

Top 10 Insights from the  
2013 Travel & Tourism  
Association  
*Marketing Outlook Forum*

---

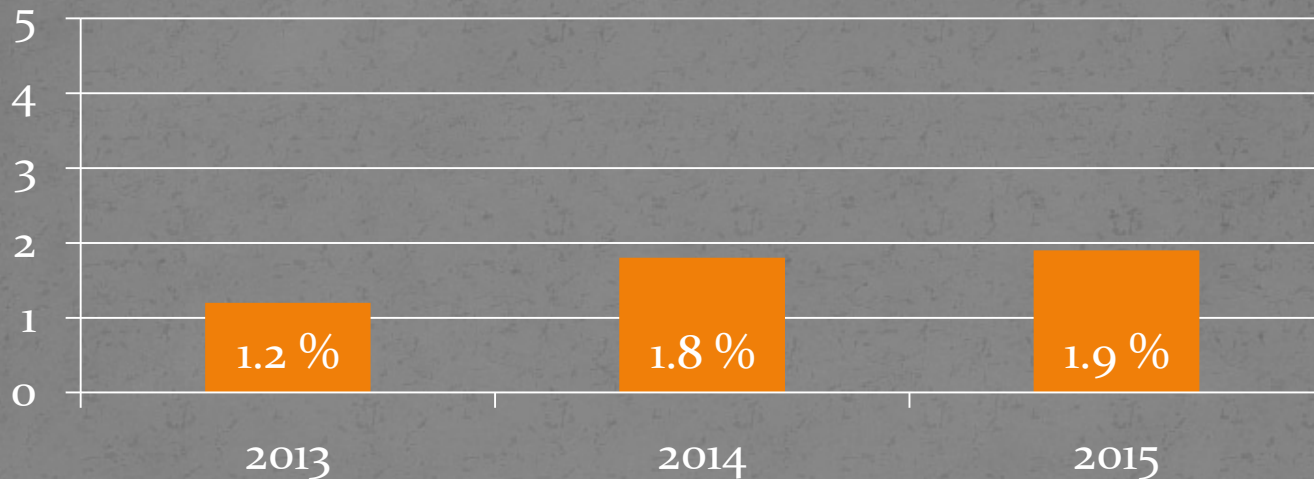
ACVA Board of Governors Meeting  
November 18, 2013

EXTRAORDINARY

*Alexandria*

# #1: Travel Outlook: Slow Growth

## Forecasted Percentage Growth for Domestic Trips



- Shutdown revises 2013 downward
- Leisure/Transient driving the recovery, Business lagging

Source: Adam Sacks, President, Oxford Economics

# #2: Major Market Lodging Forecast: DC Lags

-5% to 0%	0% to 5%	5% to 10%	10% to 15%
Washington DC	Boston	Anaheim	Houston
	New Orleans	Atlanta	Oahu
	Norfolk	Chicago	San Francisco
	Philadelphia	Dallas	
	Phoenix	Denver	
	San Diego	Detroit	
	Tampa	Los Angeles	
		Miami	
		Minneapolis	
		Nashville	
		New York	
		Orlando	
		Seattle	
		St Louis	

2013 Year End RevPAR Forecast  
(August 2013 Forecast – sorted alphabetically)



# #3: The Changing Consumer

- What's Hot? Personalized, Customizable, Local, Simple, Authentic
- “Social currency” – helping consumer connect to people they care about
- Doing it well, not doing it all – creating “headspace”

Source: J. Walker Smith  
President, The Futures Company



# #4: Digital Distribution: Business Acquisition Costs Unsustainable



- Fastest rising expense for lodging
- These costs can be as much as 20-40% of expenses
- Every step on the Internet is like a tollbooth

Source: Cindy Estis Green  
CEO, Kalibri Labs

# #5: International Outlook

- BRICS (Brazil, China, India, China, S. Africa) outlook slowing
- UK ready to bounce back
- Canada growth inbound to U.S. at 2%



