

Matkailun trendit ja kuluttajakäyttäytyminen

Matkatieto 20.1.2012

Yhteistyössä Helsingin Sanomat

Asta Wallenius ja Miikka Raulo

www.experiencebusiness.fi

information guests change worldwide costs research discussed 2010/2011 users health
target holiday Facebook app countries consumers virtual LOHAS already community stressed active
diverse online activities sector products city cultural use also technology different experts demand
million product profiles augmented smart example phones customers demand
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holidays apps data one sustainable

Kuka matkustaa 2012?

Kohti miljardia ulkomaan matkaa

980

Miljoonaa
lomamatkaa
2011

1. Puola

2. Suomi

3. Norja

Euroopan optimistisemmat
2012 matkailuaikomusten
suhteen

64%

Taluskriisi ei vaikuta
matkustamiseen 2012

+8 %

Matkailutulon nousu
2011

+ 3-4 %

ennustettu kasvu 2012

27%

Eurooppalaisista aikoo
matkustaa enemmän
vuonna 2012

Minne matkustetaan 2012?

Eurooppa

- Arabikevään vaikutus - Välimeri, Itä-Eurooppa ja Skandinaavia tilalle?

BRIC

- Aasialaiset Aasian sisällä, mutta Eurooppa lisääntyy
- Etelä-Amerikka: oman maanosan sisällä ja US mutta myös Eurooppaan (Välimeren maat)

USA

- "Staycation"
- pienempi kasvu kansainväliseen matkustamiseen

The Inbound Superstars in 2011



+++	Latvia		+++	Estonia	
+++	Ireland		+++	Croatia	
+++	Spain		+++	Lithuania	
+++	Portugal		+++	USA	
+++	Turkey		+++	Thailand	

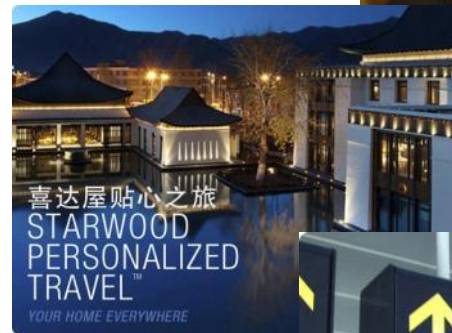
+++ increased more than 8%

Source: European Travel Monitor® Trend 1-8/2011

Mistä suurin kasvu 2012 - BRIC

Aasia (Kiina, Etelä-Korea, SEA ja Intia)

- Nuoret, hyvin koulutetut, varakkaat, teknologiaa käyttävät, matkustavat vapaa-ajalla.
- Räätälöidyt tuotteet, kulttuuri & historia, “edutainment” teemapuistot, turvalliset seikkailut, aktiviteetit, luksus, urheilumatkat. Sightseeing & shopping.
- “Chinese-ready” palvelut



trendwatching.com/redcarpet

Mistä suurin kasvu 2012 – BRIC

Venäjä

11 Miljoonaa
lomamatkaa
1-9/2011

1. Turkki
2. Kiina
3. Egypti
- 4. Suomi**

Venäläisten lomakohteet
2011

22 %

Venäläisistä
matkailijoista käy
vierailullaan kulttuuri-
kohteissa.

15-20 %

Lomamatkojen määrän
arvioitu kasvu 2011.

3,4 milj.

Venäläisten Suomeen
vuonna 2012 tekemien
matkojen arvioitu määrä.

$\frac{3}{4} \times \text{€}$

Osuus rahasta, jonka
venäläiset matkailijat
käyttävät ostoksiin. Vain
 $\frac{1}{4}$ käytetään tällä hetkellä
palveluiden ostoon

MEK

TAK

Mistä suurin kasvu 2012 – BRIC

noin 70% Pietarilaisista ei ole vielä käynyt Suomessa

NÄKEMINEN



KOKEMINEN



TEKEMINEN



VIIHTYMINEN



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“Minusta on moneksi”

- Yksittäisen ihmisen eri roolit
- Uudet yhteisöt/heimot
- Amatööri-expertti travellerit



<http://www.nhow-hotels.com/berlin/en/nhow-music>

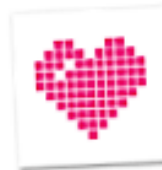


<http://www.runawayjuno.com>



<http://fi-fi.facebook.com/Madventures>

SOFORT WEG?



