

# Destination Travel Trends 2020



Presentation to Plymouth Tourism  
and Visitor Economy Conference 2019

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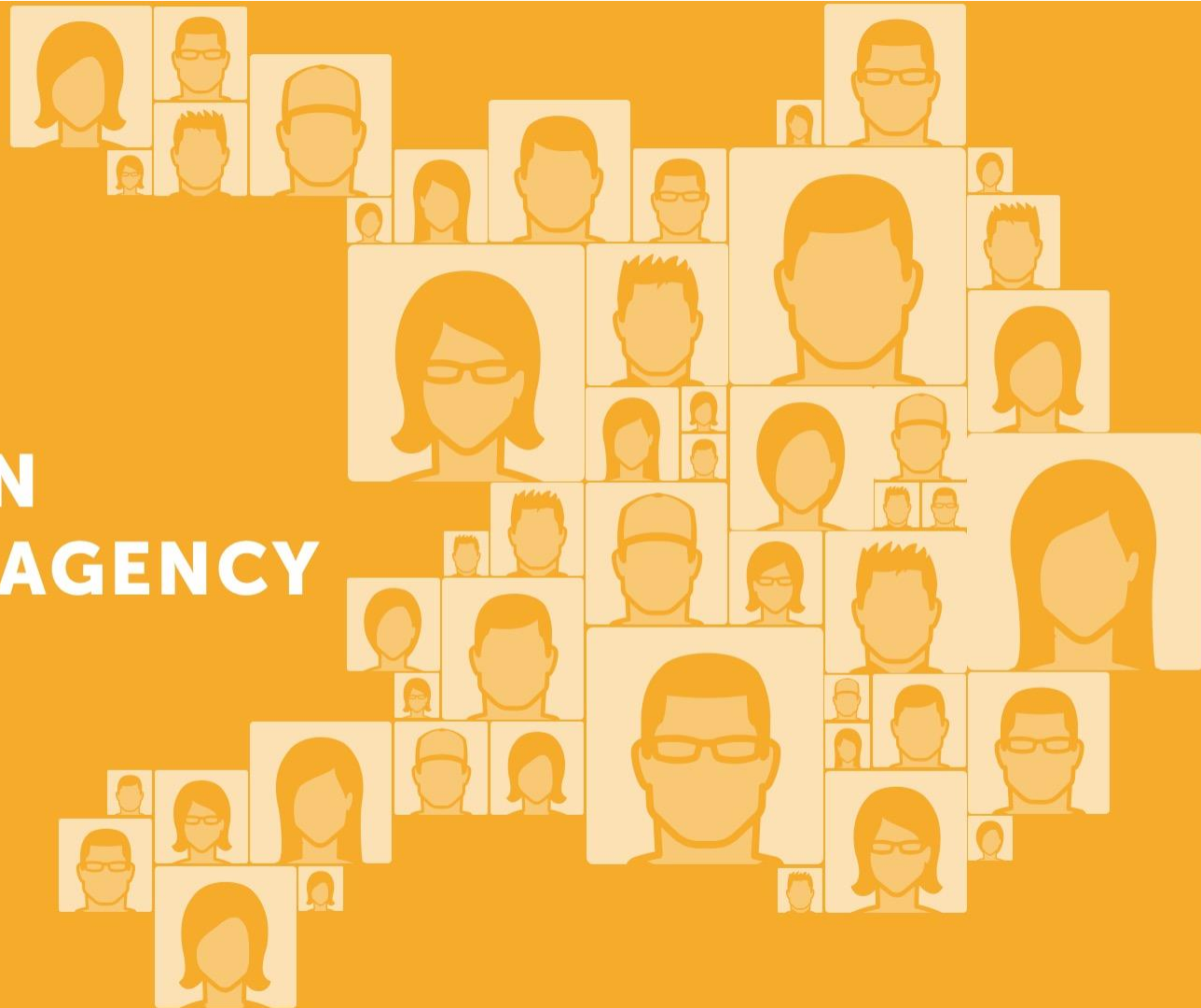


