



TRENDOVI U KULTURNOM TURIZMU I TRANSFORMACIJ ISKUSTAVA



VLASTA KLARIĆ, IU LIBERTAS

Vlasta.klaric.unpah@gmail.com; vklaric@librtas.hr

OKVIR

KULTURNI TURIZAM DANAS?

- KONTEKST
- KORISNICI, VRIJEDNOSTI
- DESTINACIJA
- KOMUNIKACIJA VRIJEDNOSTI

KONTEKST

Globalna mobilnost, pristup informacijama i digitalno okruŹje mijenjaju percepciju Źivljenja i slobodnog vremena.

7 Industry Report

Findings from the WTMM London Exhibition Floor

1,000 UK holidaymakers

from the travel industry

travel trends



EUROMONITOR INTERNATIONAL

2017 Euromonitor International

100 City
Rankings
London 2017 Edition

EUROMONITOR INTERNATIONAL

GLOBAL TRAVEL TRENDS



TREND OVI IZVORI



LIFESTYLE TRENDS & TOURISM
HOW CHANGING CONSUMER BEHAVIOUR
IMPACTS TRAVEL TO EUROPE



UNWTO
PUBLICATIONS

**Tourism and
Culture Synergies**

prepared with the support of:



SU GRANICE?



INTERNATIONAL TOURISM 2017

International tourist arrivals: 1,323 million

International tourism receipts: US\$ 1,225 billion*

T
S
Y

CHEMICALS

FUELS

INTERNATIONAL
TOURISMAUTOMOTIVE
PRODUCTS

FOOD

WORLD'S TOP TOURISM SPENDERS 2017

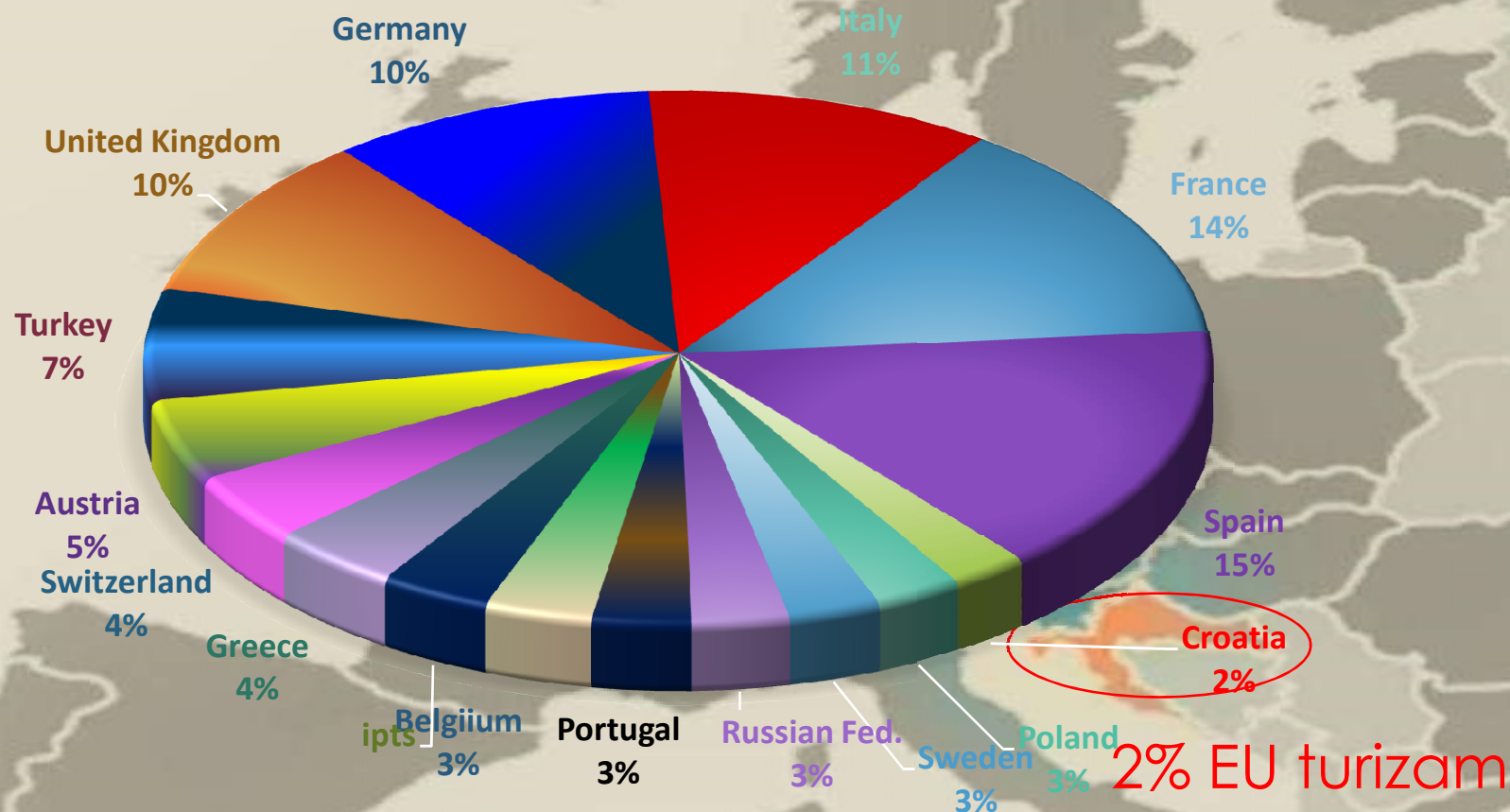


WORLD ARRIVALS: 1,323 MILLION

* 2016 data

Source: © UNWTO Barometer 2018 - World Tourism Organization (UNWTO), April 2018

HRVATSKI TURIZAM



2017.