Manchmal kann man nicht mehr bis zum nächsten Reisetermin warten. Kicken Sie hier.

<http://www.die-liebeskueemmerer.de>

Karma Konsum

The KarmaKonsum trendmap 2009 tries to visualise the complex lifestyles of health and sustainability (LOHAS) in different dimensions.

As values are shifting in the western countries, the aim of the trendmap is to reflect neogreen and social consumer and business trends in a broader context.

As web 2.0 users we all know
this could only be a beta version.
Be part of the change.

For more information visit:
www.KarmaKonsum.de/trendmap



OSKE © 2012

"Palvelut siellä missä minäkin"

Matkailija 2.0 on mobiili

The always-connected traveller:

How mobile will transform the future of air travel

The global study identifies traveller attitudes to airline mobile services whilst also highlighting emerging mobile technologies set to transform each stage of the travel experience.

of each step

"When flying, how important are the following 6 steps for your overall airline travel experience?"



73.4%

of the Earth's population subscribe to wireless services



- 1 Pre-trip**
The most important stage of the process. Passengers are looking for easy ways to plan, book and board the plane
- 2 At the airport**
Mobile is used if things go wrong with the travel experience i.e. lost bags, seating and disruption
- 3 On-board**
A unique opportunity for airlines to provide enhanced services with the increase in connectivity on planes
- 4 At the destination**
Passengers are increasingly using mobile to explore, connect, and share experiences
- 5 Post-trip**
Social media provides an immediate outlet for feedback from customers

Global mobile subscribers

The number of worldwide subscriptions for wireless services reached **5 billion** in September 2010. The worldwide smart-phone market grew **79.7% year on year** in the first quarter of 2011 (1Q11), according to the International Data Corporation (IDC) Worldwide Quarterly Mobile Phone Tracker.



16%

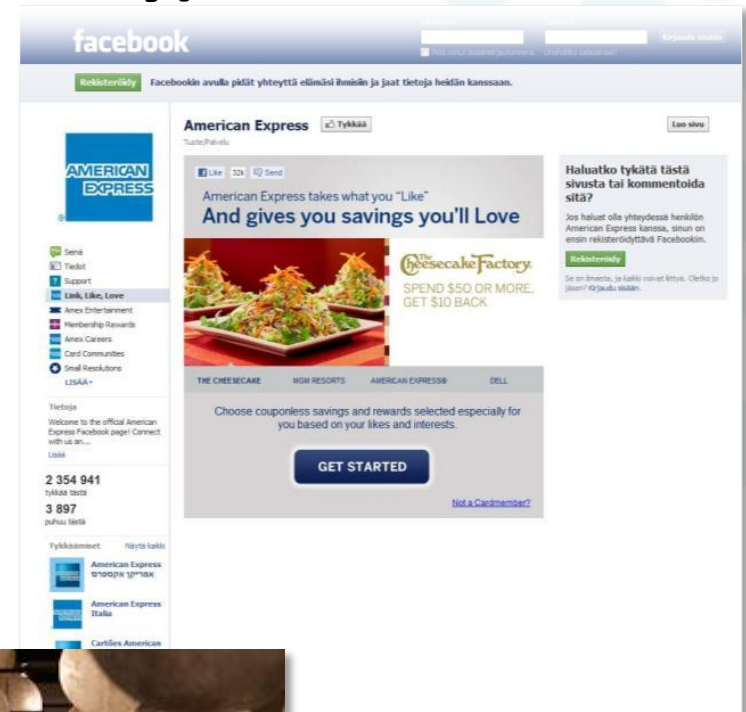
of travellers surveyed currently use smartphones to book trips



