



Prepared for New Hampshire Division of Travel of Tourism Development

## I want it now

Over the past two years, travel-related searches for “tonight” and “today” have grown more than 150 percent on mobile. People are regularly searching for “flights today” or “hotels tonight.”

**Source:** Google

## Inside:

- Nearly half of all leisure travelers are considered Parks and Monuments Travelers.  
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**“The international travel market is ultra-competitive, and the U.S. is falling behind.”  
– USTA President Roger Dow**



## International travel trend appears bleak

A new travel trends index paints a pessimistic view of the U.S. travel economy in the wake of President Donald Trump’s election and his various immigration bans.

The index, known as the TTI, showed that inbound international travel volume declined during the first quarter of this year, according to the U.S. Travel Association.

Using newly available data, the index reveals inbound international travel numbers contracted in four of the seven months for which data is so far available. The biggest declines took place in February—when visitation dropped 6.8 percent and during March—when it dropped even further (8.2 percent).

Though there was a slight increase in April, economists attribute that to the typically travel-heavy Easter holiday.

Earlier this year, U.S. Travel Association President and CEO Roger Dow and others warned that President Donald Trump’s anti-immigrant rhetoric and his ban on travel from a handful of mostly Muslim countries could send an anti-tourism message, according to CBS Money Watch.

The TTI is prepared for the U.S. Travel Association by the research firm Oxford Economics. Sources for the index include STR, TNS, Statistics Canada, the U.S. government’s I-94 program and Advanced Passenger Information System, OAG, the International Air Transport Association Billing Settlement Plan, Sabre and major U.S. airlines’ investor relations reports.

**Source:** TravelPulse and USTA

## Brand USA pushes back 100M visitor goal

Brand USA was created in 2010 with the goal of attracting 100 million international visitors by 2021. Not only is the organization pushing back the timeline for hitting that goal, but the organization’s future is in doubt with the budget proposed by the Trump administration.