# WHO WE ARE

# simpleview



# DIGITAL DESTINATION MARKETING AGENCY





**900+ Destinations**





**350+ STAFF**

Vancouver, Canada



Portland, OR



Pittsburgh, PA



Santa Fe, NM



Phoenix, AZ



Tucson, AZ



Dallas, TX



Wilmington, NC



San Diego, CA



Clermont, FL



Fort Lauderdale, FL



Mexico City



EUROPE

Oslo, Norway



Liverpool, UK



MAIN OFFICES



Remote Offices





# Destination Travel Trends 2020



# Travel Trend #1

 From

Growing Visitor Numbers



# Travel Trend #1

 To

## A Sustainable Visitor Economy



# Pulpit Rock, Stavanger Norway



60K visitors per annum in 2009  
300K visitors per annum in 2018



# Trolltunga, Hordaland Norway



1K visitors per annum in 2013  
100K visitors per annum in 2018



OFFICIAL

# Frozen

 new mind | tellUs  
e-tourism solutions



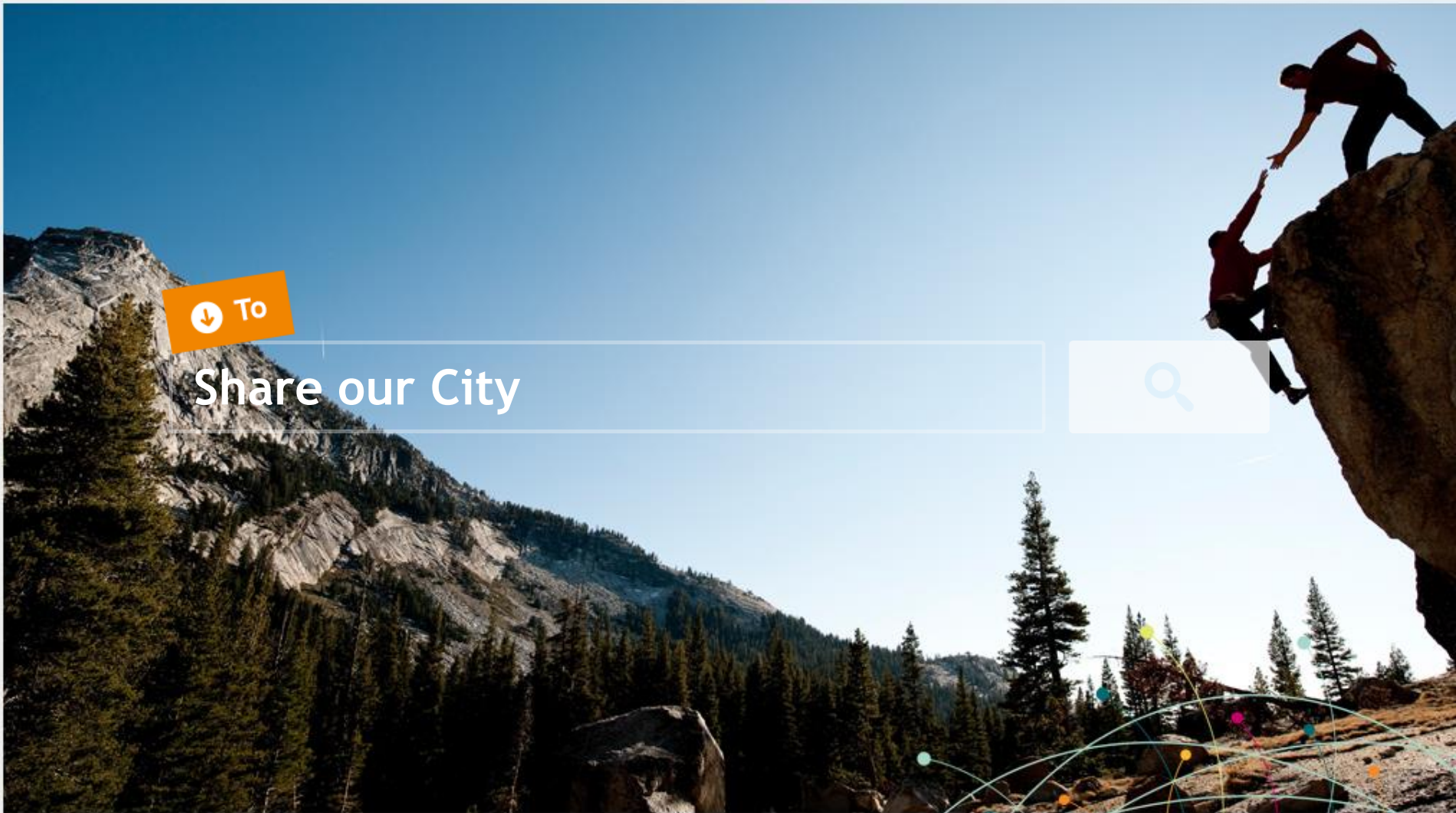
# Travel Trend #2

 From

Consume the City



# Travel Trend #2



 To

Share our City





Airbnb



# Rent a Finn



# Find your calm.

Connect with nature.



