

# Trends in Tourism

**Wybren Meijer, Futureconsult**

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# Three main developments:

1. Travel Temples
2. Booming BRIC's
3. Diverse Demand  
( And one local: )
4. Amsterdam Apathy

# 1. Travel Temples

Airports as Human Hubs

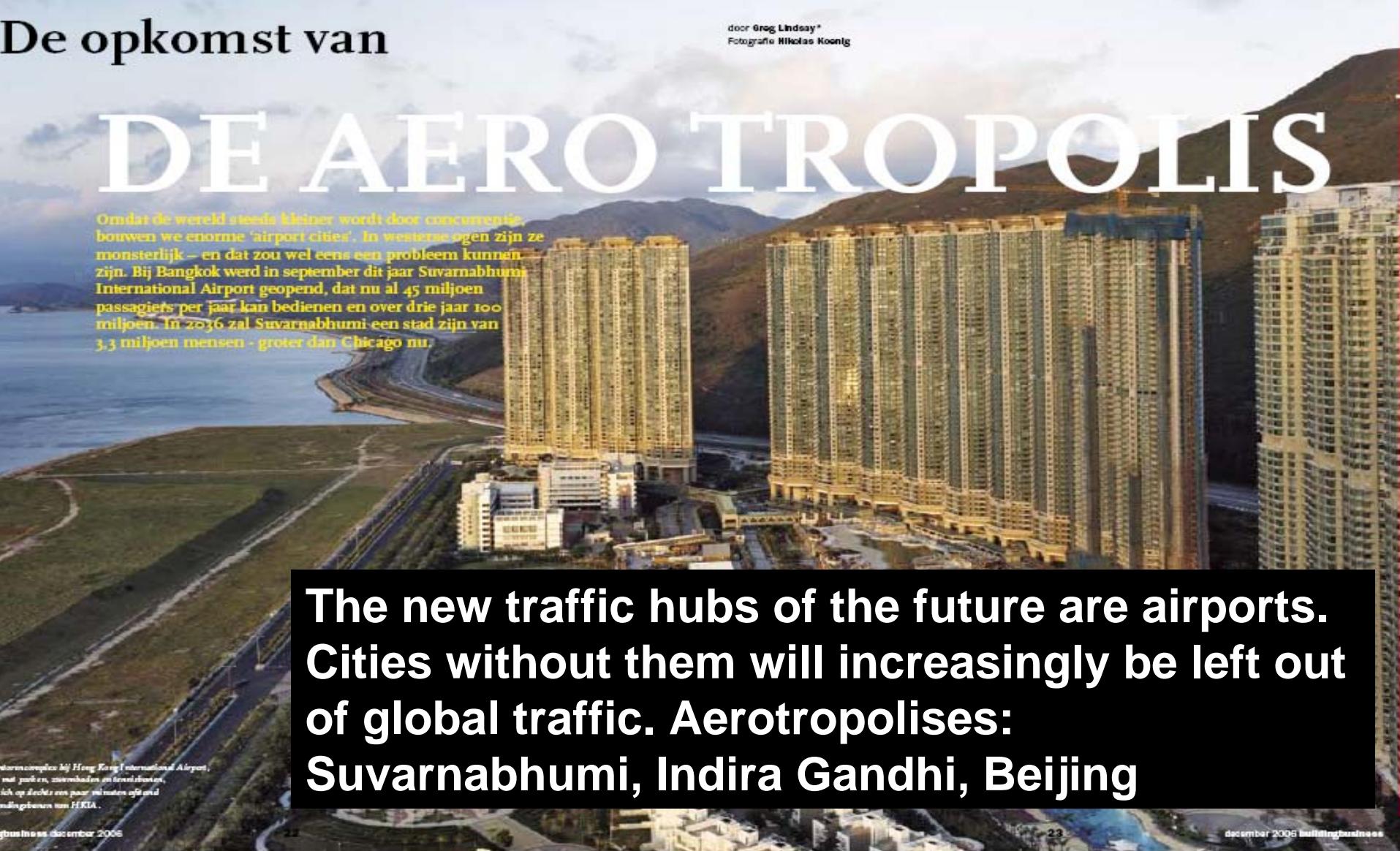




**In older times, cities always came into being around important traffic hubs**

# DE AERO TROPOLIS

Omdat de wereld steeds kleiner wordt door concurrentie, bouwen we enorme 'airport cities'. In westerse ogen zijn ze monsterlijk – en dat zou wel eens een probleem kunnen zijn. Bij Bangkok werd in september dit jaar Suvarnabhumi International Airport geopend, dat nu al 45 miljoen passagiers per jaar kan bedienen en over drie jaar 100 miljoen. In 2036 zal Suvarnabhumi een stad zijn van 3,3 miljoen mensen - groter dan Chicago nu.



