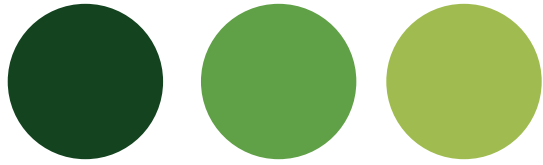


# Trends in smart tourism for outdoor hospitality

[www.camping-master.eu](http://www.camping-master.eu)

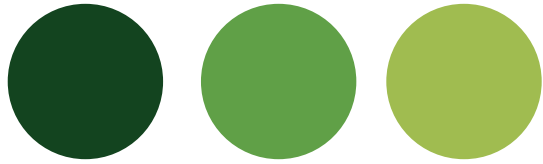




# ***Contents***

- 1. General tourism trends*
- 2. Trends in smart tourism*
- 3. Trends in outdoor hospitality*
- 4. Questions.*





# General tourism trends



STUDY

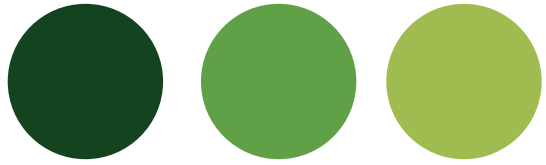
Requested by the TRAN committee



## European tourism: recent developments and future challenges



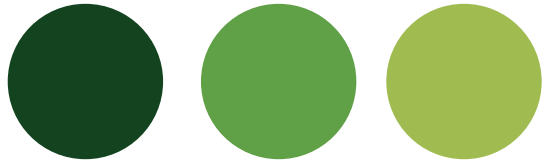




# General tourism trends

1. **'Authentic' experiences**
2. **Millenials & Z generations:** independent use of technology & social media
3. **Niche markets:** LGTBI+, accessible tourism, health tourism, ...
4. **Sustainably & Responsibly:** climate change, flying shame, ...
5. **Overtourism and tourismphobia**

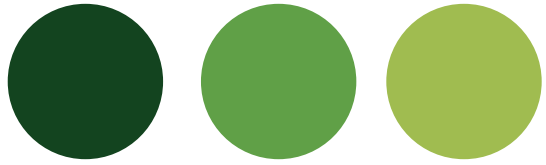




# Tourism trends (after COVID 19)

1. **Change** in the order of threads: 1. Health; 2. Terrorism; 3. Natural disasters
2. **New priorities:** health first (vaccination, insurances, etc.)
3. Avoid crowds, seek for open **nature**; getting out, tranquillity, relaxation.
4. Avoid long distances, travel **closer**
5. More **flexibility** (vs. non-refundability)



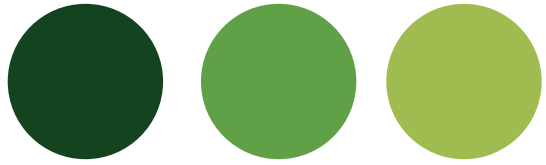


# Trends in smart tourism

1. **Destinations:** Big Data – AI
2. **Industry:** P2P – IoT – – VR/AR/MR
3. **Tourists:** Mobile – P2P







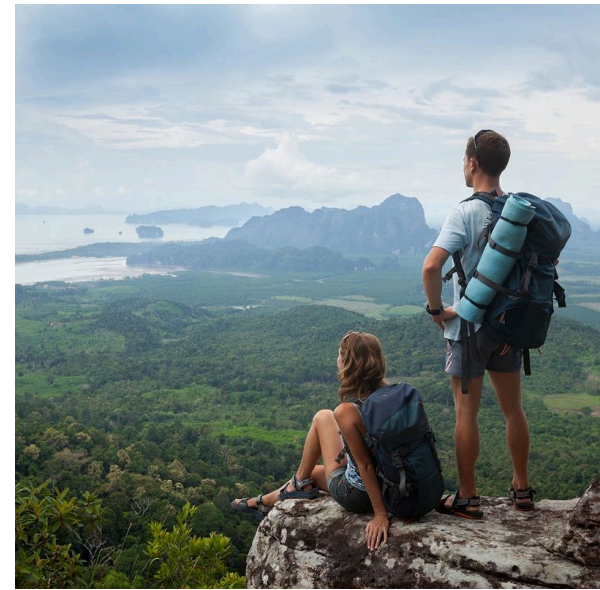
# Trends in outdoor hospitality

1. More **campers** than ever (due to COVID)
2. Even more **sustainably** & eco-friendly: eRV, solar panels, ...
3. More **Nature & Active**
4. More **Millennial and Gen Z**
5. **Remote-Work** friendly (internet)
6. **Niche**: Glamping, pet-friendly, ...





# Questions



## 1. Future

*Which one do you think that will be the main trend for the next 5 years? And for the next 10 years? And for the next 25 years?*

## 2. New campers

*Why do you think that every year there are more campers than the previous one?*

## 3. COVID effect

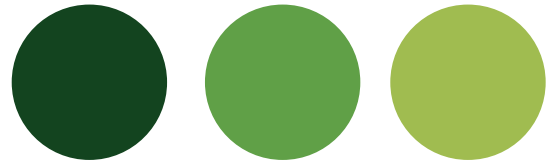
*Why do you think that the COVID 19 outbreak seems to have accentuate some 'traditional' trends in outdoor recreation (such as sustainability)\*?*

## 4. Smart

*Do you think that the term 'smart tourism' always relates to high-tech solutions?*







# Thank You !

[www.camping-master.eu](http://www.camping-master.eu)