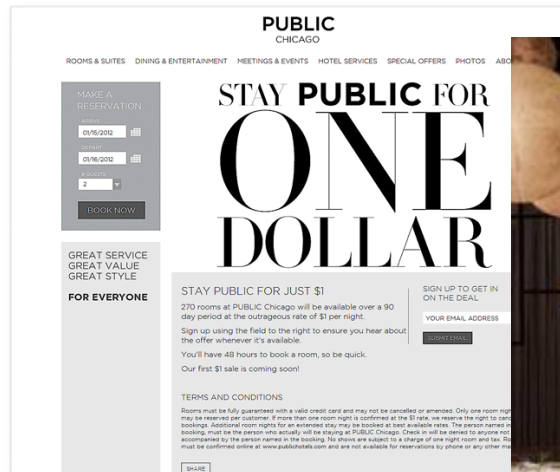
<http://amadeus.com/alwaysconnectedtraveller>

Maksan siitä mitä arvostan/tarvitsen (Value for money)

- Diilit, twitter ja fb-tarjoukset
- Halpalentojen hinnoittelu myös hotelleihin, muihin kulkuvälineisiin ja ohjelmapalveluihin
- Ainutlaatuisuudesta/elämyksistä ollaan valmiita maksamaan



<http://www.facebook.com/americanexpress>



<http://www.publichotels.com/chicago/home/>

”Etten vain nyt missaisi jotain..?”

Fomo – fear of missing out

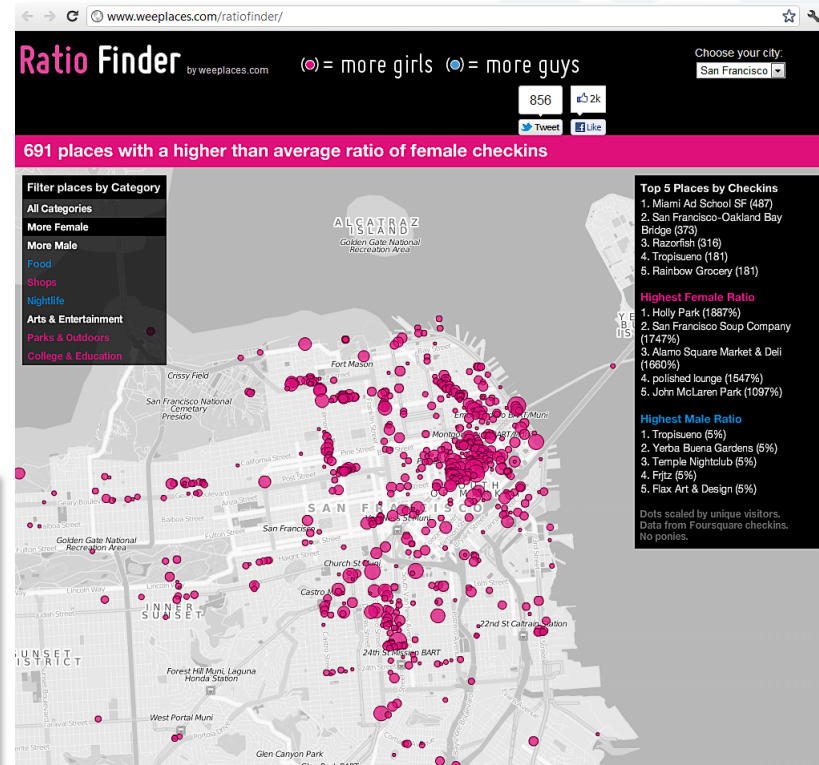
fo·mo |fōmō|

abbreviation

1. Fear of Missing Out

noun (pl. same or -mos)

1. quality possessed by an anxious person who must always be a privileged insider and/or part of the action;
2. feeling of being in one place, yet plagued by the overwhelming suspicion that something even better is going on somewhere else;
3. insecurity that friends, family or colleagues are intentionally leaving you out of fun or important activities; usually compensated by constant contact and gossiping.