**The new traffic hubs of the future are airports. Cities without them will increasingly be left out of global traffic. Aerotropolises: Suvarnabhumi, Indira Gandhi, Beijing**

Stedencomplex bij Hong Kong International Airport, met parken, zakenhavens en bewonerswoningen.  
Sich op deelt een paar miljarden euro voor  
uitbreiding gebouwen van HKIA.

gebouwd in 2006

23

december 2006 building business



**The arrival of the A380 and its  
successors/competitors will widen the gap of  
global mainports and regional hubs...**

**... While price fighters and their smaller airports will increase competition. Within a decade, Airports will have to pay for visits by airlines, instead of them paying taxes**





**When income goes from airplane to tourists  
attracting them means becoming an attraction  
of itself > YVR**

## 2. Booming BRIC's





**A new global middle – class (mainly from the BRIC's), approximately twice the size of Europe's population, will almost double the amount of air traffic (Boeing)**



**But they prefer Germany, France and Britain  
above Amsterdam**



## Tourism increasingly resilient against wars

- Gulf War: 6 months recovery
- 911: 3 months recovery



**Current trend, about to widen: Shanghai as the trendsetter in restaurants and going out**

The background of the slide features a wide-angle photograph of a tropical beach. The water is a vibrant turquoise color, transitioning into a lighter shade near the shore. The sky above is a clear, pale blue with a few wispy white clouds. A dark, semi-transparent rectangular box is positioned in the lower right quadrant of the image, containing the text.

**For tourism, this means**

- More tourists**
- From more, new different and rapidly changing destinations**
- With new demands**



**New preferences, means new demands, means  
new offer by receiving entrepreneurs**



**Food: noodle & ayurvedic**



**Experience, the search for old by the new  
(BRIC) will result in disneyfication and  
crowdedness of European cities**



