

# The Masters of Travel 4.0



# Cristina Lambiasi

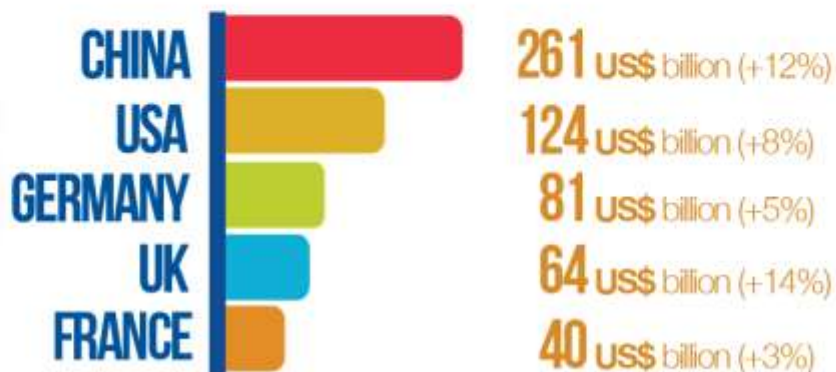


# Chinese Travelers = 21% of global travel expenses



## WORLD'S TOP TOURISM SPENDERS

INTERNATIONAL TOURISM EXPENDITURE 2016



© World Tourism Organization (UNWTO) July, 2017

## INTERNATIONAL TOURIST ARRIVALS 2016

\*Share (%)



WORLD: 1,235 MILLION



© World Tourism Organization (UNWTO) July, 2017



# Trends

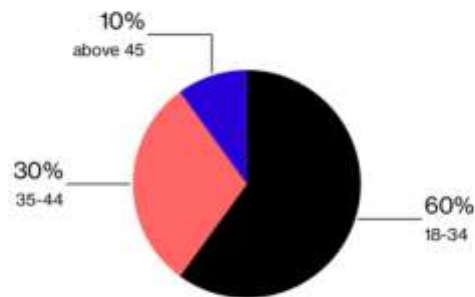
- Tech savvy: 65% travel products purchased on mobile, on 1<sup>st</sup> half 2017.
- By 2020 sharing economy will boost by 40%.
- Reviews and ads with appealing imagery drive influence decisions.
- Safety first and sensitive to bad news.
- FIT travelers closing the gap with packaged tours tourists.
- Millennials spend 35% income in travels, 10% increase next years. Spend more shop less.
- Adventure, Islands, Globetrotters, Personalization.
- Shift to quality travel.
- Better knowledge about destinations, experienced travelers.
- Gen Z-Y → UK; Gen X → Denmark; Baby Boomers → Italy/Swiss/France.
- 27 worldwide destinations visa-free for Chinese, 39 countries with visa on arrival.





## Young Travelers

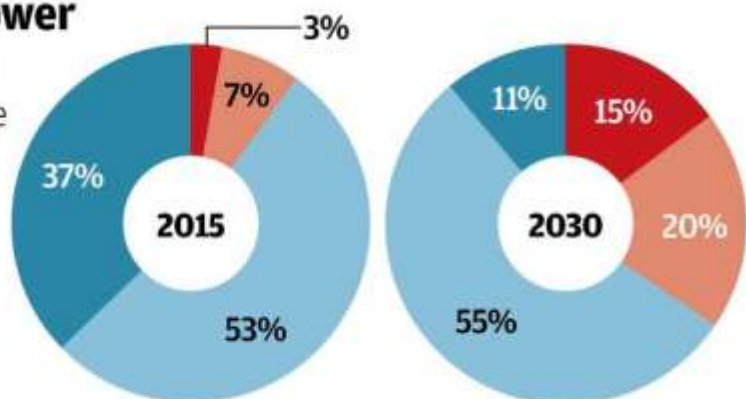
Chinese in the 18-34 age range are biggest contributor to outbound trips



## Spending power

Per capita annual disposable income (% of population, 2015 prices)

■ High income  
■ Upper middle  
■ Lower middle  
■ Low



Source: The Economist Intelligence Unit

\*Rounding errors apply

SCMP

# Young and Digital

- 74% plan trips by themselves.
- 88% uses internet as information sources (81% global average).
- 55% retail is M-retail.
- 52% bookings at 4\*&5\* hotels (39% global average).
- Info via social platform, friends, tourism websites, travel agencies. Only on mobile, 60% via official accounts on Wechat.
- Digital payment is paramount: 71% never uses cash. Alipay, Wechat Pay, UnionPay.
- Seamless integrated platforms, retailment, competition drives innovation.
- 98% use mobile while traveling to share and explore.
- 94% prices comparison sites.