86 mil NOĆEN

17,4 mil DOLA

WEF 2016: 32

izvor: MINT 2018

izvor: UNWTO
Highlights 2015

KONTEKST

atia

32nd

Tourism Competitiveness Index 2017 edition

Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council

International tourist arrivals	12,683,179
International tourism inbound receipts	US \$8,833.3 million
Receipts per arrival	US \$696.5

T&T Industry GDP	US \$4,933.3 million
% of total	
T&T Industry employment	130,000
% of total	

Performance Overview

WORLD
ECONOMIC
FORUM

Key Score



Openness 26th

Price competitiveness 32nd

Cost of Travel & Tourism 77th

Environmental sustainability 85th

Government effectiveness 47th

Air transport infrastructure 54th

Health and safety 85th

Ground transport infrastructure 54th

Hygiene 19th

Tourism infrastructure 54th

114th

Natural resources 54th

Cultural resources and business environment 54th

32nd
Croatia

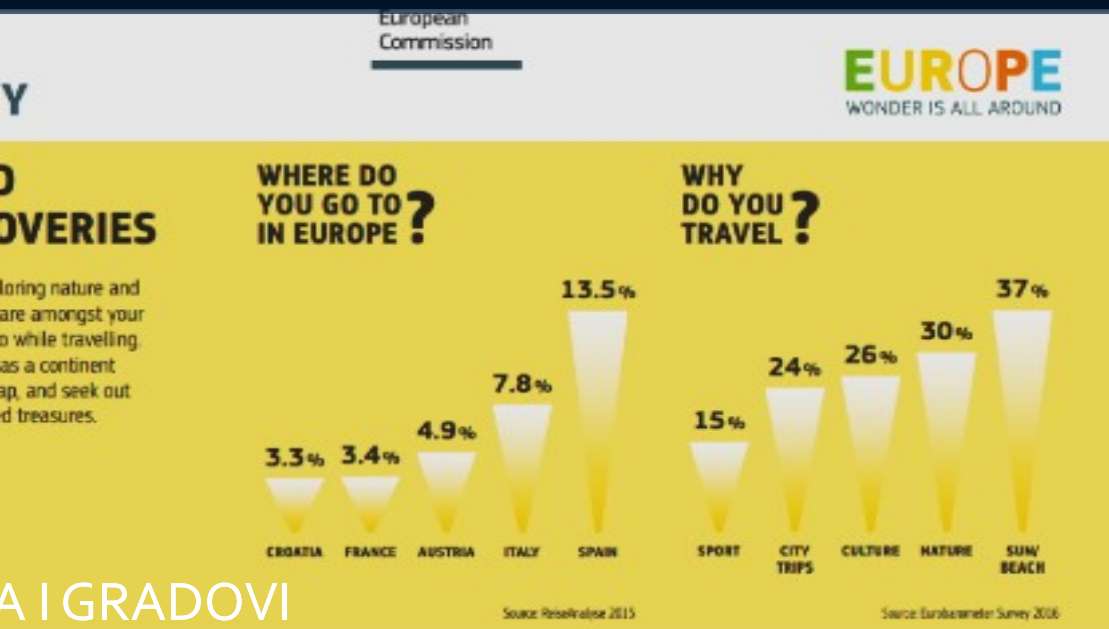
Overall score 4.4

Score 1-7 (best)

