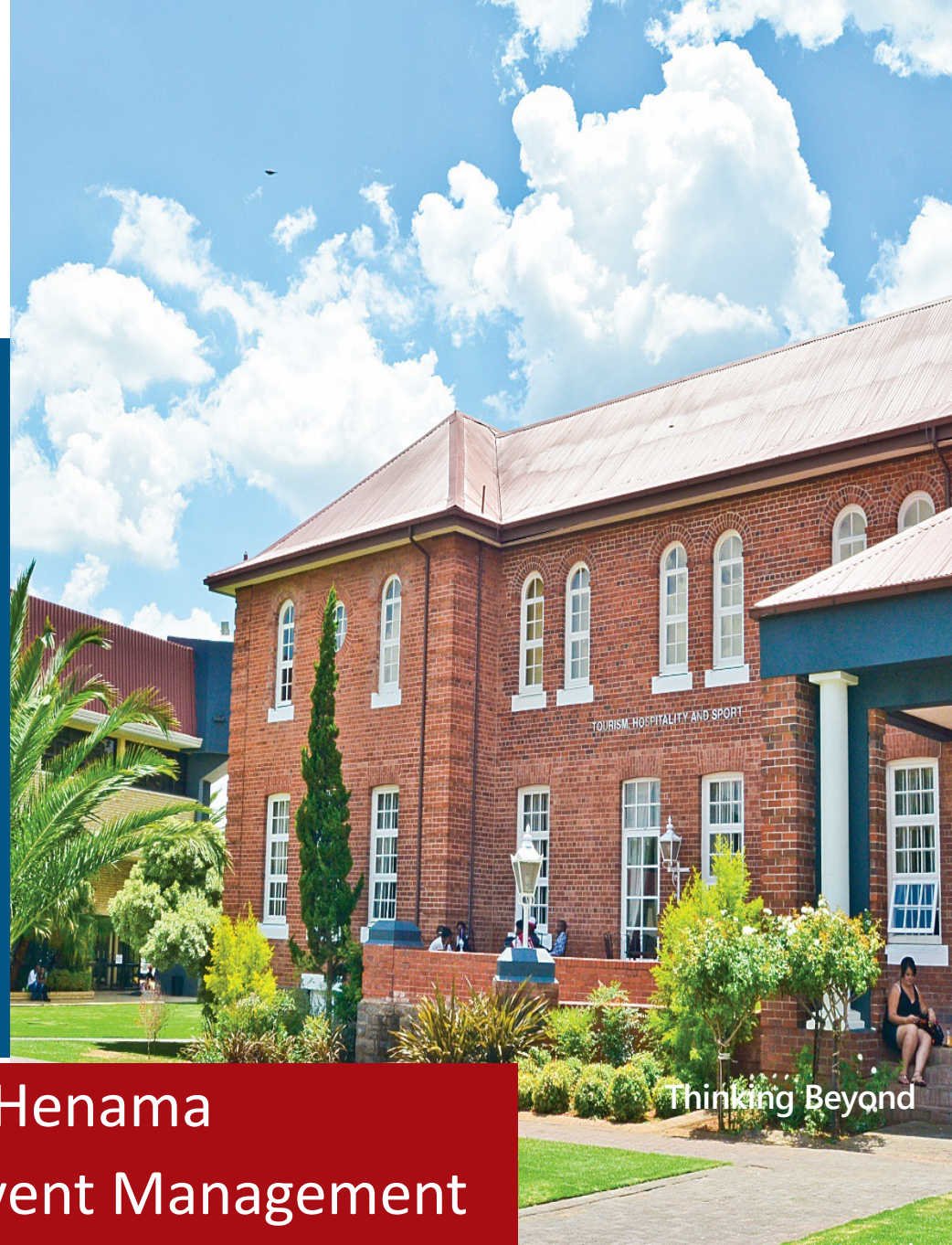




Central University of
Technology, Free State

Global Tourism Consumer Trends: Domestic & Regional Travel



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Thinking Beyond

2023 INTERNATIONAL TOURIST GUIDES' DAY

The Department of Tourism in collaboration with the Northern Cape Department of Economic Development and Tourism (DEDAT), and the Northern Cape Tourism Authority (NCTA) will host International Tourist Guides' Day celebrations under theme ***"Recovery and Beyond – Future of Tourist Guiding"***.



16 - 17 March 2023 

Northern Cape 



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



economic development & tourism
Department:
Economic Development & Tourism
Northern Cape Province
REPUBLIC OF SOUTH AFRICA



1. Post-Pandemic Tourism Recovery Delayed

Global tourism recovery is yet to recover to pre-pandemic levels. South Africa did not pass 6 million tourists whilst we plateaued at 10 million in 2019. Recovery across the globe was supposed to be strongest in 2024 and 2025.

2. China

China opened its borders on 15 March 2023 after a three year wait after being closed for inbound and outbound tourism. Tourism recovery of the Chinese tourists would take time. Major market for tourism recovery.

