

Amplify Travel & Tourism

Navigating the **great escape**

How marketing your business must change



How digital
campaigns reassure
staycation 2.0
travellers

Business travel is
changing fast in the
face of new work
paradigms

Are novel
sustainability &
wellness packages
remedies for
business?



Becoming a more conscious Crowd in 2021

From desks in Denmark, salons in Stockholm, terraces in Tel Aviv. Our global team may be working remotely, but we have never felt more connected.

In 2021, our goal is to achieve a B Corp Certification, reaching the highest global standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

BE BETTER. THINK CROWD.

Learn more about our journey in 2021
www.thisiscrowd.com/sustainability



Amplify Travel & Tourism Magazine

Where global travel trends and marketing solutions meet.

It has been more than a year since the global pandemic began, and although it has been devastating for millions of people in the travel industry, early signs of hope are emerging from low infection rate territories.

Based on indicators from countries in Asia and key Middle East markets, business and leisure travel is returning, albeit at reduced levels and in fundamentally altered ways.

In this, our first issue, we explore how agents, airlines and destinations are planning to **Navigate The Great Escape** from Covid-19.

DOMESTIC TRAVEL & STAYCATIONS

Domestic travel, seen by many holidaymakers as the safe escape option, is set to be a clear winner in the coming months.

Dubai-based Tom Berne explains how travel companies and destinations are keeping it local (page 06) by showcasing diverse experiences for regional and domestic travellers in the GCC.

Emma Glazier covers the local travel theme from a different angle (page 14). Introducing Staycation 2.0, she shows how emerging short-stay trends in the UK will be as relevant to those promoting the Outer Hebrides as they are to destination managers who want to attract local adventurers to the cool and misty mountains of Sichuan Province.

BUSINESS TRAVEL

As the work from anywhere trend continues to grow (page 20), we give you insight into what employers really think about staff becoming digital nomads.

Meanwhile, from Australia, Vinnie Romano introduces the new world of business-meets-pleasure (page 26). Learn how the global travel industry is creating so-called "B-Leisure" experiences to respond to new customer requirements that redefine the business trip.

SUSTAINABLE TRAVEL & WELLNESS

Following what can feel like a never-ending lockdown, billions of us are blinking back into the light with a newfound love of nature.

I explain why my love of the great outdoors and sustainable travel are joint passions (page 32), and detail how the global travel industry can create a better world by following guidance from the United Nations World Tourism Organisation as part of their Sustainable Tourism Goals 2030.

In the further pursuit of happiness, Carmi Heyman looks at the world of wellness tourism, and tells us why she believes that new kinds of escapes promoting physical health and mental wellbeing will be essential to the travel mix as life gradually returns to normal in 2021 (page 40).

THE DIGITAL REVOLUTION IN TRAVEL MARKETING

In the past year, Covid has accelerated the digital revolution beyond belief, with hundreds of thousands of travel companies now planning digital marketing and communications improvements.

Jet Weevers describes the travel industry's need for genuinely end-to-end customer journey solutions (page 46), showing how - if companies move fast - they can meet customer expectations and thrive in the year ahead.

We hope you enjoy our first issue. The team and I look forward to a new and innovative world of travel this coming year.

Jamie Sergeant
Global CEO of Crowd
thisiscrowd.com



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KEEPING IT LOCAL

Domestic tourism is driving recovery around the world. But surmounting traveller fear through safety-first and authentic local offerings must also work when international markets open.



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The moral argument for making a success of sustainable tourism.



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WELLNESS ESCAPES

New and powerful ways to satisfy your customers' desires for positive escapes.



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Britain has experienced a new falling in love with local travel. Here are the take-aways we should all absorb.



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BUSINESS OR PLEASURE?

Discover how changing circumstances mean businesspeople will consume travel differently.



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WORK FROM... ANYWHERE

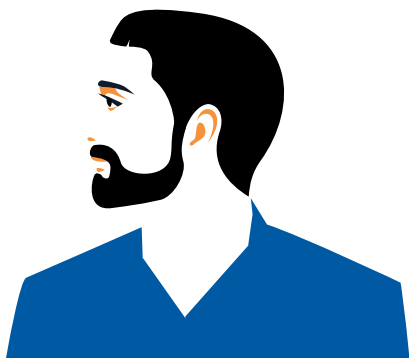
How new working practices for millions will impact hospitality in the long term.



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THE NEW DIGITAL REVOLUTION

Extend the customer journey with joined-up digital communications and safety messaging to ensure travel confidence.