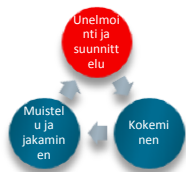
<http://weepplaces.com/ratiofinder>



<http://www.ideo.com/work/towneplace-suites-for-marriott>

Signaaleja ja ilmiöitä matkan eri vaiheissa

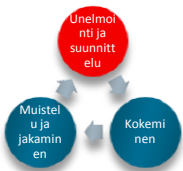




”Ystäväni auttavat”



<http://www.trippy.com>



KAUAS
to discover

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2 henkilöä tykkää tästä.

Budapest ja Sziget -festivaalit

Dates : August 8, 2011 - August 17, 2011
 Description : Elämysmatka yksille Euroopan suurimmista musiikkifestivaaleista, sekä tutustumista Budapestiin ja tämän lähitienooseseen.
 Budget : 800 - 1150 EUR

Day 1 - Monday 8 Aug, 2011 (2 events) ▼

- Helsinki - Budapest 7:20 am - 8:40 am
- Soho Boutique Hotel Check-in 8:00 am

Day 2 - Tuesday 9 Aug, 2011 (1 event) ▼

- Vierailaan Budan linnassa 10:00 am - 12:00 pm

Member details & to
 The planner: Erkki Kirj

[View Erkki's profile >](#)
[Erkki's travel plans >](#)
 Other plan participants
[Bharat Parmar](#)
[Dipak Chavda](#)
[Sami Oinonen](#)
[Niko Rantala](#)

<http://www.kauas.com/travelplan/show/4+Budapest+ja+Sziget>

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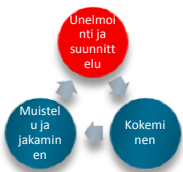
Ready to go? So are we.

281 052 tykkää tästä
 4 356 puhuu tästä

Tykkäämiset Näytä kaikki

- National September 11 Memorial & Museum
- TED
- United We Serve
- Lenny Kravitz
- Capital One

<http://www.facebook.com/delta>



"Haluan unelmoida ja kokea kotisohvalla"

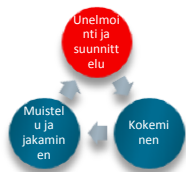


<http://www.facebook.com/WaltDisneyWorld>



<http://www.disneyvacations/video>





"Ostan mitä muut suosittelevat"

facebook Haku

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Matkailu/Virkistys · London, United Kingdom

TOP 50 UK PLACES
The most popular attractions in the UK ranked by the number of check-ins on Facebook Places, brought to you by LoveUK.

Map View Show All Page: 2 3 4 5

1 The O2
130,952 Check-ins
More Information
Non Mover
Share Tykkää 49 000 Have My Friends Visited?

2 Wembley Stadium
102,872 Check-ins
More Information
Non Mover
Buy Tickets Share Tykkää 72 000 Have My Friends Visited?

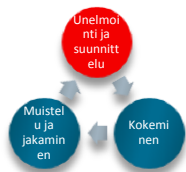
3 Alton Towers
81,838 Check-ins
More Information
Non Mover
Buy Tickets Share Tykkää 891 000 Have My Friends Visited?

541 016
tykkää tästä
9 202
puhuu tästä

Tykkäämiset Näytä kaikki

Wales Cymru Wales

<http://www.facebook.com/LoveUK>



”Kilpailutan unelmamatkani”

make me a holiday .co.uk

UK Travel Site

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[Home](#) [Request a Holiday](#) [Find a Travel Agent](#) [How it Works](#) [Contact Us](#)

How does makemeaholiday.co.uk work?

It can be difficult planning the ideal holiday. The internet is now flooded with an overwhelming number of options and booking a holiday can become a long and drawn out process.

makemeaholiday.co.uk has a simple 4 step process which saves you time, money and hassle.

- 1 Request a holiday
- 2 Get holiday quotes
- 3 Choose your holiday
- 4 Leave feedback

Request a holiday

Simply describe the holiday you want by completing a short form.