1 2 3 4 5 6 7

7 6 5 4 3 2 1

EU ISTRAŽIVANJA: MOTIVACIJA



A I GRADOVI

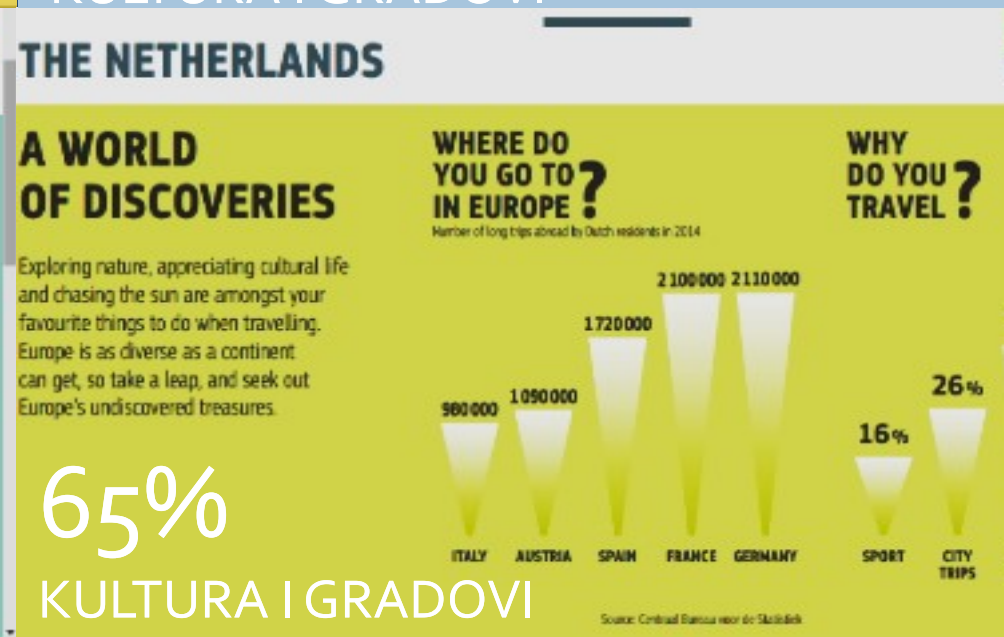


43%

KULTURA I GRADOVI



A I GRADOVI



65%

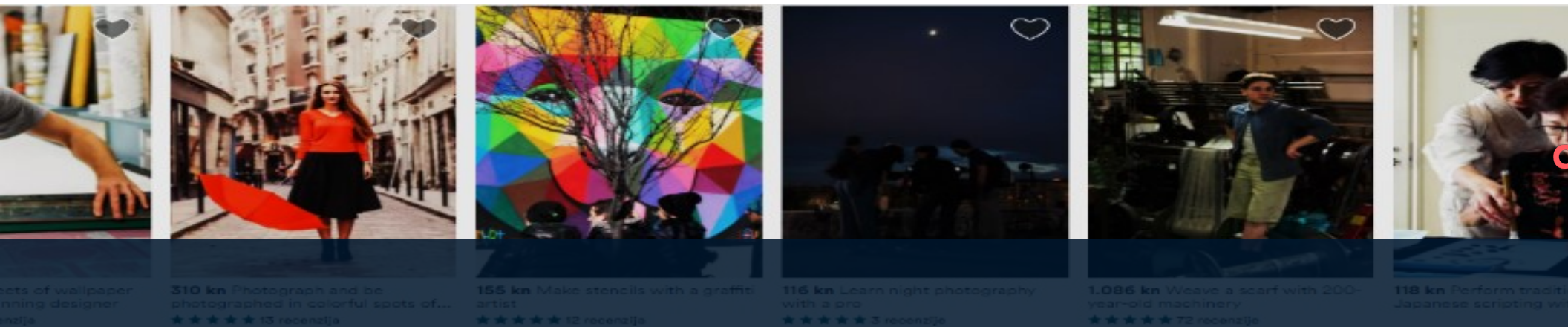
KULTURA I GRADOVI

KONTEKST

(R)Evolucija u području putovanja i
komunikacija iskustveno i spoznajno mijenja
turističke korisnike.

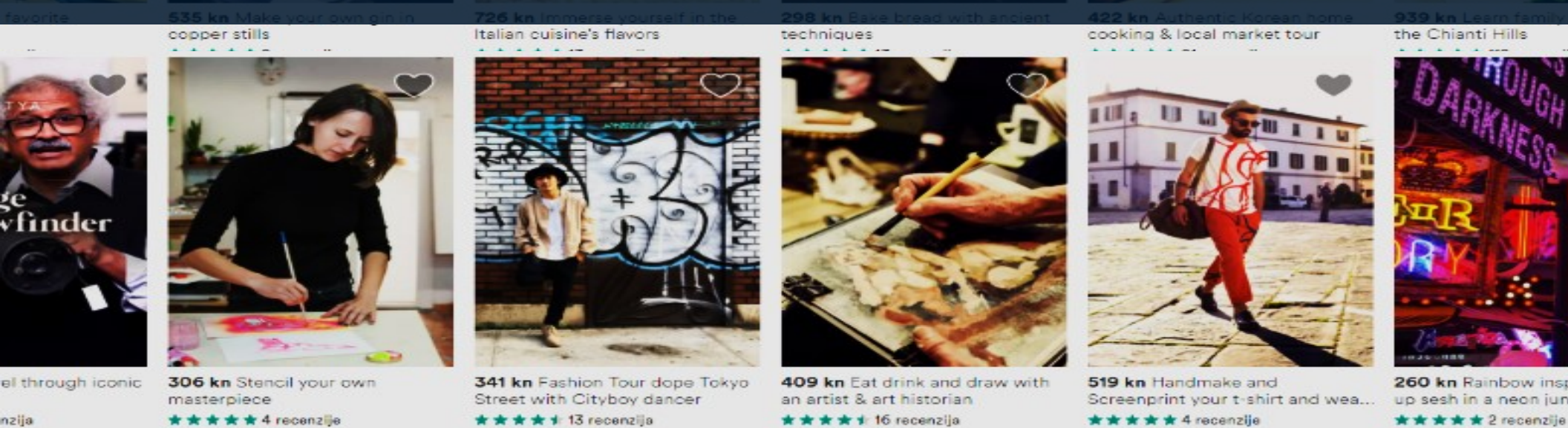
“Experience” : doživljaj ili iskustvo?

Putovanja mogu biti uzbudljiva i inspirativna
važno je iskustvo koje pružaju.



SUPERSEGMENTACIJA: MIKRO NIŠE

Interaktivni, hibridni, kombinirani proizvodi



KORISNICI

Hiperpotrošačko društvo rezultiralo je supersegmentacijom korisničkih niša te potreba u turizmu i putovanjima. Raste broj putovanja motiviranih djelomice ili u cijelosti različitim vidovima kulture, posebice se tu ističu putovanja u gradove, a zatim otvara cijela nova lepeza mikro niša u kulturnom turizmu.

es Lipovetsky, Paradoksalna sreća

Hiperpotrošač više ne žudi samo za materijalnim blagostanjem, nego se pojavljuje kao eksponencijalan tražitelj psihičkog komfora, unutarnjeg sklada i subjektivnog razvoja, o čemu svjedoči cvjetanje tehnika proizašlih iz »Razvoja osobnosti«, kao i uspjeh orijentalnih mudrosti, novih duhovnosti, vodiča sreće i mudrosti. Materijalizam prvog potrošačkog društva izašao je iz mode:

OVI MODELI PONAŠANJA

Turistička tržišta bilježe
promjene u modelima ponašanja od
Hedonizma i spektakularizma,
hiperkonzumacije, do
iskustvene interaktivnosti,
prema samosvjesti kroz kreativnost i transmodernu odgovornost

D SU NAŠI NOVI KORISNICI?

