

'Every industry has trends and innovations — the [tourism industry](#) is no exception. In a rapidly evolving landscape, new trends are appearing and taking hold all the time. Changing demographics, advances in technology, shifting social mores: these influences and others all help give rise to important new tourism trends'. Source: www.revfine.com/tourism-trends/

People are easily inspired and are inclined to follow the trends of family and friends. It's therefore not surprising that travel trends change frequently, particularly as experiences are shared on social media. New destinations, new technologies and means of transport have caused major shifts in the industry and early adoption of new trends is vital. Therefore, this plan aims to highlight some of the trends Maitland can leverage in the short term.

(Disclaimer) Note this data has been taken from a variety of different travel sites and reflect the views of the respective sources.

TOP AUSSIE TRAVEL TRENDS

WELLNESS AGRITOURISM

Wellness has long been an important motivator for travel and today's traveller is searching for the complete experience 'a getaway that promotes green and clean living where visitors can walk barefoot, eat fresh and organic produce, and literally stop and smell the flowers.' ([SOURCE](#))

Agritourism is no longer just farm stays and winery visits, but now encompasses a wide variety of activities including buying produce direct, picking fruit, farm to fork meals, cooking classes and agricultural education. The idea of getting back to nature, enjoying the country air, eating fresh local produce and supporting rural communities, is organic.

Approximately 1.8 million domestic and international tourists visit Australian farms in 2015-16, and this has been growing by approximately 9% each year. The sector is currently worth approximately \$9.4 billion per annum. This economic benefit is particularly relevant to Australia because it occurs in regions that really need it. ([SOURCE](#))

THE ROAD TRIP ESCAPE

In August 2019 Avis Australia released results of a study which found 11 million (58 per cent) of Aussies travelled within their own state in the past year.

With road trips at the heart of Australian domestic travel, it's no surprise that travellers want an escape from their everyday lives (56%).

GLAMPING

Glamping continues to grow as a travel trend, fuelled by young, diverse and experienced leisure travellers who are seeking new and unique ways to experience the outdoors.

However it is predicted that soon, a simple luxury glamping tent won't be enough. [Bubble tents](#) are the newest trend to hit Australia. Popping up for the first time in October 2017, Bubble tents offer a seamless 'one with nature' experience.

A NEW SKILL IS THE HOTTEST SOUVENIR

According to [TripAdvisor's 2019 Experiences Trends Report](#), Aussies are travelling for more than just good memories and selfies. It turns out one of the hottest souvenirs is a new skill. Travellers are actively learning new skills with the number of bookings for classes and workshops almost doubling (+80%) since 2017. The fastest-growing types of experiences for Aussie travellers are:

- Family friendly (+106%)
- Classes and workshops (+80%)
- Shore excursions (+38%)
- Wellness experiences (+34%)
- Cultural and themed experiences (+26%)
- Private and customised tours (+17%)
- Outdoor activities (+16%)
- Water sports (+15%)
- Sightseeing tickets and passes (+15%)
- Food and wine experiences (+12%)

GLOBAL TRAVEL TRENDS

A [research study](#) by the Travel and Tourism Research Association (TTRA) identified experiential travel is on the rise, with travellers seeking out authentic, can't-miss experiences in new places.

Top global travel trends in 2019 are:

FOOD TOURISM

According to a [recent Skift report](#), there has been a growing demand around culinary travel, and this trend is expected to continue. Social media is largely responsible for driving this trend, as travellers today have the ability to share their edible adventures with friends and even strangers — particularly through Instagram. Long considered a niche market, Food Tourism is moving into the mainstream as more destinations recognise the benefit of curating culinary experiences to attract these travellers.

FAMILIES WANT ADVENTURE

Families as a whole are starting to forego traditional beach vacations and Disney trips in favour of adventurous, off the beaten path experiences.

THE RISE OF THE 'SECOND CITY' TRAVELLER

Second city travel – the exploration of lesser known destinations in a bid to reduce over tourism is expected to increase.

TECH-SPECT THE UNEXPECTED

As time goes on, travellers are more likely to put key aspects of their decision making process more firmly in the hands of technology.

SLO-MO IS THE NEW #FOMO

Instead of experiencing the constant fear of missing out (FOMO), travel will be all about taking it slow and focusing on the journey. 47% of travellers plan to take slower modes of transport to reduce their environmental impact, and 65% would prefer to take a longer route to experience more of the journey itself.

tourism industry