Sources: David Redekop  
Principle Associate,  
Canadian Tourism Research;  
Wolfgang Georg Arlt, China  
Outbound Tourism Research  
Institute;  
Luiz Demoura, Managing  
Director, Insight Consulting

# #6: Evolving Group Travel Offerings

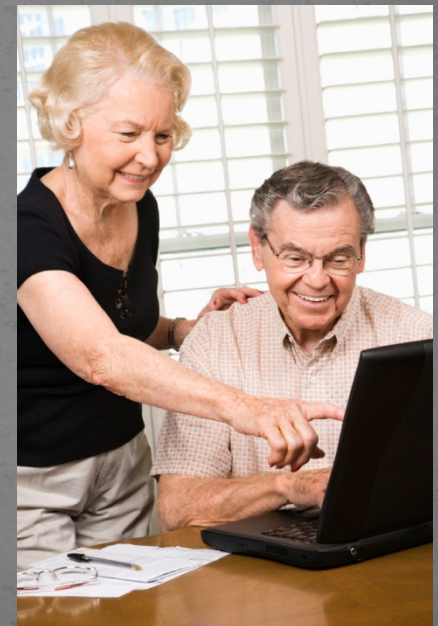
- Family (75%) – multigenerational
- Culinary (70%)
- Student (66%) – social media is key
- Adventure (60%) – seniors rising most



Source: Lisa Simon,  
President, National Tourism  
Association

# #7: Generational or Life-Stage Differences?

- Millennials – City, VFR, social media
  - Older millennials – Culture, culinary
  - Gen X – Spend most
  - Baby boomers – Travel most
- 
- The Answer? Some of each, but mostly **life-stage**



Source: Rick Cain,  
Vice President, Longwoods



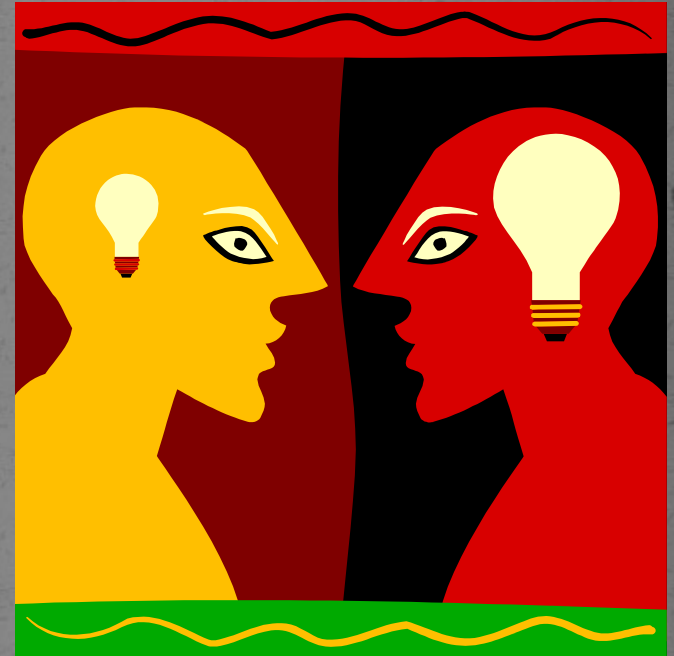
# #8: Cities That Work

- 75% of US GDP
- People anchor at age 35
- Focus on hubs:
  - Dense
  - Restaurants, arts, public space
- **Business Improvement Districts**



Social Improvement Districts

(includes buildings, festivals, arts, work space, residential)



Source: CEOSForCities.org

# #9: Multi-Channel Marketing

- Impossible to isolate single trigger
- Success = A footprint across multiple channels/platforms
- Digital is here, but print not dead
  - Example: Millennials, Gen X still use printed visitors guides



# #10: Final Thoughts

- Speed, humility, flexibility
- Get out of the silos
- “Tear down walls, build bridges, light fires.”
  - Steve Jobs
- Tourism’s value?

We curate the local experience.