AŽE LI JOŠ UVIJEK

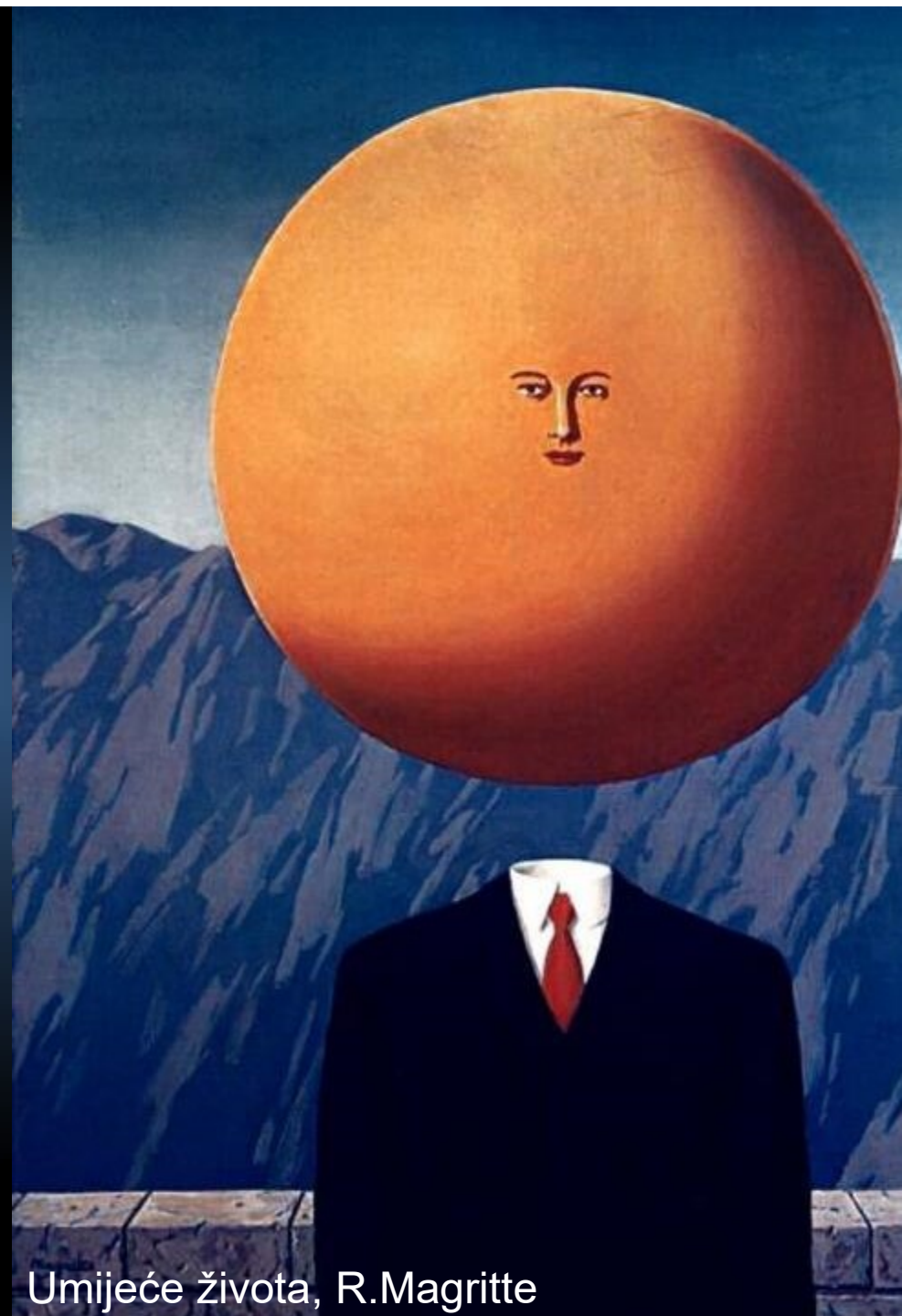
E?

ČE?

SOVNIJE?

KSUZNIJE?

je luksuz danas?



Umijeće života, R. Magritte

ZONE UGODE – MATERIJALNI LUKSUZ ?

London Global Trends Report 2016, in association with Euromonitor International



HOMO MEDICUS

SENIORI

HOMO AESTETICUS

NOUVEAU M

HOMO SPIRITUS

LOHAS

Novi senzibilitet: H2H humanizacija



NOVE ZONE UGODE – NOVI AFINITETI



HOMO MEDICUS

HOMO AESTETICUS

HOMO SPIRITUS

NOVE VRIJEDNOSTI

Posljedice dostupnosti novih sofisticiranih usluga na scenu dovode nove kategorije korisnika koji u putovanjima traže nove vrijednosti

RIZAM NOVIH VRIJEDNOSTI

Premium Travel Top Topics 2017

Personalization of services

Experience design & management

Food & Beverage/gastronomy concepts

"Small is beautiful"

Quality Management

Customer segmentation

Online connectivity

Digital Media Marketing

Innovation management

Recruiting & HR development



1. Personalizacija usluga
2. **Dizajn i upravljanje iskustavima**
3. Novi koncept gastronomije
4. **Malo je prelijepo**
5. Upravljanje kvalitetom
6. **Supersegmentacija korisničkih niša**
7. **Online povezanost**
8. Marketing preko društvenih mreža
9. Inovativni menadžment
10. Ljudski resursi – multidisciplinarnost



NOVE KATEGORIJE KORISNIKA: NOVE VRIJEDNOSTI

HOMO SPIRITUS

Šta je važnija od statusa
Duhovnost je novi vid luksuza
Transformacija kroz putovanje
Še se senzualne tihe destinacije
Turizacija – znanstveni turizam

HOMO AESTETICUS

Radovi, posebno mali i nepoznati
Definiranje kulture
Plan poznatih putova i mjesta
Ostvarenje je iznad atrakcija
Estetičnost i dizajn
Rekreacija putovanja (PRO-CONSUMER)

ETNE DESTINACIJE

Online i off-line -personalizacija
Info/ visitor centri traženi
Prije putovanja, AR u destinaciji
Virtualno 360°
Geo - alat brendiranja

HOMO MEDICUS

- Medikalizacija društva
- Smrt hedonizmu - šteti zdravlju!
- Omni-fobija
- Upravljanje duhovnim i tjelesnim kapitalom

MJEŠANA PONAŠANJA

- Multi-generacijska putovanja
- Otkrivanje Europe po prvi puta (prekomorska)
- Bleisure i shopping
- Kultura & wellness
- Kultura & aktivni turizam
- Novi luksuzni segmenti – milenijci
-