# 2017 EU Facts

- 1<sup>st</sup> half 2017 rest of the world growth 14.3% YoY.
- 2017 forecast 145 millions +6%.
- EU 12% all Chinese outbound travel (2017).
- USD 11.49 billion revenue for Europe (2016).
- Female travelers outnumbered male by 26%, more and more alone.
- 16 new direct flights connections with EU.
- Italy 1.5mil/France 970k/Germany 700; first half 2017 Croatia 68k, Slovenia 28k.
- Trends: Serbia +160%, Bosnia and Herzegovina +94%, Montenegro +74%, Croatia +67%, Slovenia +49%, Spain +64%...Italy +26%.
- EU: Landscapes, Famous Landmarks, History and Cultural Heritage, local lifestyle and food.







The



Faces

# China Times



Word of mouth  
Social platforms  
Images



一直播  
直播·就要一直播



悦 享 品 质



YOUKU 优酷



# Bites of Travel World





# New Era is on the Edge

TRAVEL.  
ENJOY.  
RESPECT.

#TRAVELENJOYRESPECT



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT





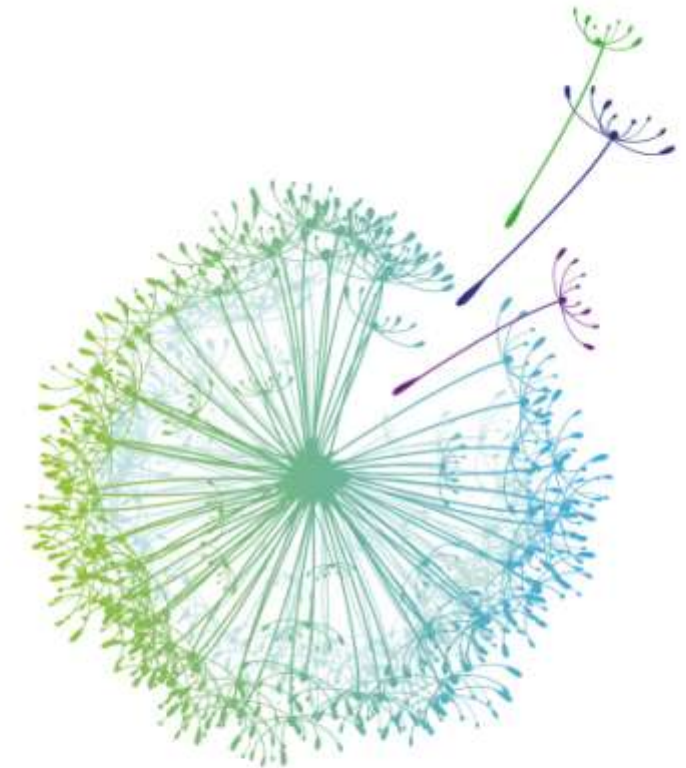
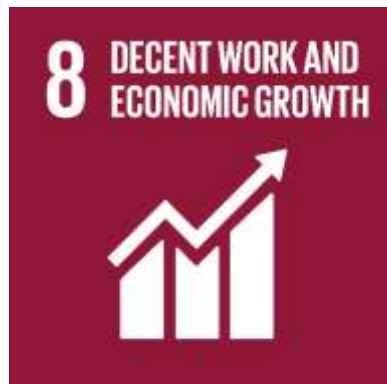
# Sustainable Tourism – Tourism 4.0