**TOM BERNE**

Tom was the natural choice to write about domestic escapes for us given that he has led Ras Al Khaimah Tourism's campaigns to multiple awards and contributed to the emirate's 5% year-on-year inbound tourist growth in 2019. Even more recently, he has developed a deep insight into how the pandemic has accelerated domestic tourism and how that impacts local economies. At the other end of the spectrum, as head of Crowd Dubai, Tom has been integral to the company's global strategy work with Dubai International and Abu Dhabi airports for nearly 10 years. Awarded *Highly Commended* in the Digital Professional of The Year category at the PRCA Digital Awards (2019), Tom is a respected and effective promotional strategist.

**EMMA GLAZIER**

The author of Crowd's [Marketing Your Destination Guide \(2019\)](#), Emma watched the Covid crisis devastate the travel industry with horror, and then had a profound sense that she can do something about it. Her understanding of personalisation, customer advocacy, social leverage and influencers has meant some of her staycation work has caused an upsurge in interest beyond her clients' abilities to manage it. Emma has led UK outdoor advertising campaigns for China Southern Airlines, social content strategy for Dubai Airports, Air New Zealand and Ras Al Khaimah Tourism Development Authority. She is in The BD 100 2020, celebrating the UK's best business development professionals.

**JAMIE SERGEANT**

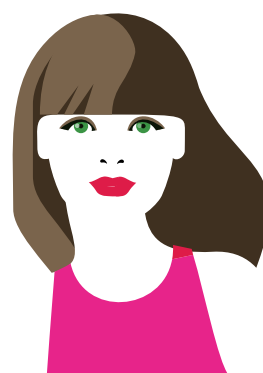
Jamie Sergeant is a leading British digital entrepreneur, creative industries influencer, respected university lecturer and Global CEO of Crowd. He has led award-winning digital marketing transformation projects for clients across the travel sector; runs a business with offices in 11 countries (so really understands the nitty-gritty of travel), and has supported some of the most seminal environmental campaigns of the past decade. In this edition of [Amplify Travel & Tourism eBook](#), Jamie details how we face a once-in-a-lifetime opportunity to fast-track genuinely sustainable travel - and tells us what is in store for the digital nomads of 2021.

**VINNIE ROMANO**

Crowd's Global Chief Commercial Officer and Country Head for Australia, Vinnie specialises in digital transformation through marketing automation and demand generation strategies. Supporting some of the world's largest agencies and brands at mid-size and enterprise levels, his work on decentralised content marketing systems across Asia Pacific has made him a client favourite, delivering projects ahead of time and with solid ROIs. It has also made him a business travel expert. As Asia recovers ahead of the West, he looks at the emerging trends in the business-meets-leisure travel space.

**CARMI HEYMAN**

A globally experienced content strategist and multi-lingual storyteller, Spain's Country Head Carmi Heyman specialises in developing and executing digital marketing strategies. As a South African national, she has in-depth knowledge of the rapid growth in the wellness industry in that country. She tells [Amplify Travel & Tourism eBook](#) how far that growth is being replicated in destinations around the world - with a renewed emphasis on mental and physical well-being as billions of people suffer under stringent lockdown measures.

**JET WEEVERS**

Leading a fully remote international team means Jet is the go-to person for clients that want to understand the implications of using complex marketing systems in support of a WFH workforce. She has spent years discovering how digital marketing and technology can come together. Her fascination with data and commitment to improving customer touchpoints have taught her what works for travel companies and what doesn't. Here, she explains why travel companies must radically extend customer journeys now, and for the post-pandemic future.



KEEPING IT LOCAL

BY TOM BERNE

UAE shows how domestic tourism can drive recovery

Cars and trucks bustle as people move around the UAE for work and play. Businesses are opening again, communities socialising, and visitors arriving in solid numbers to this increasingly Covid-secure destination. But it's domestic travel that has driven the tourism recovery.

As the warm sun rises over the UAE's spectacular cities, it is clear that life is returning. But reduced traveller confidence and the unpredictable nature of international travel restrictions has meant that these visitors are as likely to be residents from other emirates as from abroad. The global rise in demand for domestic travel experiences over international travel is very much in full swing.

If you're anything like me and like to switch off after a busy week at work, nothing beats driving 45 minutes out of the city and booking into a five star resort, feeling truly abroad. In fact, although my wife hasn't noticed yet, it's actually an excuse to be selective on choice of accommodation and being a UAE resident, get to experience some of the world's best, well-kept golf courses.

The industry's growing focus on the domestic traveller segment is, in no small part, driven by simple financials. By offering appealing tourism solutions to in-country residents, companies create the potential to convert unspent outbound traveller budgets from 2020 into vital local tourism revenues for 2021.

This clear incentive has seen domestic destination campaigns run in Q4 2020 with impressive results. [Arabian Business](#) reported that a campaign to increase the UAE's domestic tourism contribution to

// Just one in five hotel guests in the country were UAE nationals pre-Covid. That figure has since gone up to around 90 percent of guests

Bruno Trenchard, Senior Manager Hotels and Hospitality at CBRE Middle East

\$16 billion had been launched "amid a year of staycation successes".