FOODING

- Kultura u tanjuru: lokalno, autohtono
- Kulinarske radionice
- Fuzijsko kulinarstvo **BIO TURIZAM**

Izvor: G.Lipovetsky,



Obrada: Kla

ROMONITOR MEGATRENDOVI 20

KORISNICI
H2H



DRAGOCJENO
VRIJEME



PREMIUMIZACIJA



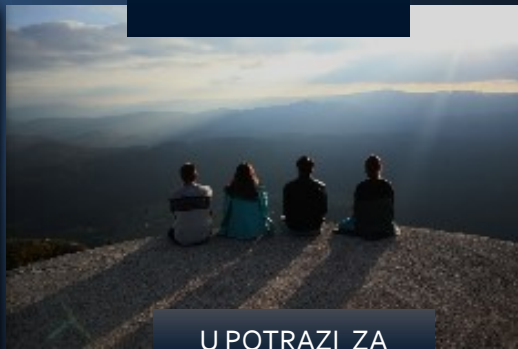
PERSONALIZACIJA



TEŽNJA
AUTENTIČNOM



ETIČKO ŽIVLJENJE



U POTRAZI ZA
JEDNOSTAVOŠĆU



POVEZANI
KORISNICI



ENVIRONMENTAL
SHIFTS AND
PRESSURES



POPULATION
CHANGE



CHANGING
VALUES

KORISNICI

Veća istraživanja upućuju na mobilne, obaviještene, dinamične, zahtjevne korisnike koji prije svega traže jednostavnost u pristupu destinaciji, kvalitetnu, ažurnu i poticajnu informaciju.



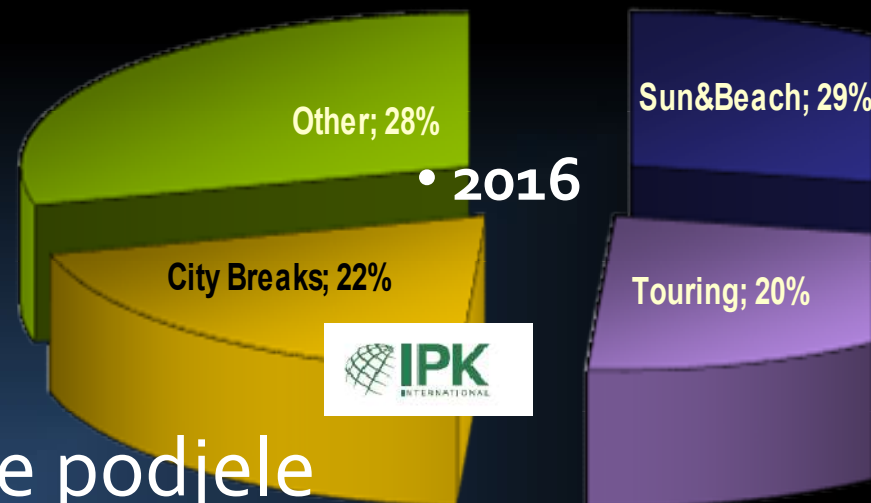
Aging &
Alone

TKO SU ONI?



RISNICI ROJKAMA

DPA 234 mil motiviranih kulturom*
129 mil motiviranih kulturom
globalni putnici – bez dobne podjele
u potrazi za vrijednostima i
dubokim kulturološkim iskustvom



A 38 mil. motiviranih kulturom godišnje

KA 10 mil. posjeta arheološkim lokalitetima godišnje

A 11 mil. posjeta arheološkim lokalitetima godišnje

TSKA 5 mil. posjeta baštinskim institucijama godišnje

420 000 posjeta ≈ 2 mil. € DUBROVAČKE ZIDINE 1,2 MIL ≈ 20 mil. €

http://www.etc-corporate.org/?page=report&report_id=103

RISNIČKE NIŠE:

ETC SNAPSHOT

<http://www.etc-corporate.org/?page=report&report=seniors>



24%



20%

...of the population

SENIOR

Who are they?

60+

Traits:

In the coming decade seniors will 'younger' outlook than previous generations.
Greater numbers of older tourists have minor disabilities and require accessible facilities.
Older consumers are less likely to adapt to new technologies.

How many seniors?

123
million

...in the EU

63
million

...in the US

How can you nurture relationship with them?

Loyalty programmes that increase longevity of the relationship.

WHY THEY'RE IMPORTANT

The sheer size of the segment and the purchasing power is important. The sector can help change the traditional seasonality of holidays as they have greater freedom to travel outside of peak seasons and school holidays.

ERSENIORI: KREATIVNOST + KULTURA

osoba u Europi je 60+
vati i uživati u životu
Europe ostvare 6-7 putovanja godišnje
Njemačke, Austrije, Švicarske, i Skandinavije
t s najvišim prihodima
i znatiželjni -žele učiti
ulturu + soft adventure
sobni pristup
i snove iz mladosti



NSK



- # 33-36%
- The percentage of the population aged over 50 today



55-64

The age group most likely to play a role in the break in the 12 months, according to Abta's research.

Izvor: Tr

DI: ISTRAŽIVANJE, KULTURA + AKTIVNOSTI IZ

http://www.etc-corporate.org/?page=report&report=etc_snap

ETC SNAP



12%



17%

...of the population

Who are they?

15-24

years old

How many youths?

59
million

...in the EU

526
million

...in the BRICs

YOUTH

Traits:

Youth travellers collect experiences: seek to explore and engage with culture to mix their travel ambitions with study, work, volunteering or adventure. They seek to immerse in local communities. Young travellers are early adopters of technology - 80% use the Internet to search for travel information.

How can you nurture a relationship with them?

Offers for small budgets and discount cards play an important role in the youth market.

Across the globe, the youth travel market is growing faster than most other travel segments. Youth travellers seek experiences outside tourist hubs and attract others to these destinations. They are less impressed by negative events including economic problems, political unrest or epidemics.