No Gentrification Trap

Sustainable & Shared Programs

Boost local identity & territory

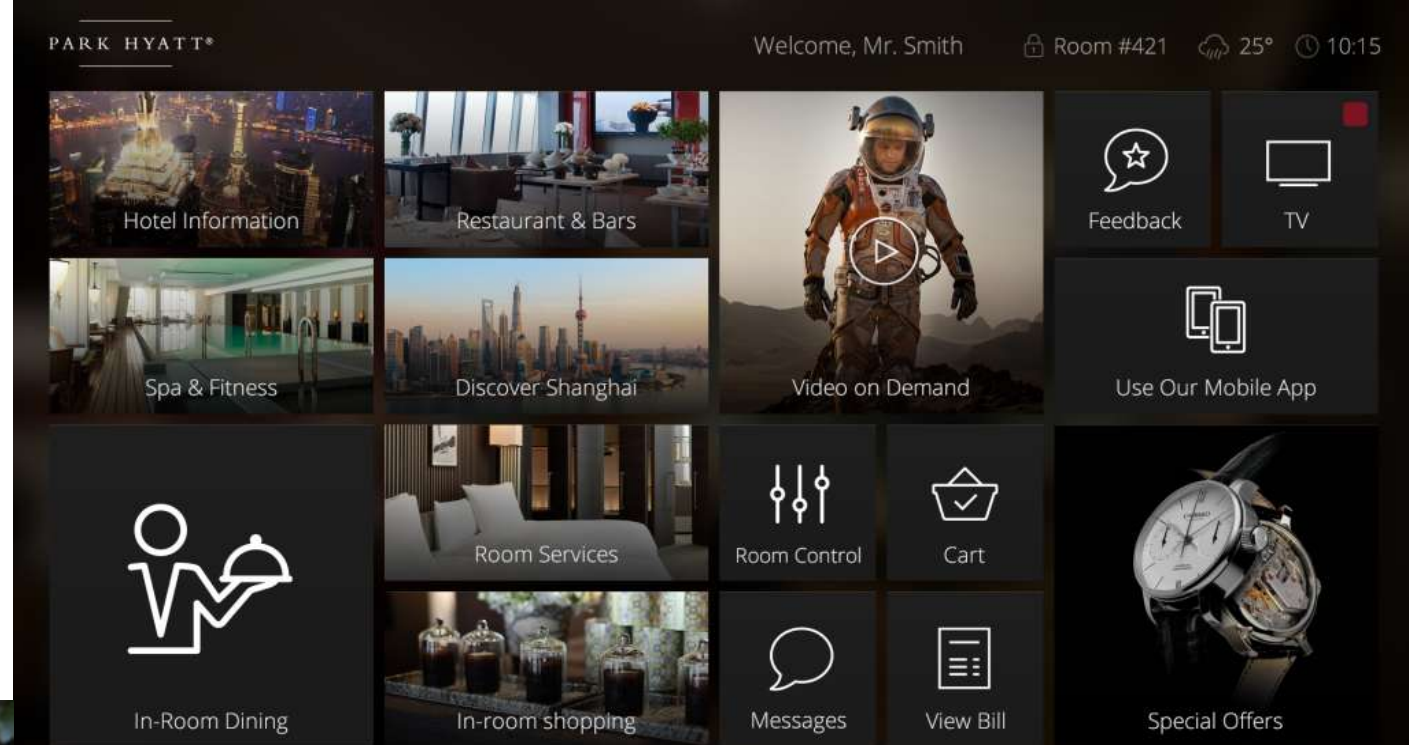
Digital activation



**2017**  
**INTERNATIONAL YEAR**  
**OF SUSTAINABLE TOURISM**  
**FOR DEVELOPMENT**

# PERSONALIZATION

Authentic  
Innovative  
Engaging







My Phillyosophy:

Finger food is good.

Both-hands food is better.

Plan your foodie weekend at  
[visitphilly.com](http://visitphilly.com)

WITH LOVE,  
PHILADELPHIA  
XOXO

VISIT PHILADELPHIA



**BOLERO CARROTS**  
Sauté or roast with parsnips.



**JAVELIN PARSNIPS**  
Sauté with carrots, butter + the last of the herbs from my kitchen garden. Finish with lemon juice.