This is something I can relate to myself. With this new influx of tourists from other emirates to Dubai in Q4, residents receiving

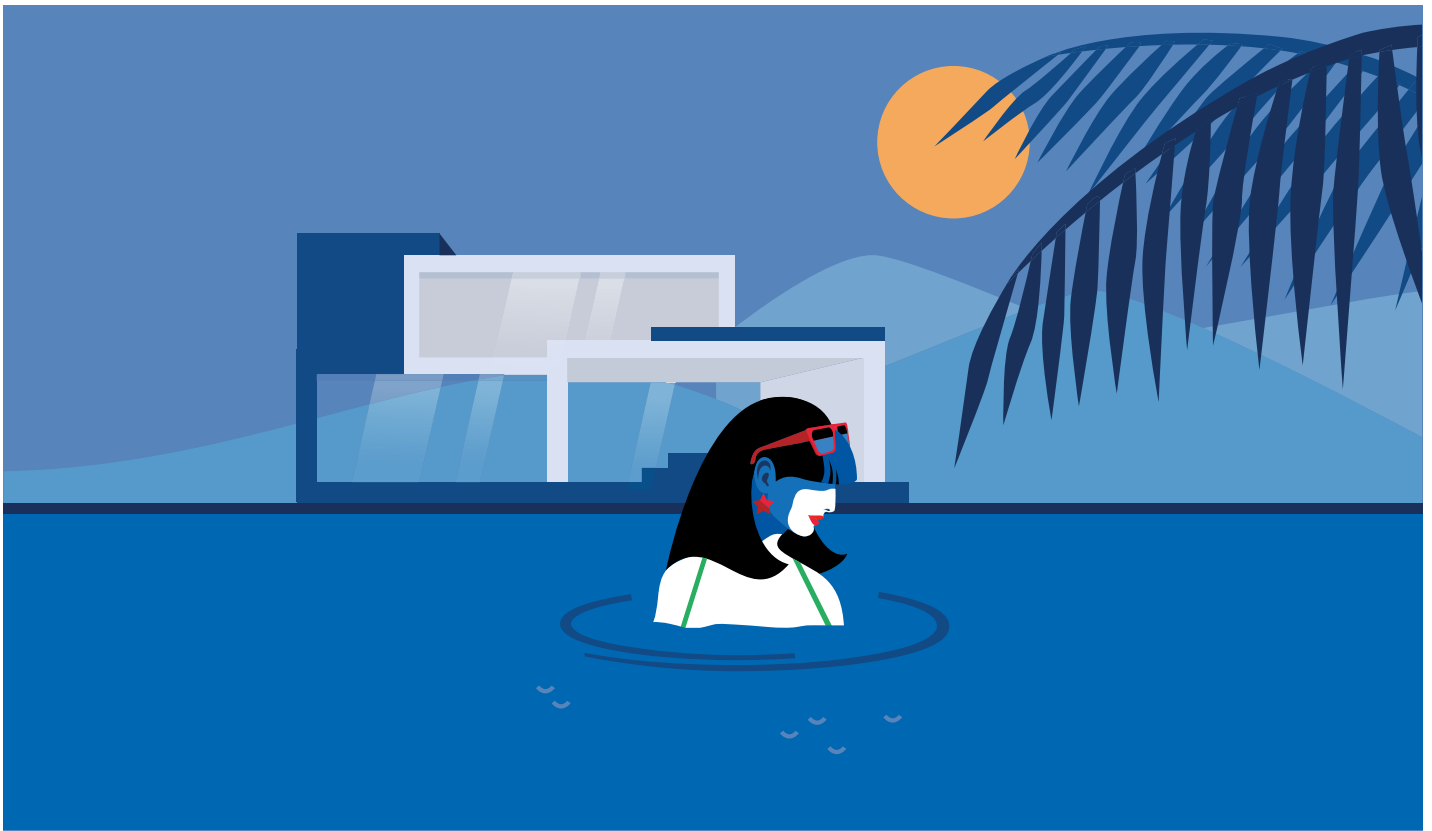
visitors felt they too needed to escape and experience some form of normality for themselves.

From taking short trips out of town to visiting local tourist attractions, it was important for people to keep minds active.

Bruno Trenchard, Senior Manager Hotels and Hospitality at CBRE Middle East told the magazine that "countless resorts" across the country are "doing really well", boosted by domestic tourism.

"Just one in five hotel guests in the country were UAE nationals pre-Covid. That figure has since gone up to around 90 percent of guests," he said.





REGIONAL CAMPAIGN EXTENSIONS HELP ENCOURAGE LOCAL TOURISM

That said, operators are using the fact that travellers from Gulf Cooperation Council countries [do not require a Covid PCR test](#) before they arrive as an opportunity to extend domestic destination campaigns to other regional states.