WHY THEY'RE IMPORTANT

MLADI: RADOZNALI, ODGOVORNI, KREATIVNI

"The Smartphone Generation"

MLADANJA MLADIH

mladnja sa svrhom
novost i participativnost
od stereotipa
istraživači i vjesnici su novih putnika
lokalne hrane – FOODING

Millennials are using travel agents - for planning easier

www.lonelyplanet.com/news/2016/11/21/millennials-using-travel-agents/

mladji će do 2020. predstavljati preko 50% svih putnika

KREATIVNOST
ISTRAŽIVANJE
+ AKTIVNOST



ADI: BOMBARDIRANI INFORMACIJAMA

Social
shareability

Blog

AR

VR

Vlog

Influencer

Instagram

Etc

Survey by home insurance company Schofields Insurance asked over 1,000 UK aged between 18 and 33 - AKA millennials - what was most important when choosing a holiday destination, and 'how Instagrammable the holiday would be' has been identified as the number one motivator.

Of course, Instagram never shows the whole story, and even if someone posts a picture of their cocktails by the sea, they could then be going back to a cockroach-infested hostel dorm.

Social shareability is a valuable currency, and the smartest hotels and resorts have embraced this.

For millennials, getting good Instagram snaps is more important than the opportunity to soak up local culture and even the cost and availability of alcohol. Could the stereotype of Brits abroad be changing from drunks to Instagrammers?

<http://www.schofieldinsurance.co.uk/interests/millennials-opt-sunshine-breaks-rather-save/>

<http://www.independent.co.uk/travel/instagrammability-holiday-factor-millennials-holiday-destination-choosing-travel-social-media-photos-a7648706.html>

MLADI: KULT KREATIVNOSTI

A group of seven young people are standing in a grassy field, posing for a photo. They are all wearing casual clothing and have their arms raised in the air. In the foreground, a calm body of water reflects their silhouettes and the sky above. The background consists of a line of trees under a cloudy sky.

INSTAGRAMABILNOST?

KULTURA ++

ETC SNAPSHOTS



40%

...of all European tourism

Who are they?

Age-less
&
Educated

How many cultural travellers?

234
million

...in the EU

129
million

...in the US

CULTURAL Traveller

Traits:

Cultural travellers are motivated by various benefits of cultural travel - the experience, knowledge or connection to a higher meaning. Cultural travellers also enjoy exploration and are likely to proactively seek valuable and deep cultural experiences. They are also willing to travel for specific events. Cultural travellers tend to be highly educated, use online tools for research and spend more.

How can you nurture a relationship with them?

Understand that cultural travellers are heterogeneous; motivated by various impulses and enjoy different levels of cultural immersion.

Cultural travellers are age-less global citizens who are part of the growing segment of travellers. These travellers are educated and also spend more per trip than the average leisure traveller.

WHY THEY'RE IMPORTANT

Source: Ontario Tourism (2009); McKercher and du Cros (2003); European Commission, DG Grow (2015); Mandala Research (2013); Miller, TTRA International
© Sergii Korshun

http://www.etc-corporate.org/?page=report&report_id=103

KULTURA +

U ti „Culturally Curious“?

Istraživanja: <http://www.failteireland.ie>



CULTURALLY CURIOUS - FR



NAME
Cedric Buisson

AGE:
57, Married no kids

PROFESSION:
Sales Manager

Cedric comes from Lyon. He and his wife, Celine, like going on romantic "learning" trips together having explored Pompeii and Herculaneum, and have taken a two week tour through Transylvania, Bulgaria and the Balkans. He follows Adventure Holiday Pro and Nouvelle Frontieres for ideas on upcoming trips. He sees himself as a free-spirited adventurer, despite putting a lot of effort into planning every step of his trips.

With a hectic work schedule, he likes to unwind by watching documentaries and particularly likes Bernard Natan films. Cedric also likes the theatre and is a regular attendee at Lyon's Halle Tony Garnier Theatre. He is also a fan of the Night Museum.

He follows Le Monde, Le Figaro, Le Point and Le Nouvel Observateur on Twitter to stay up to date on current affairs. A foodie, he refers to the Guide Michelin and the La Fourchette food review site when choosing places to eat.

Interest/Hobbies

- Documentaries
- Arts, Culture & Theatre
- Literature
- Museums & Galleries
- Current Affairs

Barriers to visiting

Weather and price, believes that Ireland's weather is always bad! Also price is a contributing factor. He is looking for value.

Digital Interest Touch Points

- Aventures en Islande
- Culture Spaces
- nuitdesmusees.culture.fr
- Le Monde
- Le Nouvel Observateur
- La Fourchette

Digital Travel Touch Points

- www.viamichelin.fr
- Lastminute.com FR
- Voyages-sncf.com
- www.voyage-prive.com
- Expedia.fr
- www.homair.com
- www.gralon.net

Implications

The type of content that resonates most with Cedric is long form articles from reliable sources, i.e. respected travel bloggers and travel sections of media publications. Therefore, relationship building online with key influencers is critical to helping Cedric to decide which destinations to visit (consideration stage). Paid media on OTAs and review sites will also be key in creating initial visibility.

CULTURALLY CURIOUS - GER



NAME
Alexander Gorny

AGE:
45, Married

PROFESSION:
Engineer, BMW

Alex is an engineer at BMW's primary production plant in Milbertshofen, Munich, heading vehicle testing team.

His logical and curious mind translates into his holiday research habits. He engages in meticulous research pre-trip, talking with friends to get specific recommendations and researching official tourist sites to really discover the must-dos of an area, planning every detail of his trip in advance. In addition to reading the Sunday Travel newspaper supplement, he accesses information via his iPad, mostly searching in the evenings and at weekends.

Recent trips of note with his wife Doris have included a two week coastal trip of Croatia, visiting the world heritage sites of Dubrovnik, Split and the Plitvice Lakes National Park, a Danish adventure to the scenic beauty of North Jutland and the historical epicentres surrounding Kronborg Castle and Roskilde Cathedral. He always travels with his iPad and iPhone by his side, and Frommers & Lonely Planet Guidebooks.