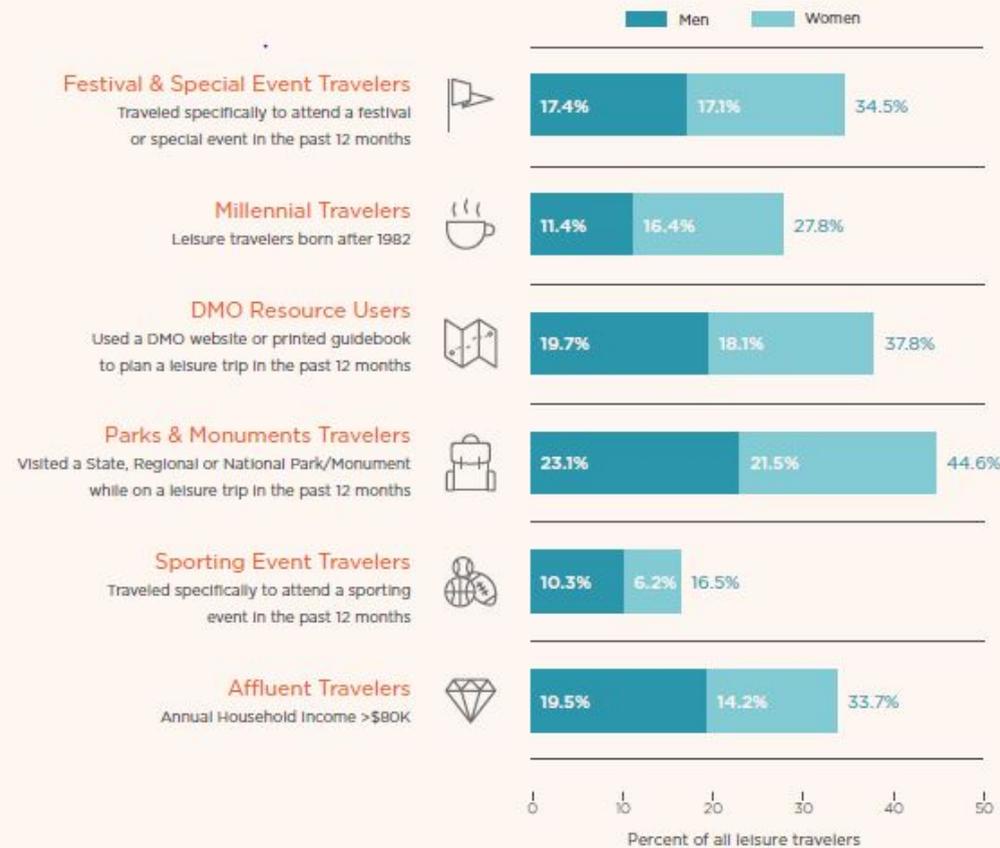
Based on visitation forecasts by the

National Travel & Tourism Office, Brand USA announced that the goal for 100 million international arrivals has been pushed back two years to 2023. Before 2016, international inbound travel had grown every year since the recession ended in 2009, reaching a record 77.4 million

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## TRAVELER SEGMENTS: RELATIVE SIZE & GENDER MIX

Understanding this graph by example: 34.5% of all US leisure travelers may be considered Festival & Special Event Travelers, a group which is almost equally divided between men and women (17.4% and 17.1% respectively).



## Travelers are choosing monumental destinations

In recently released segmentation research, nearly half of all leisure travelers are considered Parks and Monuments Travelers.

According to the State of the American Traveler, 45 percent of consumers visited a state, regional or national park/monument on a leisure trip in the past 12 months.

As a resource for deciding to

whom, what and how to market, the report details that less than a third of leisure travelers are Millennials born after 1982; nearly half are visiting parks; and just over a third are using DMO websites or collateral materials.

**Source:** State of the American Traveler, Traveler Segments Edition, Destination Analysts

## Brand USA pushes back visitor goal

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visitors in 2015. That number fell to 75.6 million last year. US Travel Association's recent forecast estimates arrivals will again be down for 2017.

Brand USA is attributing the push back of the date to declines in visitors from Canada and Brazil, counties most impacted by fluctuations in exchange rates.

At the same time Brand USA will be marketing internationally to meet the new goal, they will be pursuing federal resources stripped from the proposed 2018 budget. Prior to the Trump budget proposal, Brand USA had been reauthorized and funded through 2020. The fiscal 2018 budget is slated to be voted on this fall and given ongoing gridlock in Congress, it's unclear if and when Brand USA's funding would clear the final hurdle.

Source: Skift and Travel Weekly

## Here are four trends gleaned from top tourism websites

### 1. NORTH AMERICA IS STILL DOMINATING WEBSITE USER EXPERIENCE AND DESIGN

Visit California set the bar more than two years ago when it relaunched its website and it is still one of the industry standards for tourism websites.

Look no further than Visit Detroit, **Visit New Hampshire**, or Destination Canada's websites to see what we're talking about. Compelling creative and stories are presented that clearly and efficiently outline what you can find in those destinations.

### 2. VIDEOS ARE NOT JUST 2D, THEY ARE INTERACTIVE

It's not if these top websites have video, but how many and in what formats.

Visit Idaho uses 360-degree video to show travelers what it's like to zip line through forests or kayak through rapids, while Cape Town Tourism uses more traditional video to tell stories of what life is like in off-the-beaten path neighborhoods.

### 3. INSTAGRAM IS THE DARLING OF PLATFORMS

Visit Greenland's website consists almost entirely of Instagram and other user-generated content, and other sites like Discover The Palm Beaches and Visit Panama curate a selection of Instagram posts to highlight different themes. Destinations would be at a disadvantage if they did not study Instagram and observe what attractions and locations most resonate with travelers.

### 4. SMART DESTINATIONS ARE OWNING WHO THEY ARE

Destinations are owning up to what they are and not trying to be everything to everyone.

Visit Panama, for instance, tells travelers right away on its homepage that the country "is not for tourists" and is instead for a certain kind of person who isn't looking for a Disneyland-like experience. Many destinations are focusing on promoting what they're historically known for while often showing a different side of their bread-and-butter attractions.

Source: Skift