**Takeover European tourist companies for all-inclusive,  
pre-booked travels from India & China**

### 3. Diverse Demand

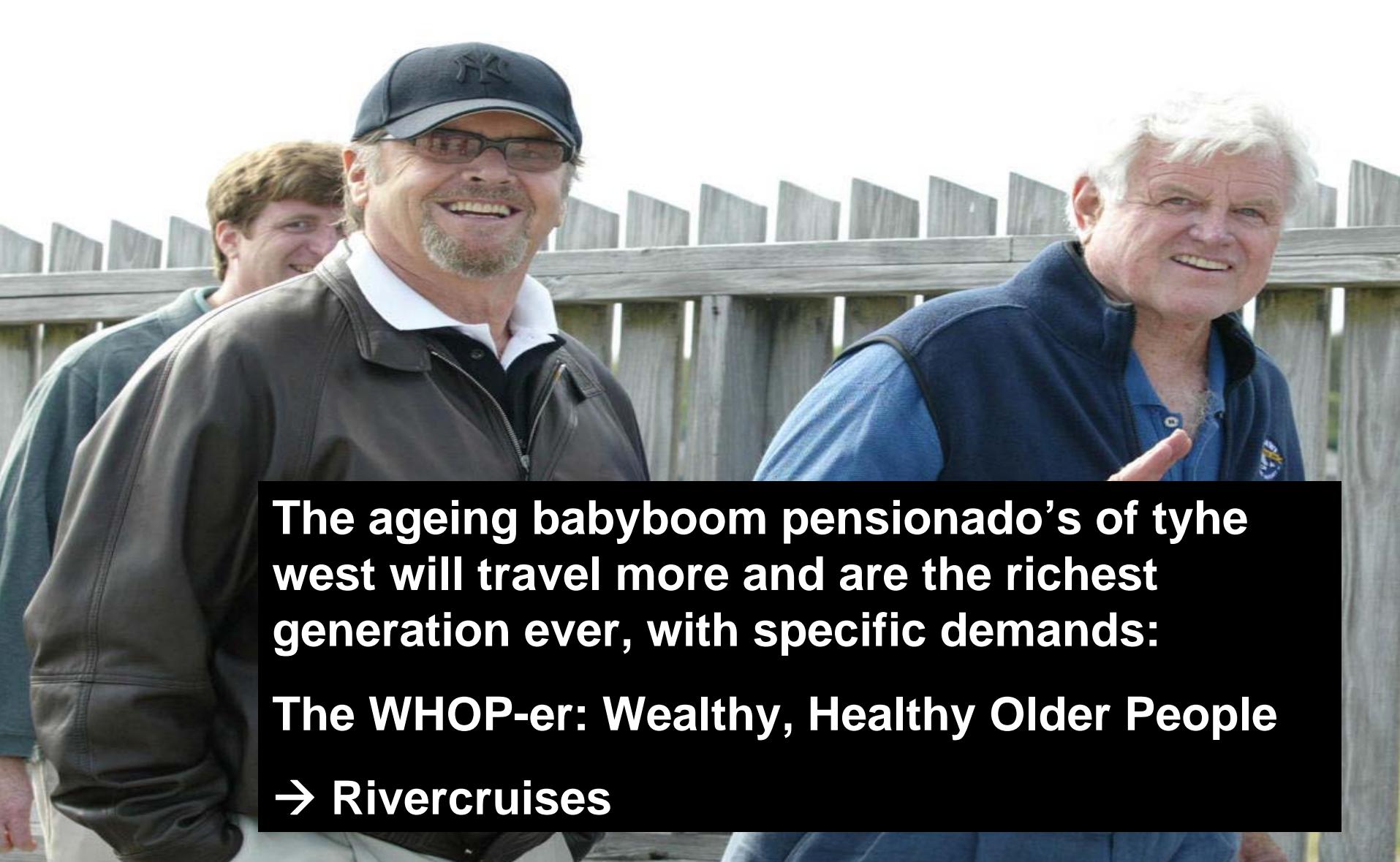




**Mass tourism and global warming will create a difference in postmodern & modern tourism:**

**-The massive, all-inclusive, total luxury, easy, Asians, South-Americans, lower classes**

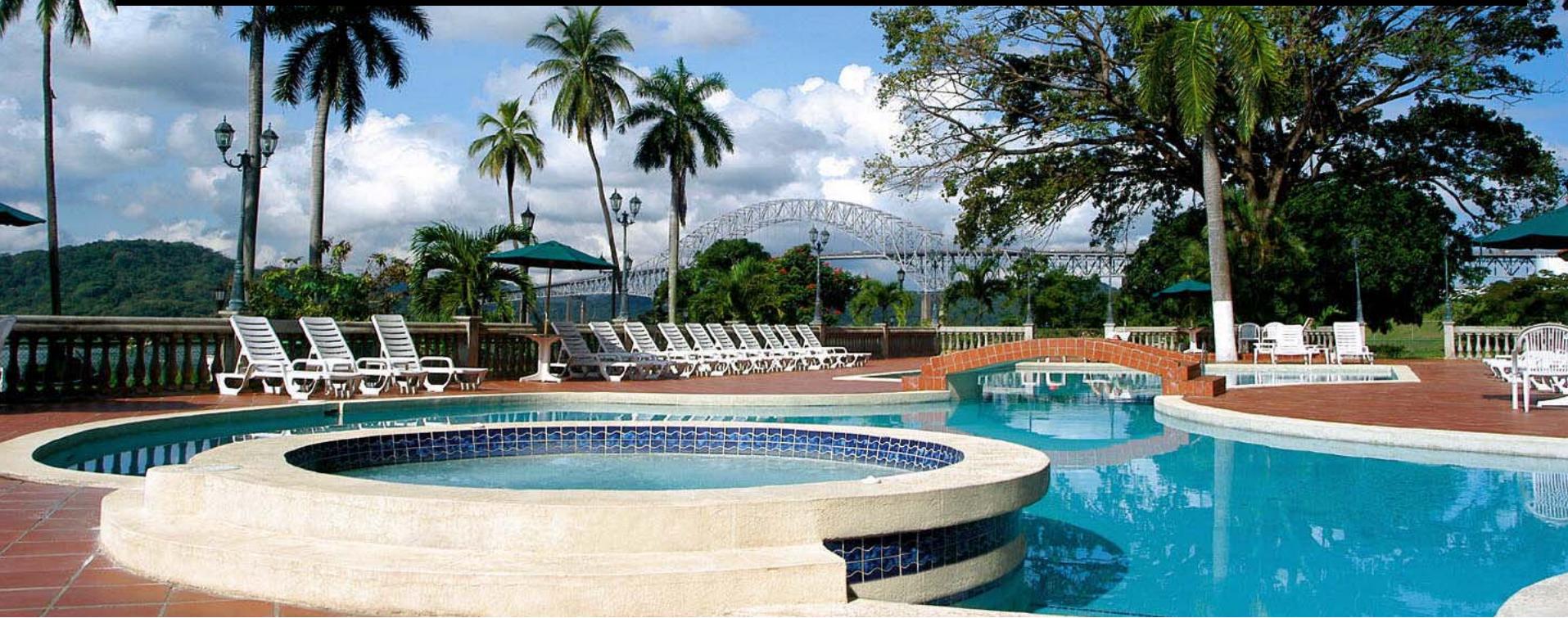
**Vs. - Exciting, backpack, adventurous, environment – friendly, “gapyear”, eco/geo-tourism, Free Independent Traveller (F.I.T.)**



