

# Gains & Losses

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- *Yellowstone down in international, up in domestic*
- *4% increase in total visitation to national parks in 2004 over 2003 – but still below 2000*
- *Blue Ridge Parkway 17.9 million visitors = largest*

# Changing Behavior

- *Americans are tired yet optimistic – want “respite”*
- *Increase in travel to visit friends and relatives*
- *Family reunions are at an all time high*



# TOP Ten Trends 2005

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1. **3% growth in overall travel & tourism revenues**
  - *We must learn the new behavior patterns*



# TOP Ten Trends 2005

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2. **Sleep late, nap, and go to the spa**

## 3. “Bargain-Brained” customers

- *Who paid more?*
- *Expedia / Travelocity / Orbitz*
- *Endless price shopping*



# TOP Ten Trends 2005

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## 4. Continued last minute trip planning & purchase

- *64% leisure = 1 trip at last minute*
- *24% planned all their leisure trips at last minute (TIA)*
- *52% business & 17% of leisure plan within 2 weeks (Penn, Shoen, and Berland)*

# TOP Ten Trends 2005

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## 5. Cost-contained business travel (affects conventions too)

- *Continued tight restrictions on travel budgets*
- *Per diem paid to employee*
- *Consolidating meetings*



## 6. Technology-dependent



- *Over 50% of business travelers use internet for trip planning/purchase*
- *59% leisure currently use internet for trip planning/purchase*

# TOP Ten Trends 2005

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## 7. Safety, personal comfort and convenience are primary travel concerns

- *Safety*
- *Less hassle / non-stress*
- *Give me comfortable*
- *Up to 40% of decline in lodging occupancy related to safety and convenience*

*(PricewaterhouseCoopers)*

# TOP Ten Trends 2005

## 8. Changing demographics

<u>Gen Group</u>	<u>2000</u>	<u>2005</u>	<u>2010</u>	<u>2020</u>	<u>2030</u>	<u>2040</u>
War Gen	80	85	90	95	100	
Silent Gen	65	70	75	85	95	105
Baby Boom	47	53	58	68	78	88
GenX	29	34	39	49	59	69
Gen Y	8	13	18	28	38	48

By 2010 ½ of all Americans will be over 40