



Seven travel trends for 2017

adapted from: <https://www.treksoft.com> "7 travel trends for 2017 that will drive the global tourism industry"

1. Millennials

Millennials are officially the largest generation in history. As the youngest generation with disposable income, they have secured their status as leaders in travel and tourism. They want to be able to research and book their trips and tours online. They will also be the largest market in travel in the next several years.

2. Active & Adventure Trips

According to Virtuoso, the 2nd trend for 2017 is active and adventure travel. These experiences include things like "an African safari, swimming with whale sharks in Mexico or Australia, or hiking the Swiss Alps". The main customers for adventure travel are ladies (53% to 47%), especially in Africa (57%). North and South America are the top adventure destinations for customers.

3. Female Solo Travel

Today, 80% of travel decisions are made by women. Whether married, single or divorced, women are leading the way and the travel industry is taking notice. Today's female travelers are bold, independent and looking to explore new and raw experiences. In 2014, 72% of American women took a solo adventure. That number is only set to increase in the next few years, as more and more women are taking trips designed to their needs. Forget the 5-star hotel and spa days, they want real adventure.

4. Food Tourism

Food tourism has become an emerging trend among travelers everywhere and tourism experts have taken notice. Food experiences are not limited to simply dining out. It includes cooking courses, farm tours and the classic food markets, which make up about 95% of these experiences. These experiences are closely linked to the culture of the location. Many travelers consider it to be one of the best ways to get to know the story of the place they're traveling to and it represents a valuable resource for tourism companies.

5. Responsible Tourism

Global changes affect us all. More travelers are aware of the impact their experiences have on the planet and as a result, more are opting for sustainable measures in their travel.

2017 has been appointed The International Year of Sustainable Tourism by the UN "as a unique opportunity to advance the contribution of the tourism sector to the three pillars of sustainability – economic, social and environmental – while raising awareness of the true dimensions of a sector which is often undervalued".

They will be more interested in the environmental, economic and social impact they're making at the destination they visit and are likely to support companies that embody these values.

6. Mobile Photography

It shouldn't be surprising that tourists in 2017 are looking for ways to document their travels. Given the brilliance of modern mobile phone cameras, it's only natural that more and more travelers are using their devices to capture these notable moments.

On a recent trip to Antelope Canyon in Arizona, while we were passing through the iconic canyon, the tour guide offered us several opportunities to stop and take photos. Everyone set out to take photos, most of them on mobile phones. The guide even offered to help those who didn't have much photography experience.

7. Business and Leisure Travel

Business and leisure travel or (as it's affectionately known around here) "bleisure" is a favorite topic among tourism experts this year. It's predicted to be a very lucrative trend for tour and activity providers in 2017.

Bleisure has been presented as a rising trend for several years, but there is more data suggesting its static in the past five years than its rise.

A) Decide if these sentences are true (T) or false (F) 

T F

1. Millennials are aged retired people with a lot of time at their disposal to travel		
2. The most of women prefer luxury and comfortable locations for their holidays		
3. The Responsible Tourism is focused on the respect of the local economy, society and environment		
4. The modern technologies have brought to new tourist trends and forms		
5. Bleisure will surely be the most developing form of tourism in the next few years		

B) Match the definition... 

... to the correct word

1. The time when you are not working or doing other duties	a. sustainability
2. Something created properly on you that affects how you feel	b. raw experiences
3. The idea that goods and services should be produced in ways that do not use resources that cannot be replaced and that do not damage the environment	c. leisure
4. Something hard or untrained that happens to you that affects how you feel	d. rising trend
5. An increasing general development or change in a situation or in the way that people are behaving	e. customized experience

C) Choose the correct option 

- Millennials are used to booking their holidays by:
 - Internet
 - travel agency
 - tourist organizations
 - on site
- The main destinations of Adventure Trips are:
 - Mexico and Australia
 - Africa and the Swiss Alps
 - Europe and North America
 - North and South America
- In the next few years the most important form of tourism will be lead by:
 - food tourists
 - women
 - millennials
 - business people

D) Choose the corresponding trend among the proposed ones for each example (one is exceeding) 

a. food tourism – b. millennials – c. bleisure – d. female solo travel – e. responsible tourism

- Brian is an export manager. He's going to Bruges in order to check new business opportunities for the company he works for. It will be a good occasion for visiting this ancient and traditional Belgian town.
- A group of bridesmaids are arranging a two days' trip on the Italian Alps in order to celebrate the last maiden weekend of their friend. They are going to try ski mountaineering and are sleeping in an isolate lodge among the snowy peaks.
- Mark is a greedy guy and he has decided to travel to Tuscany to drive the famous Gallo Nero road in order to discover the local wine producers and taste their delicious specialties with a good glass of red Chianti.
- My favorite business is Rancho Margot in Costa Rica. The majority of food consumed is produced organically at the farm. Visitors learn about sustainability and can actually see how it is achieved.