The more detailed your holiday description, the more quotes you're likely to get back from our Travel Agents. Detailed holiday requests also make it easier

<http://www.makemeaholiday.co.uk/how-it-works.html>



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13515 SOCIAL FLYERS

SOCIAL FLIGHTS ON MSNBC

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DOMESTIC ROUNDTRIP
INTERNATIONAL ONE WAY

FROM CITY

TO CITY

DEPARTURE DATE Anytime

RETURN DATE Anytime

PASSENGERS **SUBMIT**

ONE-WAY SPECIALS

From City	To City	Price
Tuscaloosa, AL	Nashville, TN	\$200
Nashville, TN	Millington, TN	\$200
Nashville, TN	Millington, TN	\$200
Knoxville, TN	Nashville, TN	\$200
Nashville, TN	Hickory, NC	\$300

> View All One-Way Specials

AVAILABLE FLIGHTS

01/22/2012
Nashville, TN (KMQY) to Knoxville, TN (KTYN)
One Way
Available Seats : 26
\$25 BUY

01/22/2012
Knoxville, TN (KTYN) to Nashville, TN (KMQY)
One Way
Available Seats : 26
\$25 BUY

> View All Available Flights

VIDEO: http://www.youtube.com/watch?v=qhmW7PCxjP4&feature=player_embedded

<http://www.socialflights.com/>



“Olen Amazing race – fani” Yllätyksellisyys ja pelillisuus

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"Silence please!"

De-tech : digital de-tox holiday anyone?

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You are here: [Home](#) > [Caribbean](#) > [Saint Vincent And The Grenadines](#) > [Other](#) > **The Digital Detox Holiday – St Vincent And The Grenadines**

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- ▶ Accomodations in St. Vincent and the Grenadines
- ▶ Basil's Bar and Restaurant
- ▶ Dining and Nightlife on St. Vincent and the Grenadines

The digital detox holiday – St Vincent and The Grenadines

[Saint Vincent and the Grenadines \(Caribbean\)](#) editor's pick

01:11 01:27 03:32

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</> Embed: `<div><object width="400" height="373"></object></div>`

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0 comment(s) so far:
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Video Details

Uploaded: 12/20/2011

A new digital detox (de-tech) holiday is being launched in St Vincent and The Grenadines as consumer research reveals that 77% of people believe that time without gadgets and technology would liberate them, improve their relationships, make them a better person and give them more time for their loved ones. So great is the need for help, that a new de-tech holiday is being launched in St Vincent and The Grenadines by bespoke travel company Black Tomato. The holiday is designed to completely wean people off their technology -- literally going cold-turkey on the beach. It includes a guide to "de-teching" and a session with a life-coach (www.createyourself.co.uk) before jetting off to the idyllic islands that have no TVs in the rooms and discourage the use of technology on their stunning beaches. Those who have less self-discipline but deeper pockets can take the lifecoach with them for daily counselling sessions and to guide and support them through the process. The launch of the new detech holiday should be welcomed by the 17.2 % of consumers who said their New Year's resolution will be to go on an amazing holiday or become less dependent on technology. The seven night holiday includes three nights at Young Island and four nights at Palm Island in St Vincent and The Grenadines on a full-board basis, flights, private transfers including a private catamaran transfer between islands, a printed version of the detech guide to take with you and a one-hour session with a life-coach before leaving. Prices from 72,967 per person based on two-sharing. For the full de-tech experience, take a lifecoach with you for an additional 78,943. Further information on the de-tech holiday from www.blacktomato.co.uk or tel: 0207 426 9888 plus information on St Vincent and The Grenadines from www.discoversvg.com

Views: 33 **Favorited:** 0 times

<http://www.tripfilms.com/>



Crack of Noon Tours –Aamu-unisille

← → ↻ www.exectours.com/CrackofNoonFrance.html ☆

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Exectours@earthlink.net

HOW IT WORKS CLIENT LIST RICHARD PRICE, FOUNDER & OWNER CRACK OF NOON TOURS RICHARD'S BLOG CONTACTS



DISCOVER FRANCE

With Crack-of-Noon Tours
"Only those with a sturdy liver need apply."