3. Domestic Tourism

The base of tourism recovery in most countries is domestic tourism. In South Africa its suffering because of a poor economy. Overdependence on regional and international tourism, which is a major risk.



4. Revenge Tourism

COVID-19 had kept people at home and when people could travel again, revenge tourism emerged. People want to travel again and are making up for lost time to travel. Igniting travel desire from a segments that were never tourists before.

5. Grey Tourism (Ageing Tourism Market)

Many developed countries in Europe have ageing populations that are disposable income rich and time rich. Exploit this market through targeted marketing.

6. Spontaneous Travel Decisions

One of the impacts of revenge travel are that travellers are making spontaneous travel trips, which had benefitted affordable accommodation providers. This also means that there was an increase in the number of trips.



7. Changes in the World of Work / Remote work

The changes in the World of Work, such as the four-day work week and remote have increased leisure time. These can be promoted by destinations to revive tourism. Western Cape is experiencing a boom of second home tourism due to Zoom towns.

8. MICE Tourism is Back/ Bleisure

Physically meetings are back as online meetings cannot build relationships and camaraderie. Mixing a business trip with a leisure aspect, such as themed experiences such as survivor team building experience. Now the leisure aspect has increased due to flexible working arrangements. Corporate travel has assisted tourism recovery. With companies experiencing high prices for airline fares and lower business activity, curbing of trips is expected.

9. Foodie-mentities

Tourists are looking for experiences where they can do some element of cooking to cut on culinary costs. This means that amenities must be geared to meet this need. Tourists continue to experience culinary tourism at destinations.



9. Indigenous-led experiences

One of the trends in 2023 is about finding authentic local guides to lead indigenous-led experiences. This is about learning about the true nature of a destination, and this is an opportunity for real pro-poor community-based tourism.



10. Labour shortages in the tourism and hospitality industry

Tourism was disrupted more than any other sector during the COVID-19 pandemic. Many employees sought jobs in other industries and this led to a skills deficit when COVID-19 was no more. Tourism continues to find challenges in attracting graduates. Industry will continue to offer easy employment and attracting young workers, who find their first job into the labour market. Tourism has to reskill in an industry with a high rate of staff turnover.

11. Increased cost of living

Travellers will plan their budgets more tightly by taking advantage of special offers, tips and value for money experiences. Experience bundling can be a means to win in tourism recovery. Negative impacts on both on domestic and international tourism.

12. High costs of flights

There is an upward trajectory in the price of airline prices, due to lack of profitability and loss of capacity due to the pandemic. Drive tourism and the minibus taxi industry remain KING!

13. Hotel prices have decreased, Sharing Economy has grown with lifestyle entrepreneurs

Hotels are struggling with occupancy, so price reductions to offer guests more value are a popular strategy. The companies such as Airbnb continue to grow their numbers post the pandemic.

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14. Green and Sustainable Tourism

Consumers have increased their consumption of green tourism products that are more sustainable. This can be seen by the increased in rail tourism itineraries in many developed countries, to reduce emissions.

15. Generation Z (1997 to 2012) and Solo Travel

They prefer solo travel over traveling with friends and relatives, showing a marked shift in travel pattern. They are likely to discover new destinations and new destinations. COVID19 made people to get comfortable with staying alone, in isolation and enjoying their company.

16. Crypto trips

Tourists have atleast one type of cryptocurrency, and it's a huge opportunity for the travel and tourism industry to adapt to new shifts in consumer spending. Crypto tourism is a type of travel service that caters exclusively to cryptocurrency aficionados. It frequently entails organizing scheduled travel excursions that may be paid for in digital currency or include bitcoin lectures or lessons as part of the tour.



17. Robots, Chatbots and Automation

- Hotel concierges that are robots are increasingly on the rise, will reduce staffing costs and free up staff to be more service orientated.

18. Virtual Reality and Metaverse Travel

- Virtual reality allows for the customers to gain insight into a destination before booking. Metaverse allows the bookings to be made whilst exploring and customers are communicate with travel agents and potential travellers



CRITICAL SUCCESS FACTORS

1. Use Technology and Social Media

Today's tourism industry must use all available technology platforms to engage the guests and prepare experiences. It means we must collaborate with our friends and competitors that are less skill in technology for the benefit of the destination. This expands to cashless banking such as Google Pay and Apple pay.

2. Increase Market Share whilst Adapting

South Africa must increase market share in existing markets especially Europe. With a looming recession in Europe, market growth might be lower. Efforts must be made to generate new markets in India, China and the Middle East which has low visitor numbers. The USA is now the major inbound international market. Why is Canada and Mexico lagging behind whilst they are all North American countries.

3. Raise consumer awareness of tourism's contribution into happiness and joy

Institutionalisation of the habit of holidays can only be achieved if the critical mass of domestic tourists are increased. Stokvel tourism is under serviced.



4. Collaboration, Collaboration

Private sector and public sector must work together. Private sector must work closely within the trade associations. A destination can only succeed if the entire value chain works together in formulating tourism experiences.

THANK YOU

GET IN TOUCH

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