

# 2023 Summer Tourism Trends & 3 Tips *for* Marketing Success



# Introduction

With summer just around the corner, it's time for Destination Marketing Organizations to get ready for the busy travel season.

To help you maximize your success, this white paper will explore the top 4 tourism trends for the season and provide 3 tips on how to create marketing that wins in the summer tourism season.

Let's dive in!



## TOP 4 TOURISM TRENDS

- 1 **Despite Inflation, Travelers Are Back With A Vengeance**
- 2 **Roadtrip Warriors or First Class Mogul?**
- 3 **Staycations Are in the Rearview**
- 4 **Experiential Travel Amongst Gen Z and Millenials**

## 3 TIPS FOR SUMMER TOURISM SEASON MARKETING

- 1 **Content is Vital**
- 2 **Influencer Power**
- 3 **Be the Experience Guide**

## TOP 4 TOURISM TRENDS

### ONE

# Despite Inflation, Travelers are Back With a Vengeance

According to Longwoods International, over the next six months 93% of Americans have trips planned.

*This stat outpaces travel plans from the past three years!*

Despite economic downturns and increased inflation rates, consumer demand has stayed strong.

Although 32% of travelers stated inflation as a determining factor to their travel plans for the next six months, their behaviors are telling us otherwise, as bookings are increasingly on the rise.



“  
OVER THE NEXT  
SIX MONTHS,  
**93% OF AMERICANS**  
HAVE TRIPS  
PLANNED.





TWO

# Roadtrip Warriors or First Class Mogul?



While road trips and glamping swept across US travel trends in response to pandemic shut-downs in major metropolitan attractions in recent years, this may not have the staying power we once believed it would.

*In a recent Longwoods Research study, 51% of travelers stated that gas prices would impact their travel plans and only 8% of travelers have travel plans to visit rural areas in the next six months.*





THREE

# Staycations are in the Rearview



According to Longwoods International, only 1% of travelers intend to vacation at home in the next six months.



Visits to friends or family is shown to be a key driver for both travel by plane and short drives amongst travelers in the next six months.



16% of travelers say their next trip is by plane to visit a loved one, with 15% of travelers stating short drives (within 200 mi.) as their next planned trip.



FOUR

# Experiential Travel Amongst Gen Z and Millenials

Younger generations are leading the pack in the return to travel – but not just any travel — they are thrill seekers looking to make up lost time and cross off bucket list items.

*In a recent GWI study, 91% of Gen Z travelers and 92% of Millenials have plans for domestic travel in the next 12 months.*

Gen Z and Millenials both stated nightlife as one of their top influences for choosing a travel destination – but Gen Z takes the lead on “zest”, citing exciting experiences, experiencing something new and fun/ excitement as their other key determining factors.

“  
THEY ARE  
THRILL SEEKERS  
LOOKING TO MAKE  
UP LOST TIME  
AND CROSS OFF  
BUCKET LIST  
ITEMS





## 3 TIPS ON HOW TO CREATE WINNING SUMMER TOURISM SEASON MARKETING

### ONE

## Content is Vital

Thumb tracking is the new engagement rate to watch. With attention spans dwindling and content streams increasing, stopping a traveler in their thumb scrolling tracks is *the ultimate goal*.

Gaining a 15% thumb stop rate is a healthy rate to pursue, but how do you get there?

***The first three seconds of video content is the key.*** Be bold and eye-catching to gain an immediate impact.

*Keep your copy clear and to the point to optimize the limited audience attention you are trying to grab.*



“  
STOPPING A  
TRAVELER IN  
THEIR THUMB  
SCROLLING  
TRACKS IS  
THE ULTIMATE  
GOAL





TWO

# Influencer Power



The data has shown that Gen Z is hungry for travel experiences.



Despite other generations who heavily lean on word of mouth as a key resource for travel planning, Gen Z takes their travel planning almost entirely digital.

*According to GWI, "creator accounts are the 4th biggest purchase influencer for travel destinations among Gen Z - trailing social media posts from family, recommendations from people they know, and ads seen on social media".*



THREE

# Be the Experience Guide



Storytelling is key for engagement in the digital space.

*Ask yourself this question: can your traveler see themselves in your ad and are you showing them where you can take them?*

As experiential travel amongst younger generations is in high demand, your ability to invite your traveler into an

exciting, shareable experience is vital to not only digital engagement but also for winning top-of-mind consideration amongst target audiences. How do you do this? Share a travel guide, a two-day itinerary, or top things to do at your destination through video or user generated content.

What do all these trends mean?

**They mean that Destination Marketing Organizations need to be creative in their approach if they want to win in this vibrant yet competitive environment during the summer tourism season!**

By utilizing quality content – namely influencer and video content on digital channels – DMOs can create winning campaigns that capture attention to gain long term success during peak times like summer travel season!

*Good luck, Marketing Teams – and happy summer travels, everyone!*





**Do you have a plan for summer 2023?**

Drop us a **line**.