Interest/Hobbies

- History
- Technology / Engineering
- Hillwalking / Trekking
- Iconic Scenery
- News / Current affairs

Barriers to visiting

- Looks for warmer climates
- Not aware of what Ireland has to offer
- Distance from Germany

Digital Interest Touch Points

- Spex
- Der Spiegel
- Re-publica
- Wuv.de
- Stern
- Wallpaper.com

Digital Travel Touch Points

- Tripadvisor
- AirBerlin & German V
- Travel Made Simple
- Slow Travel Berlin
- Frommers
- Lonely Planet

ROPO

Implications

Content should seek to educate i.e. informative articles that give Alexander a clear sense of what a destination has to offer. Content should be distributed to a mix of OTAs, third party interest sites and travel sections of media publications. Itineraries and regional brochures play a key role in helping Alexander plan and enjoy his trip, so having e-brochures and itineraries easily accessible as PDFs is important. Likewise, all content needs to be mobile friendly, and packaged up within apps which he can use while on holiday.

ski milenijci – nova generacija putnika

ese Millennials Abroad

*arning from a new generation
Independent Chinese travellers*

NJA MLADIH KINEZA

s lokalnom kulturom – pop kultura, film...
s mijenjanja sebe kroz druge -refleksije
enost i iznenađenja autentičnim
ani susreti s lokalnim umjetnicima - usporedba
aj pripadnosti - čaj

Travelling is a process of self-discovery

ce: <https://www.marketingtochina.com/marketing-to-chinese-tourists-travellers/>

O PUTOVANJA

MIUMIZACIJA - INTEGRIRANI PRISTUP DESTINACIJE

olo?

jećaj

autentičnosti, avanture, uranjanja u
ciju, istraživanja, ispunjenja

olo putnica bira Europu kao destinaciju
vodi u solo putovanjima: **9 mil putovanja**
nje u Europu

ena osjeća se samopouzdanije kada
u same

putuju u prosjeku svakih 10
ci, muškarci 12

odluka o kruzing putovanjima donose žene
odluka o putovanjima preko **TA** donose

IZVOR: WTM 2017.



Quick Facts:

- ✪ Europe is the chosen destination for 50% female solo travellers
- ✪ Americans are number one in solo travelling an average of 3 trips per year and an average of 1 million travelling overseas each year
- ✪ 65% of the women feel more confident when they travel alone and prefer vacationing without a partner
- ✪ Female vacation every 10 months versus men every 12 months
- ✪ 70 % decisions are made by women when it comes to cruises, group travel or through an agent. This percentage shoots to 92 % when we include all travel purchases.

KVIR: KOMUNIKACIJA VRIJEDNOST

SPECIJALISTIČKE NIŠE

NPR:

Arhitekti: 500 000 u Europi

Arheolozi: 30 000 zaposlenih u Eur

Ostala zanimanja vezana uz kultu

Studenti....



DESTINACIJA I DMO

tinške studije: korisnici očekuju putovanje koje će imati značenje
nisao, pružiti mogućnost za kreativnost i transformaciju.

O – Destination management & marketing organization – npr.
rističke zajednice u RH, promotori turističkih atrakcija te inicijatori
promotori proizvoda)

WISLENA TOVANJA

UNICIRATI VRIJEDNOSTI

stvenost

enja

oznatljivost

raciju

ijativnost

AŠTINA KAO KULTURNI I DRUŠTVENI PROCE



IZAZOVI

ISTRAŽIVANJE

MULTI-
DISCIPLINARNOST

PREZENTACIJA

INFRASTRUKTURA
UMREŽAVANJE

FOKUS
BAŠTINA
ATRAKCIJA

INTEGRIRANI
PRISTUP

TURISTIČKI
PROIZVOD

KORISNICI

VIDLJIVOST



DIZA
(OSOBN OG PROF
DESTINAC

VERSIFIKACIJA DESTINACI



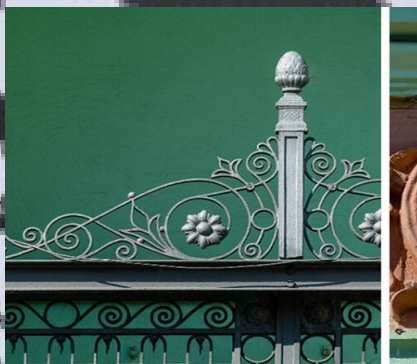
73 km
(52min)
Varaždinske Toplice
Zagreb



Ščitarjevo

330 km
(3h 28min)

CROATIA



Pula



Split



PAMETNA SPECIJALIZACIJA UZ DMC/DMK

tinške studije: korisnici očekuju jedinstvenu ponudu, inspirativno
ustvo, putovanje koje će pružiti mogućnost za participaciju i
moostvarenje.

gers 55+ tražit će DMC

– Destination management companies – DMK - turističke agencije
specijalizirane za ukupnu specifičnu destinacijsku ponudu kreiraju
ožene turističke proizvode i promoviraju svoju ponudu paketa)

ZAJN T. PROIZVODA:

LTURA I KREATIVNOST

RAZINE IDENTITETA:

- UMJETNIČKOG
- POVIJESNOG
- SUVREMENOG...

ERAKTIVNI, HOLISTIČKI PRISTUP

AKTIVNOSTI, AUTOHTONI SMJEŠTAJ I GASTRONOMIJU I

AMETNA SPECIJALIZACIJA



INA KAO IZRAZ KULTURNOG I DRUŠTVENOG PROC

PECIJALIZACIJA & DIZAJN PROIZVOD



KOMUNIKACIJA VRIJEDNOSTI

Digitalni sadržaji mogu zadovoljiti nove potrebe i otvoriti put prema poznatljivosti i održivosti identiteta destinacija, osvijestiti autentičnost, istaknuti distinktivnosti prostora i kultura, biti puna odgovornosti prema novim i zahtjevnim putnicima.