**The ageing babyboom pensionado's of the west will travel more and are the richest generation ever, with specific demands:**

**The WHOP-er: Wealthy, Healthy Older People**  
**→ Rivercruises**

**Hotels are losing “it” because of Expedia, booking and individual taste; lobbies are now out for the businessman more than ever before: just-in-time, quick-in/quick-out, ADSL, wi-fi, bureaus**



**Lost track?**

**Try Travel Consultants: Helping you planning your vacation!**



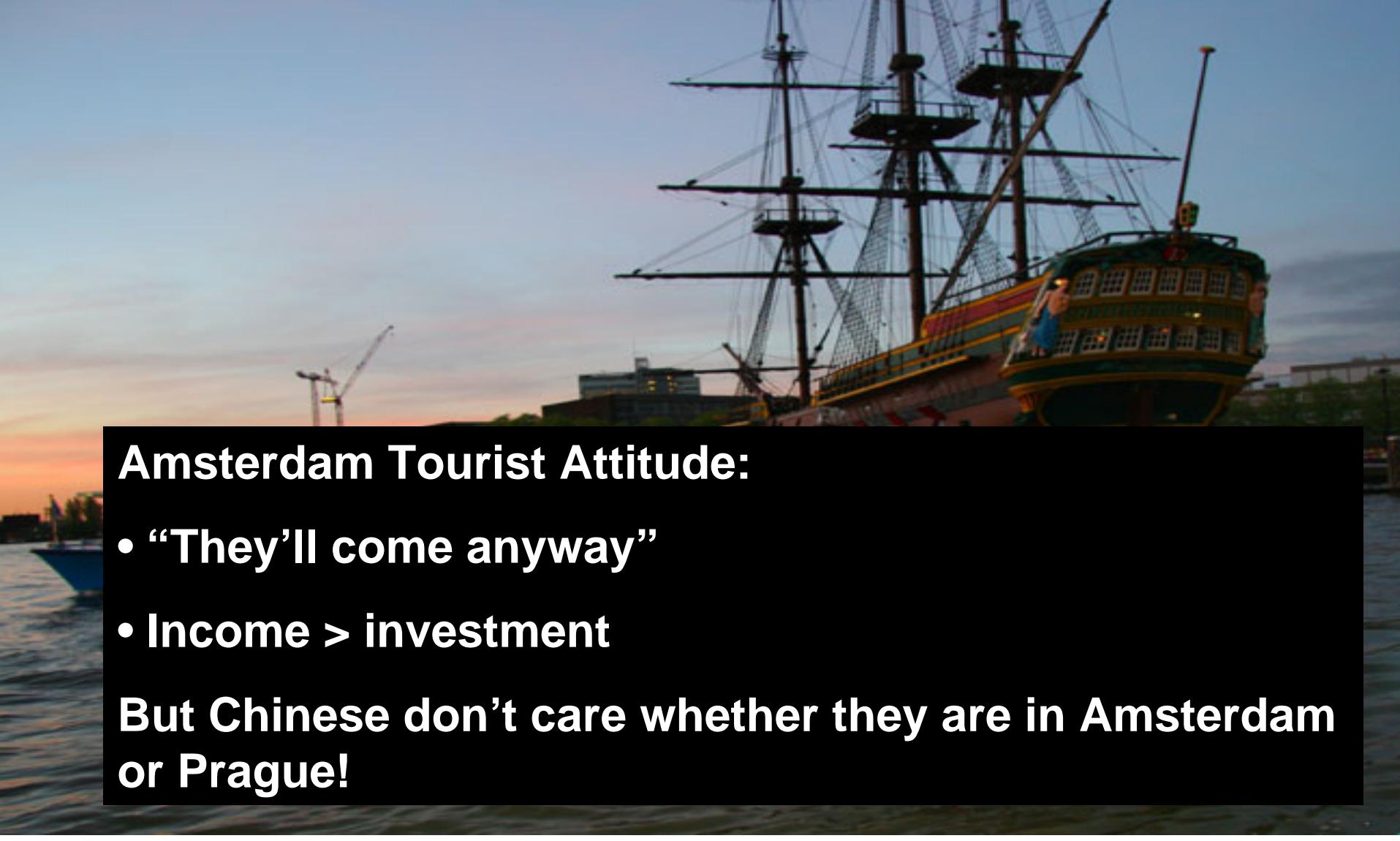