**ASSORTED WINTER SQUASH**  
Broil with ghee.



**COVINGTON SWEET POTATOES**  
Dice, roast with rosemary + serve with roasted chicken.



**D'AVIGNON RADISHES**  
Slice + add to a farro salad.



**CYLINDRA BEETS**  
Roast, peel, slice, salt + eat.



**ROBUST YELLOW POPCORN**  
Pop on the stovetop with help from my kids — great for movie night.



**LACINATO KALE**  
Raw kale salad with vinaigrette recommended by Jenny Rosenstrach's Dinner: A Love Story blog.




**MUSIC GARLIC**  
Use in all fall stews + sauces.


**STONE BARN CENTER CSA: WEEK 22**  
Recommendations from Executive Director Jill Isenbarger

# Food


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**Who We Are**  
We're a not-for-profit devoted to connecting taste-makers, sharing their stories & sparking delicious developments in culinary tourism.  
[Read more](#)



**Industry Resources**  
As the Centre for Culinary Tourism Excellence we have tools, information, a job board & more to help you develop your recipe for culinary tourism success!  
[Read more](#)



**Culinary Experiences**  
Planning an adventure? Explore our province's unique culinary experiences and discover Ontario's bounty of palatable possibilities!  
[Read more](#)



**Culinary Calendar**


**THE Meeting Place**  
FOR GROWERS, CHEFS AND PEOPLE WHO LOVE FRESH FOOD.

**10 Reasons To Get Yourself To The Cheesiest Event Of The Year**


Posted by: [Agatha Podgorski](#)

Date Published: May 28, 2016

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If you like cheese, you will love the sixth edition of The Great Canadian Cheese Festival — now the biggest artisan cheese show in North America. With so much happening though, it's hard to pick just one thing to see! Here's the 10 things we're most excited for this year.





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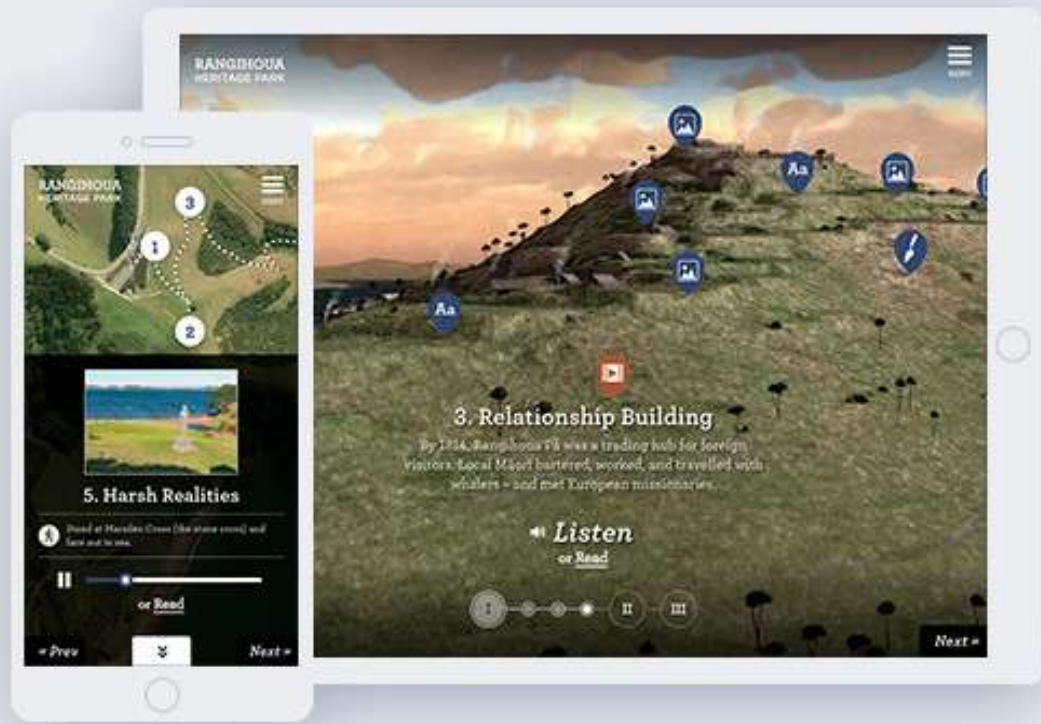
**the Butter Tart Trail™**  
[simplyexplore.ca](http://simplyexplore.ca)

**A V E C E R I C**

DISCOVER AUSTRALIA WITH CHEF ERIC RIPERT







# Mindful-evolution

Reinvent

Inspire

Lead





# Evolving Values



Partnerships are the New Normal







谢谢



Cristina Lambiase

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