September 22 – October 3, 2010

Travel arrangements by Executive Tours International, Inc. of
Westminster, CA

<http://www.exectours.com/CrackofNoonFrance.html>

”Matkan aikana tukeudun kännykkääni”

From chaos to collaboration How transformative technologies will herald a new era in travel

The future of travel is likely to be shaped by technological and social innovations to reduce stress, uncertainty and to encourage collaboration among travellers and with travel providers. Click below to share the frustrations and desires you agree with.

TRAVELLERS' FRUSTRATIONS

TRAVELLERS' EXPECTATIONS



<http://www.amadeus.com/msite/collaboration2020/index.html>

"Mistä löytyy matkaani sopiva sovellus?"

Apps overflow



<http://blog.laptopmag.com/what-would-you-do-with-a-million-smartphone-apps/>



Home Suggestions Meetings Language

MySwitzerland.com
Official website of Switzerland Tourism

Switzerland. get natural.

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City Guide Winterthur iPhone App
Winterthur

Swiss Cities
City Guide Zurich iPhone App
Zurich

<http://www.myswitzerland.com/en/about-switzerland/mobile.html>

WDC 2012 MOBILE APP

Download the WDC Helsinki 2012 mobile applications to access the programme and favorite activities, find the way to events and see what is happening around you on the map.



Nokia N9
Nokia Store



iPhone
Coming soon



iPad
Coming soon



Nokia Symbian
Nokia Store



Android
Android Market

No app for your phone?
- Try the website for mobile devices

Go to the mobile website at:
m.wdchelsinki2012.fi



<http://www.wdchelsinki.fi/en/app>

”Matkaopas on taskussani”

mtrip
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<http://www.mtrip.com/travel-guide/stockholm/>



"Mitä paikalliset tekevät vapaa-ajallaan?"


Peer to peer - Elämyksiä minulta sinulle


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HOW THIS WORKS

Vayable makes it easy to book unique, off-the-beaten-path things to do when you're traveling.

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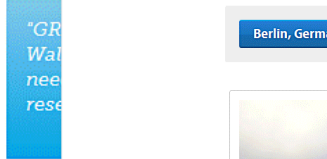


GOOD GOING

When you go on a Vayable experience, you help to:

- Create more jobs
- Boost the local economy
- Keep culture alive

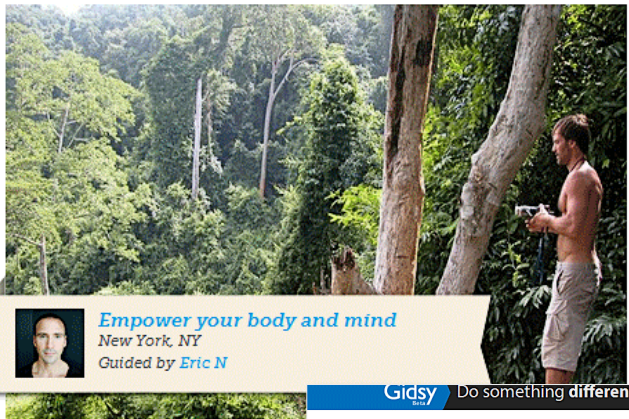
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PEOPLE

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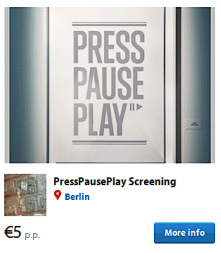
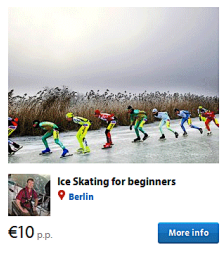
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"Mitä paikalliset samanhenkiset suosittelevat?"