# Travel Trend #3

 From

## Event Bidding



# Travel Trend #3



## Eventing the City



# Giants in Liverpool



# Travel Trend #4

 From

Tourist Information



# Travel Trend #4

 To

Travel Inspiration



We're Living in the  
Era of Visual Content





# Visuals Have Become Vital

## Big Demand

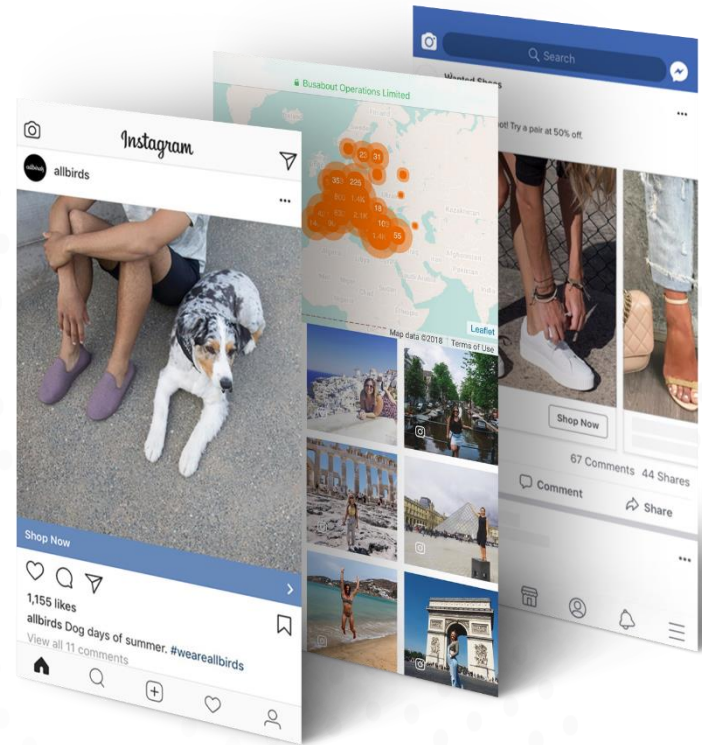


of the content most marketers publish today contain visuals\*

## Bigger Challenge



of marketers struggle to consistently create engaging or well designed visuals\*



Source: \*Venngage



# Brands Are Now Publishers



# Marketing with Authentic Visuals Performs

Reduce Costs

**65%** ↓

Content cost savings

Improve Performance

**33%** ↗

Increased efficiency



Discover

Manage

Publish

Optimize



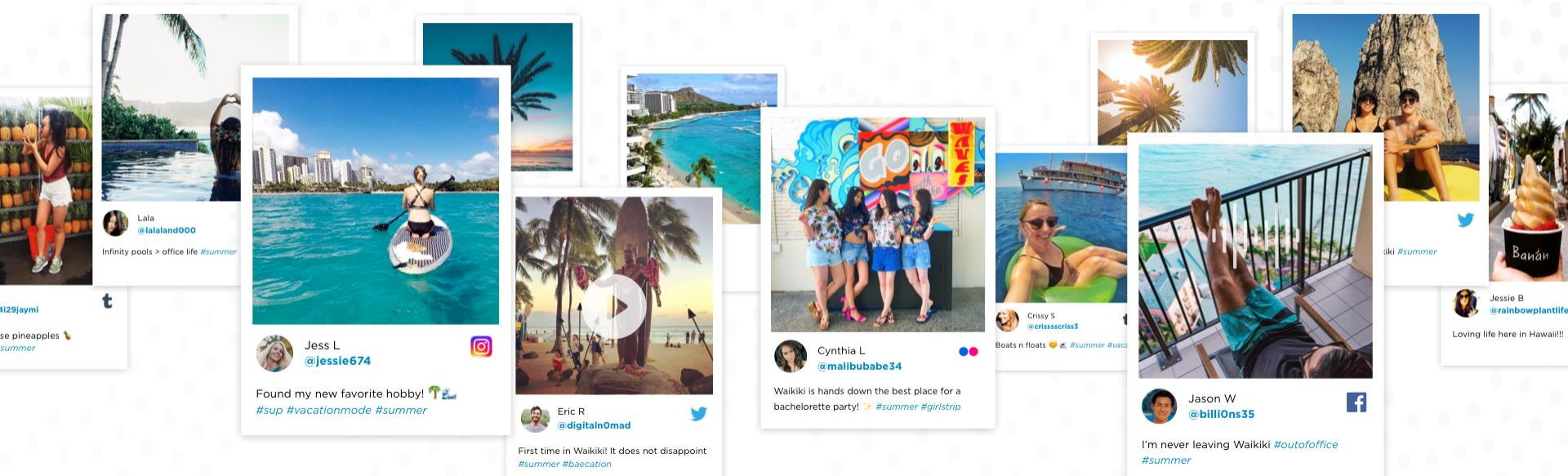
of consumers trust earned media more than owned media

