



Targeting High-Value Traveller Segments for Sustainable Growth Opportunities

September 2024

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Big opportunities to create sustainable value for travellers, brands, communities and places

Sizing the prize: International tourism far outperforms domestic in value creation

Passions- and interests-inspired travel helps shift from commodity to quality

TRANSFORM TRAVEL TO AVOID TIPPING POINTS

Travel and tourism demand on the verge of breaking point in top destinations

Europe at the forefront of over-tourism – over-reliance on sun and sea package holidays

Spain: Over-tourism backlash as communities rally against negative impacts of mass tourism

Regulation to get the industry back on track to a sustainable pathway is not a panacea

Infrastructural challenges require faster shift to low-impact strategies

Key takeaways on travel transformation to avoid breaching tipping points

DIVERSIFY TO TARGET HIGH-VALUE TRAVELLERS

Combat pricing pressures through diversification to higher value traveller segments

Where brand and consumer values align, greater value creation can be achieved

Look beyond peak season to shoulder and off-season for quality-driven visitation

Sustainable features and attributes to be showcased and supported by claims

SIRO Hotels: Mixing business and integrated wellness for delivering holistic lifestyle benefits

Focus on truly local and immersive travel experiences with multiplier effects

Key takeaways on the need to diversify to target high value traveller segments

DEMYSTIFYING TRAVELLER SEGMENTS TO IDENTIFY OPPORTUNITIES

Think you know the mass market Leisure Seeker, think again

Take another look at Gen Z traveller segmentation for bucking the trend

Domestic leisure travel refresh – enduring appeal worth paying more for, closer to home

Ask Layla: Taking traveller personalisation to a new level with Gen AI

Key takeaways to demystify traveller segments to identify opportunities

CONCLUSION

Recommendations/opportunities for growth

New value growth paradigm requires a holistic approach

Evolution of traveller segmentation

Questions we are asking

Traveller segmentation definitions

Euromonitor's research spans 210 countries and 99.9% of the world's consumers

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/targeting-high-value-traveller-segments-for-sustainable-growth-opportunities/report.