Digitalni mediji mogu imati značajan utjecaj u prezentaciji, interpretaciji i promociji kreativnih i dinamičnih hrvatskih destinacija koristeći priču o kulturnu baštinu i tradiciju.

Kreativni digitalni kulturno-turistički sadržaji mogu proširiti raspon interesa novih niša korisnika.

Pr. Matoke tours Virtual brochure: <https://www.matoketours.nl/virtualgorilla/#>

https://youtu.be/EN8pNcoG_DI?list=PLQAvq4vsSFL8JrwWXN2jiihhjb-Z1hND&t=3

PRIMJERI IZ PRAKSE

An iPhone App For
THE MUSEUM OF LONDON

<https://www.youtube.com/watch?v=qSfATEZiUYo>

nted Reality Cinema

PRIMJERI IZ PRAKSE



<https://www.youtube.com/watch?v=R6c1STmvNJc>

EXPERIENCE == ISKUSTVO



TRANSFORMACIJA

KOMUNICIRANJE VRIJEDNOSTI

Upravljanje
položenjima

Wellness



selfness



mindfulness



ISKUSTVO
TRANSFORMACIJE

Izvor: Matthias Horx, ITB 2005, OBRADA Vlasta Klarić

DIGITALNA PREZENTACIJA BAŠTINE PLURALISTIČKE VRIJEDNOSTI

simboličke vrijednosti

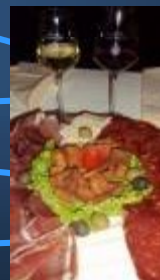
ma & iskustvo



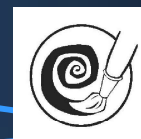
komunikacija



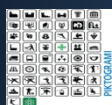
estetika



kreativnost



identitet



harmonija



inspiracija



LAZIŠTA - KORACI U PRILAGODBI

VRIJEDNOSTI	KONTEKST KONKURENTNOST	KT SE MIJENJA KORISNIK SE MIJENJA
NE DESTINACIJE	MULTI-DISCIPLINARNOST UMREŽAVANJE SADRŽAJA	JEDINSTVENOST MAPIRANJE
S DRŽAJNI	DIFERENCIJACIJA ODABIR FOKUSA	PREGLED PROJEKATA EVALUACIJA RESURSA PRIORITETI, RAZINE PREPOZNATLJIVOST
S DIZVODNI	ORKESTRIRANJE VIDLJIVOST MEMORABILNOST	DIZAJN DESTINACIJE TURISTIČKA INFRASTRUKTURA ODRŽIVOST
S RISNIČKI	ODGOVORNOST PRILAGOĐENA USLUGA	H2H

"HANDS ON THE MEMORY"



NOVI KORISNICI – NOVI SENTIBILITE

High Value City Travel Report

#smart premium city experiences

2017



Index

Executive summary	> 6
City tourism overview	> 9
Global market development – Key growth factors – European city destinations	
Nature & value of city travel experiences	> 12
Why experiences matter – The T&A market – From activities to high value experiences	
Premium city travel demand insights	> 21
Preferred activities & attractions – Pre-booking of activities, experiences & services	
Technology & supply driven T&A market evolution	> 27
Dedicated market places MUSEMENT – Generalist OTAs EXPEDIA's Local Expert program – Accommodation (platforms) – AIRBNB Trips & Places – Destinations CANADA – GOOGLE Trips – TRIPADVISOR & VIATOR – Specialized apps & platforms – Premium experience marketing between tech & personalization – Cognitive tourism IBM WATSON	
Additional expert views	> 52
On premium experience design, marketing and the use of technology	



ENTITY IN FLUX

- SMISLENA PUTOVANJA
- TRANSFORMACIJA
- DOŽIVLJAJI VISOKE VRIJEDNOSTI
- REAKTIVIRANJE OSJETA
- UPRAVLJANJE MEMORABILIJAMA
- TRENUTCI IZNENAĐENJA
- KREATORI POVEZIVANJA

We before me?

An aspiration towards altruism and a smaller ego, or “we before me”, prevails

Izvor: <https://observatoriodelmercadopremium.ie.edu/wp-content/uploads/sites/59/2013/11/High-Value-City-Travel-Report-2017.pdf>

KO ŽIVLJENJE - TRANSFORMACIJA

PREMIUM T
BAROMETER

ie
Reinventing
Higher Education

a o sebi" izgradnja sebstva i naposljetku "obraćenje sebi", posjedovanje sebe
i istovremeno prepoznavanje potreba drugih

MALO JE LIJEPO

PERSONALIZACIJA

ODGOVORNOST

HUMANIZACIJA

DIZAJN ISKUSTVA

TRANSFORMACIJA

ODGOVORNOST

Q ŽIVOTA ZAJEDNICE
ZAPOŠLJAVANJE

Q iskustva
Posjetitelji

DESTINACIJA
BAŠTINA

Simboličke vrijednosti
Genius loci
Identitetske razine

KORAK NAPRIJED?



Vlasta.klaric.unpah@gmail.com

vkларic@librtas.hr

Millennial Generation is individuals born from 1980 – 20

- 87% look to Social Media for travel inspiration for their next adventure.
- 46% book travel through a smartphone or tablet, meaning a strong mobile presence is also important. In fact, 86% of millennials are disappointed by bad mobile experiences.
- 85% check multiple sites before booking to get the best deal possible.
- 60% will upgrade their experience by purchasing extras like in-flight wi-fi. Offering extras that appeal to this generation can generate more revenue.
- 97% will post their experiences on social media.
- 68% will remain loyal to a program that offers them the most rewards (cash/freebies, upgrades, discounts.)
- 49% take last minute vacations, meaning that offering last minute deals could be helpful in gaining business from millennial travelers.