nielsen



of purchase decisions are peer influenced

Forbes



# Publish Relevant Visuals Across All Touchpoints



Engaging Websites



Impactful Advertising



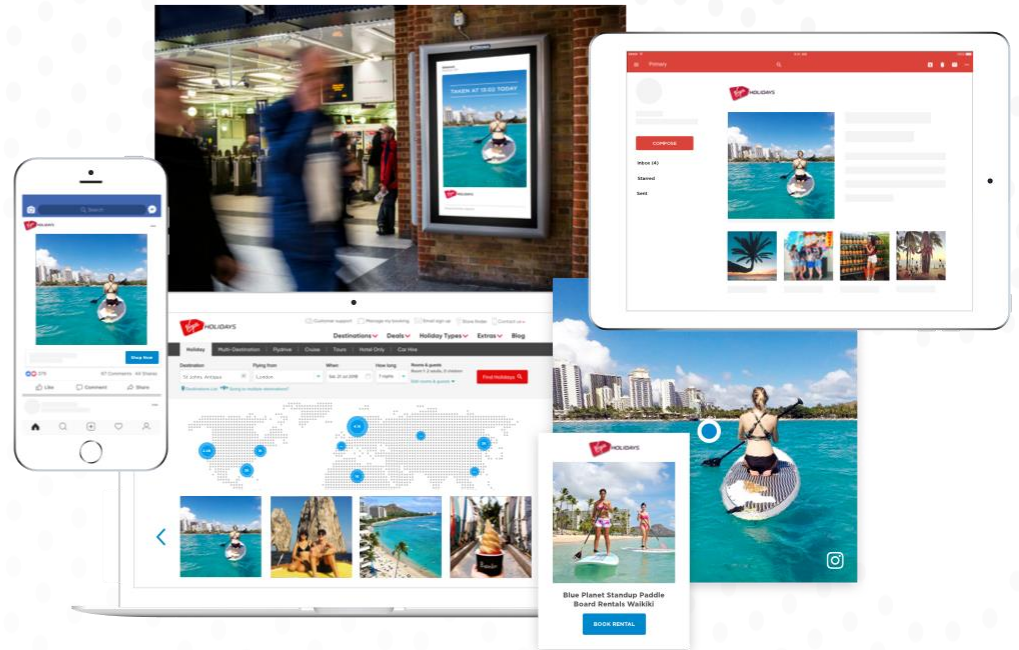
Better Emails



Social Commerce



Live Events



# Showcase Relevant Visuals Across All Touchpoints



2X

Improvement to time on site



3X

Increase in social ad CTR



8%

Increase in email CTR



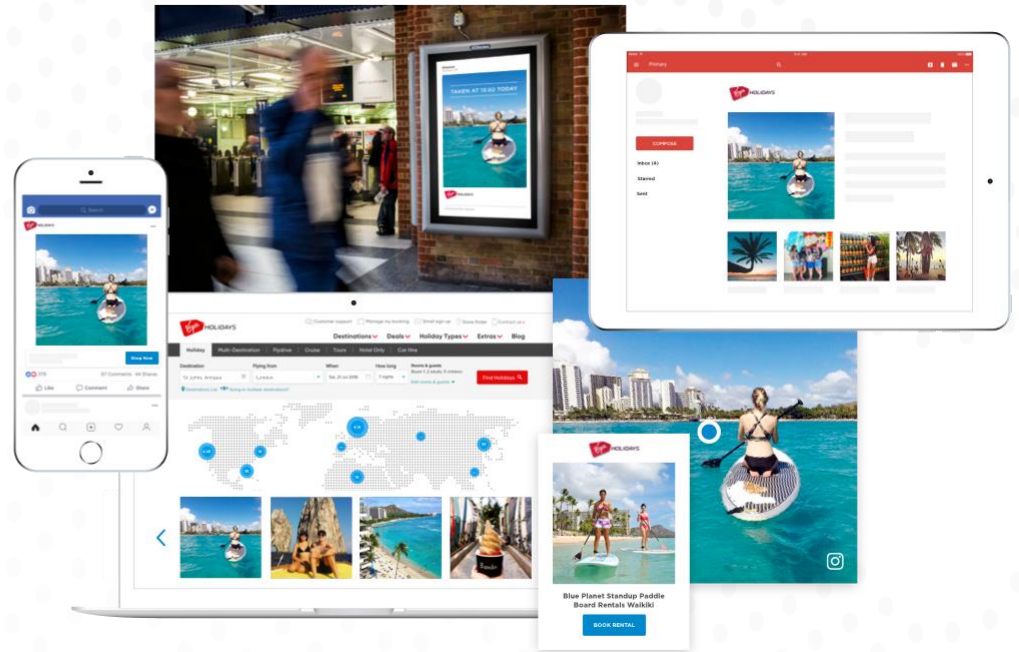
30%

Increase in online sales



11:1

Return on investment



# Travel Trend #5

 From

Marketing



# Travel Trend #5

 To

## Co-Innovation and Facilitation





# Travel Trend #6

 From

Family Holiday



# Travel Trend #6

 To

## Skip-Gen Holiday



# Skip-Gen Holidays



# Armathwaite Hall, Lake District



# Travel Trend #7

 From

## Utopian Destinations



# Travel Trend #7



## Authentic Destinations



# Beautiful China at ITB



# Chernobyl Tour, Ukraine





# Chernobyl Tour, Ukraine



# Travel Trend #8

 From

Optimising for Profit



# Travel Trend #8



## Optimising for Trust



Airbnb



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