## 4. Amsterdam Apathy



## Strongest Unique Selling Points in Amsterdam:

- Tulips
- Diamonds (big revenues)
- Canals





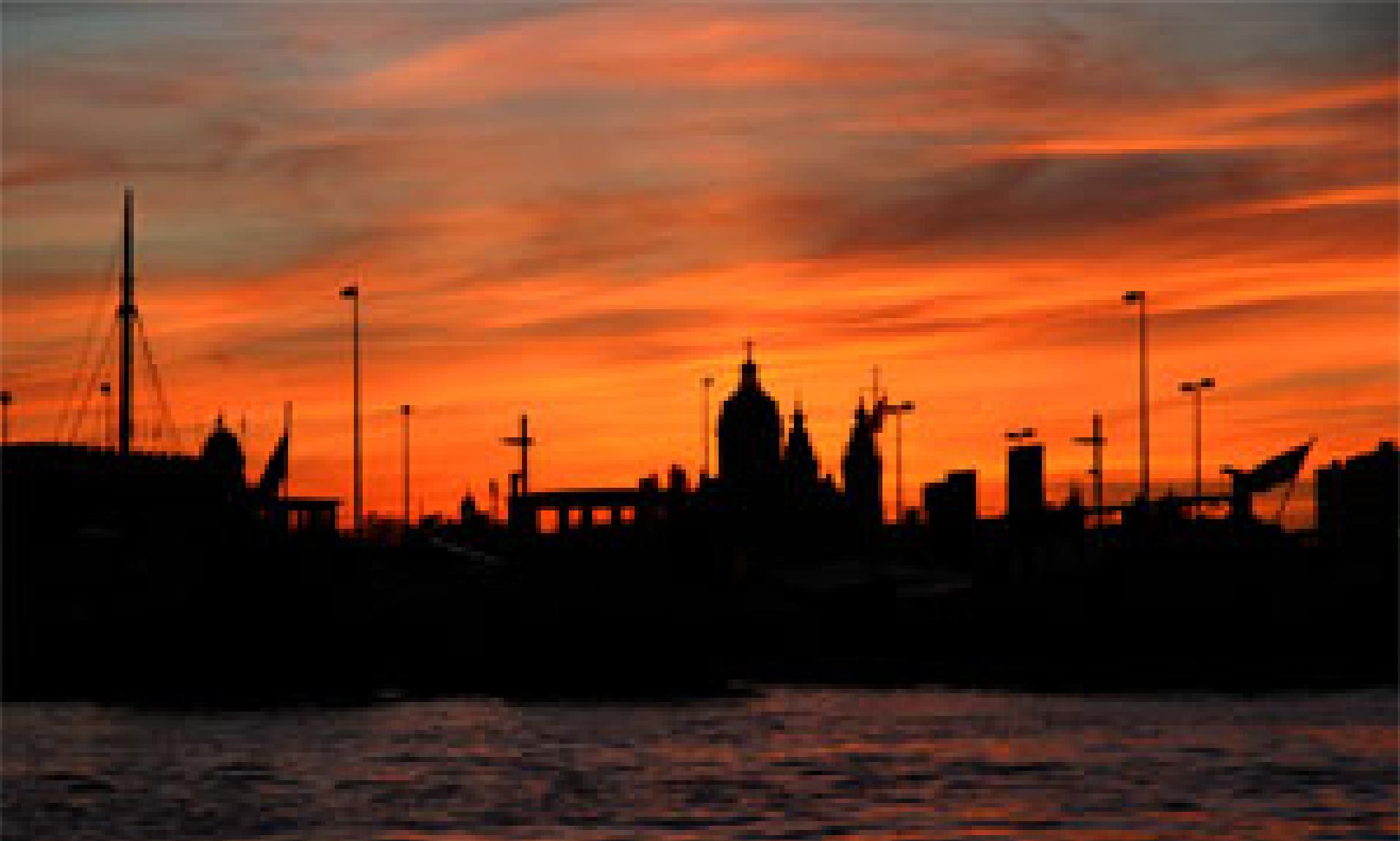
## Amsterdam Tourist Attitude:

- “They’ll come anyway”
- Income > investment

**But Chinese don't care whether they are in Amsterdam or Prague!**



## Question Round



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