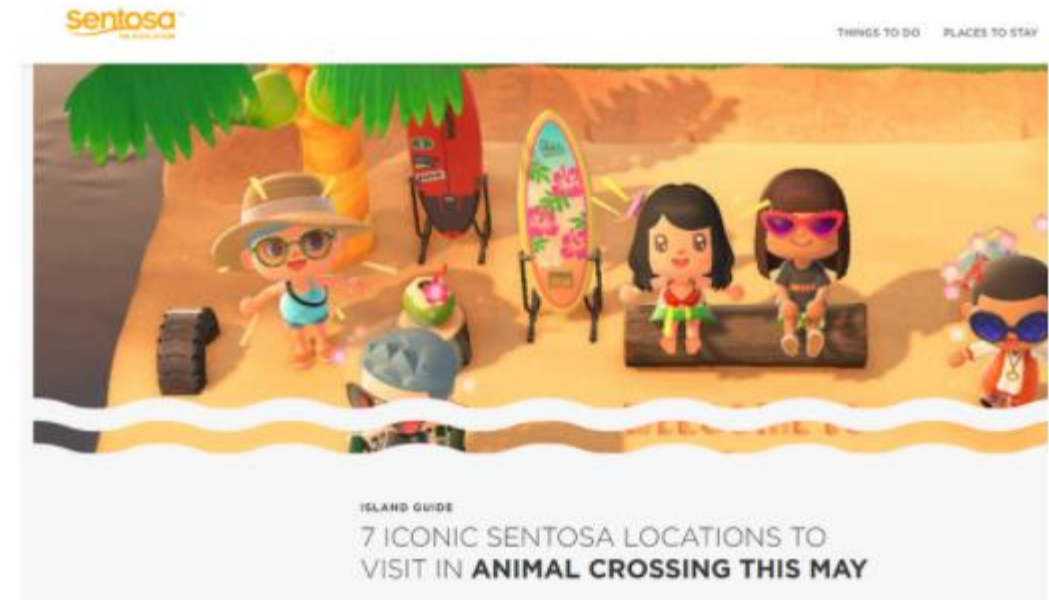
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Virtual luxury becomes monetisable



LOUIS VUITTON X LEAGUE OF LEGENDS COLLECTION



Know who you are

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*This above all: **to thine own self be true***
And it must follow, as the night the day
Thou canst not then be false to any
man
Polonius (Hamlet)

Hype Cycle for Digital Marketing, 2020



gartner.com/SmarterWithGartner

Source: Gartner
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Understand your appetite to act
– which of these are you?



MyTravel
Research.com®

✉ carolyn@mytravelresearch.com



carolyn-childs-74653ba/



TravelResearch0



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Source: [Gartner](#), [Youtube](#), Bigstock

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Let's briefly talk marketing

62% of you said
you wanted to hear
about changes in
marketing

As Influencers
move from Shiny
to Shining in trends
there are new
opportunities

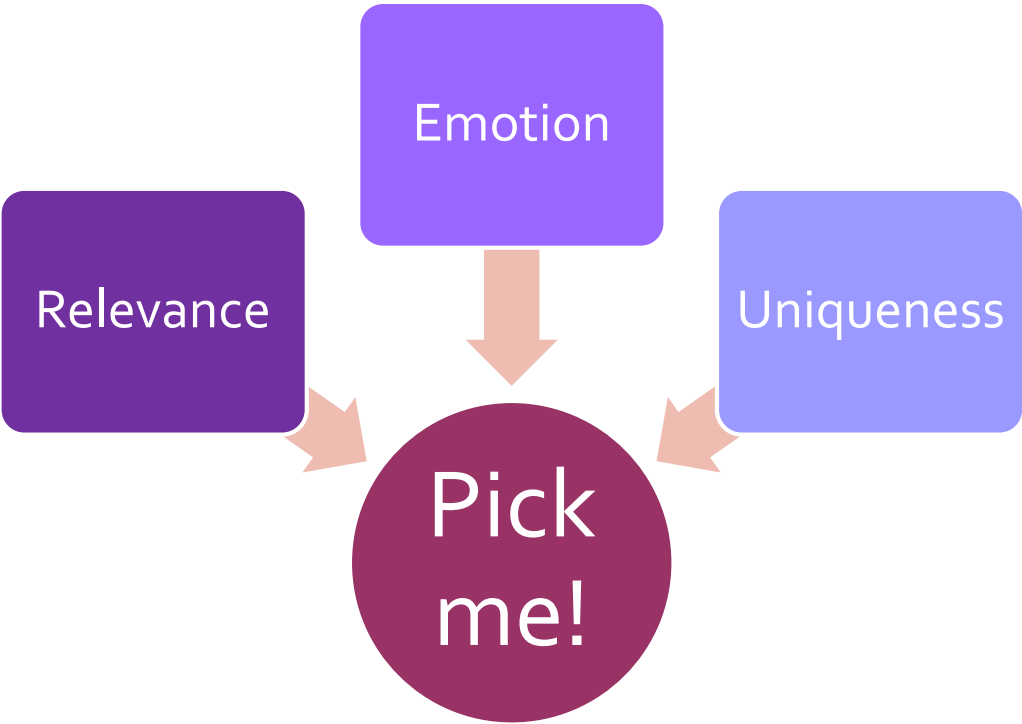
*At 22.35 on 13/10/20
n = 55 responded



Source: The Sydney Morning Herald and Agents of Influence.



Focusing in ... use the three step test to select your top 10 trends



| | |
|-----|--|
| 1. | |
| 2. | |
| 3. | |
| 4. | |
| 5. | |
| 6. | |
| 7. | |
| 8. | |
| 9. | |
| 10. | |

The MyTravelResearch.com Tourism Trends Canvas

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Trend:

Who does it apply to?

What needs does it fill or problems does it solve?

Functional*

Emotional*

Is it a Blue Ocean moment or are there sources of inspiration?

How do we apply it in a way that makes us unique?

Short term (now/easy)

Longer term (plan/develop)

Apply

Remember ...

Do

It's time to act





**The only “new normal” is one we create
To survive and thrive we need to navigate the “new
abnormal” to reach the “next normal”**



THANK YOU

Send me your great ideas and experiences ... I can be an influencer too!