Peer to peer – sisäpiirin vinkit

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Peer to peer - majoitus

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Úvoz, 118 00 Prague, Czech Republic
From 74 € / night

Most viewed **Most booked** **Most rated**

Top destinations

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- London
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- Barcelona
- Rome
- Venice
- Munich
- Berlin
- Formula 1 - Sao Paulo (Brazil)
- Carnival (Venice)

<http://www.wimdu.fi>



"Mitähän kokeilisin ensi kerralla?"

Peer to peer - Ravintolat

R Ravintolapäivä Ravintolat 19.11. Uutiset Oma ravintola English Info Haku

R

4.2.2012

Seuraava Ravintolapäivä on lauantaina 4.2.2012.
Ilmoittautuminen aukeaa tammikuussa 2012.

22.12.2011 · Tiedotteet
Futurice ja Nebula mukaan mobiilitalkoisiin

<http://www.ravintolapaiva.com>

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US



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Eating at Otarian gets you more than good Karma. You get rewarded for saving carbon on your Carbon Karma card. Because, you're not only enjoying a delicious meal, you're also doing something for the planet. Just ask for your very own Carbon Karma card instore and start earning credits.



TRY OUR PLANET FRIENDLY,
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 BAR



OUR RESTAURANTS

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<http://www.otarian.com/>



<http://www.otarian.com/love-the-planet/our-restaurants.html>

”Haluan tehdä vastuullisia valintoja”



<http://www.himos.fi/>



CO₂-e
FOOTPRINT CALCULATOR

My Hotel

ROOM TYPE:

NUMBER OF GUESTS:

ARRIVAL DATE: [Clear](#)

NUMBER OF NIGHTS:

**CALCULATE
FOOTPRINT**

Total CO₂
footprint for the entire stay :

29.0 KG

About CO₂ Footprint

What can I do?

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”Repullinen hyväntekeväisyyttä”

STUFF YOUR RUCKSACK
WWW.STUFFYOURRUCKSACK.COM
* PACK A BAG, CHANGE A LIFE *

When travelling, take some stuff with you that will help a local charity. We put you in touch with those who need it most.

Home About us Where you can help Add your charity Success Stories In the news FAQs Search..

Your journey starts here...

More than 100 projects across the globe desperately need your support. Use our interactive map to find out where they are – and what you need to pack – and turn your next holiday into a life-changing experience.

Who you've helped 1 2 3

Hannah Smith travels with a social conscience. She explains how a tip from a friend motivated her to stuff her rucksack for children in Katmandu....

Read about the latest projects in need

Village by Village, Ghana

By 2016, Village by Village would like to have provided 100 villages in Ghana with clean drinking water, education and sanitation. You can help stock a library with books, provide stationery to give children the chance to enjoy learning, and car parts to help the charity keep in touch with remote communities. [Find out how you can help](#)

Amani Kids, Tanzania

Do you have any lego or games that need a good home? If so, Amani Kids wants to hear from you. The charity runs a centre, which provides children from the streets of Tanzania with food, education and a place to call home. The team is grateful for anything from pastels to Connect Four. [Find out how you can help](#)

STUFF YOUR RUCKSACK
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Your journey starts here, read our new Travellers' Blog

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”Tuen paikallista naisyrittäjyyttä”



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Exploring the world. Investing in people.



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WHAT IS ONESEED?

OneSeed Expeditions offers a new way to travel. We partner with local communities to ensure that tourism revenue goes directly to guides, porters, and local entrepreneurs.

Through the OneSeed Fund, we invest 10 cents of every dollar into microfinance initiatives that provide start-up capital to women entrepreneurs. When you travel with OneSeed, you explore the world and invest in people.

[Read More](#)

<http://oneseedexpeditions.com/>



"Vinkkini ovat olleet suosittuja"

Hakusana: Valitse kategoria: Hae

Tietoa palvelusta | Säännöt | Usin kysely | Kerro kaverille

Paikka auringossa

ETUSIVU MATKAKOhteet MATKAKUVAT JA -VIDEOT MATKAKERTOMUKSET Keskustelufoorumi Käyttäjät OMA PAIKKA AURINGOSSA

Tervetuloa palveluun, joka tietää aidoimmat vinkit lomakohteestasi.

