Tourism and Hospitality Consumer Insights

What Motivates Consumers to Make Tourism Plans?
These consumers want to prove that they are experiencing a life well lived. Also, they want to make positive changes in the world.

Local Getaways
Consumers are rediscovering their own backyard. They see local tourism as a way to revive the local economy in a more sustainable way.

Nature Escapes
Consumers are longing to reconnect with nature, and are seeking a myriad of outdoors activities and adventures, from camping to hiking and sporting holidays.

Slow Travel and Digital Nomads
Consumers are slowing down, travelling for longer periods of time and connecting with the places they visit. They are interested to grow through their travels and learn new skills.

Solo Travelling
Consumers see solo travel as a chance to relax and explore on their own terms. As more millennial women are adopting solo travelling, they worry about safety and feel compelled to take certain precautions.

Virtual Tours
Compelled to maintain social distance, consumers are more and more open to virtual reality and GPS-guided tours with avatar narrators and augmented reality technology on itineraries downloaded to a mobile app.

Ideas
Consumers are re-evaluating their travelling style, slowing down and looking for more sustainable and responsible solutions.

1. Consumers would appreciate escorted small groups and adventure tours that are friendly to solo travellers.

2. Consumers want "daycation" options and the availability of tourist activities and attractions in their own city, or nearby areas.

3. Consumers want to reconnect with nature and are looking for outdoor adventure packages that fit any lifestyle, from moderate to extreme.

Tourism and Hospitality Fundamentals
Train your staff, or connect with our graduates.
Contact us at: THFinfo@sl.on.ca