Etusivu JAA

MATKAKUVAT **MATKAKERTOMUKSET** **Keskusteluvieritit**

Uusimmat | Kaikki | Lisää uusi

Edelliset | 1 | 2 | 3 | Seuraavat

abeja rantaravintola... 17.01.2012 | 04:45

abeja patsasnäyttely... 17.01.2012 | 04:45

abeja kolumbialainen... 17.01.2012 | 04:45

abeja aurinkonlasku... 17.01.2012 | 04:45

vaqabunda Batu Caves 16.01.2012 | 19:56

vaqabunda Petronas Tower... 16.01.2012 | 19:56

vaqabunda KL Tower 16.01.2012 | 19:56

Repe Muurahaisia... 16.01.2012 | 13:36

lomalyly 16.01.2012 | 10:49

Palvelussa 59986 matkakuvaa ja -videota. [Katso lisää.](#)

HAE KOHDE KARTALTA

Kartta | Satelliitti | Maasto

Meloneras & Maspalomas, Kanariansaaret

Yhä uutuutta hohtavan Melonerasin tyylissä hotellialueella ja tasokkaasta golfkentästään kuulun Maspalomasin vehreällä bungalowalueella Playa del Inglésin vauhdikas meno vaihtuu rauhallisempaan lomailuun. Molemmilla alueilla on panostettu lapsiperheiden viihtyvyyteen niin majoituksen kuin ... [Lue lisää](#)

Käyttäjät suosittelevat lämpimästi

Lapsiperheille

Rauhaa rakastaville

Kulttuurinraikaisille

Auringonpalvojille

Läunnaillille

Huvittelunhaluile

Henkuttelijoille

Aurinkomatkat Facebookissa

Tykkää

79,240 henkilöä tykkää kohteesta **Aurinkomatkat**



"Rakas matkapäiväkirja,.."

TRIP JOURNAL

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#1
Travel Application
awarded by Google
created by iQapps

Feedback

About Trip Journal

Trip Journal is the #1 Google Awarded Travel Application with the best trip tracking, recording, documenting and sharing features currently available for iPhone, Android, Symbian and Facebook. The app received a \$100,000 prize from Google for innovative concept and design, in December 2009.

Trip Journal allows you to document vacation experiences and share them with your friends and family. Impress everybody with real time updates from the visited destinations and let people see proof of your latest adventures as your journey unfolds.

Trip Journal is finalist in the 2011 Best App Ever Awards
Posted on January 5, 2012

We're happy to let you all know we made it to the finalists list in this

<http://www.trip-journal.com>



"Vaatimattomasti sanoen, olen paras palveluidesi kehittäjä"

Quality Hunters

HELSINKI AIRPORT

FINNAIR

Categories Participate For Media About Guest Writers

Airport book swap, new meal initiatives and so many more...

Once again you have given us some super-valuable feedback on how to improve air travel – thank you so much! We received over 250 development ideas, went through all of them, shortlisted the most potential ones and asked you to tell, which of them would best improve air travel. Environmentally friendly meal initiative and airport book swap emerged as the public's favourite ideas for Finnair and Helsinki Airport to implement.

The eco-friendly book swap for passengers to trade second-hand books is aimed to be introduced in early 2012. Practicalities involved in offering "Meat Free Monday", meant to decrease the food service related carbon footprint, as well as some other food-related suggestions, are being investigated.

Some ideas, such as developing family travel in business environment and improving luggage claim areas, have been selected to undergo internal development processes.

Participate
and win!

Join the
discussion, win
intercontinental
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<http://www.qualityhunters2.com/>

Signaaleja ja ilmiöitä matkan eri vaiheissa



OSKE – Ota hyöty irti!

- Ennakointi, Trendit ja tutkimukset, signaalisessiot
 - www.experiencebusiness.fi/ennakointi
 - <http://www.experiencebusiness.fi/palvelujen-kehittaminen/trendit-ja-signaalit.html>
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