This will particularly appeal to those high net worth individuals seeking a break.

“With ‘pandemic fatigue’ well and truly settling in, we’ve already seen increases in domestic tourism - which will continue an upward trend until confidence in international travel is fully restored,” the former

Marketing Director at the Ras Al Khaimah Tourism Development Authority, Sveccha Kumar told *Amplify Travel & Tourism Magazine*.

“When the latter happens, I see uncrowded, luxury holidays to mass tourism destinations.” Stuart McNair, Middle East Managing Director of Escapes agrees. “Luxury travel will always be the first segment to bounce back as HNWI have the means to travel safely and afford more private escapes,” he says. “We expect to see the rise of private island trips and private villas and homes in 2021.”

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Stuart McNair, Managing Director, Escapes, Middle East

WELCOMING THOSE NEAREST

Israel's addition to the top ten origin markets looking to visit the UAE in 2021 clearly demonstrates how political will, cultural curiosity and superb in-destination experiences can activate new and exciting markets. On the 26th November flydubai began its [historic first flights](#) to Israel, with twice daily services between Dubai International and Ben Gurion airports.

As an open person who likes to socialise, I'm very much looking forward to connecting with Israelis and discovering opportunities across our two borders. They say traditionally, business is done on a golf course, and with access to a large youth generation in Israel that are looking for new experiences in the UAE, I'm looking forward to introducing them to what keeps my mind occupied outside of work.

Combined, these trends mean that tens of thousands of Middle Eastern tourists are currently enjoying stays in Abu Dhabi, Ajman, Dubai, Fujairah, Ras Al Khaimah and Sharjah - generating much needed revenue for a travel and hospitality trade that has managed to endure a truly challenging year.

But as good as the numbers are, there is still much more to be done in the domestic and regional marketing space if local hoteliers are to secure the bookings needed to fill even a modest percentage of the emirates' total available hotel rooms. Some 180,000.



Ras Al Khaimah Tourism Development Authority (UAE) needed to create more awareness for the emirate, to encourage visitors and to drive online bookings. Highlighting the emirate's various brand pillars of Adventure; Beach and Leisure; History and Culture, the #iFoundRAK campaign was launched by a number of marketing agencies in early 2019.

Following the campaign's launch, Crowd was approached to consolidate marketing output and strengthen the campaign. As lead agency, we created and delivered strategic marketing and a paid media campaign that significantly boosted hotel bookings across the destination, driving social media growth and engagement, and increasing traffic to the website. Together, we created a campaign that would deliver exceptional results.

CREATING CONFIDENCE IN TOURISM

Forbes Magazine recently suggested that there were less than ten low-Covid tourism destinations available for consideration, but from a booking perspective the travelling public remains suspicious of every travel destination. Those that are safe today may be risky in the future, so the logic goes.

"Safety will be at the forefront of HNW1 decision-making when it comes to planning a trip," McNair explains. And in the case of the UAE, extensive global messaging about the safety measures the country has taken has preceded major bookings.

These and similar stories are playing out across key markets around the world. Every travel brand must pursue the same "safety first" communication strategy if they are to build visitor confidence over the coming months. I lead a team of very talented individuals, and it's important that the team I manage feels safe and protected in our work environment. Travel

brands need to own and drive the right communications to their customers to raise this confidence that it is 'safe to travel' to their destination.

SECURING DIGITAL MARKETING CONVERSION SUCCESS

As residents of low-Covid areas are being actively encouraged to escape and enjoy the natural and cultural



wonders on their doorstep, the industry must create, curate and communicate the benefits of travel if they are to attract and secure bookings from still-cautious audiences.

ADDRESS KEY CUSTOMER CONCERNS THROUGHOUT

By guaranteeing that your customer's health and financial concerns are addressed in the first place, and that a series of single-click interaction opportunities satisfy user-curiosities as they travel through the sales journey, promotional outcomes can be optimised and costs per acquisition dramatically reduced.

Think of this as you're about to tee-off at a golf tournament. Grip, stance, distance, balance and position - all these factors need to be assessed to get that perfect swing. With golf, the aim is to putt with the least amount of shots.

The same goes for marketing and communications. We're in an industry in which planning user experience to maximise results is unforgiving and if this can be done through effective creative messaging that resonates with your audiences, you've got yourself a hole-in-one.



CROSS-PLATFORM EMOTIONAL APPROACH

To convert a cautious prospect to a confident visitor requires an end-to-end, cross-platform approach to the customer communications journey.

Well-balanced destination marketing campaigns must integrate clear and up-to-date messaging regarding Covid-19 safety protocols, while simultaneously presenting a suite of market-relevant travel products, each designed to offer exciting local escapes to travel-starved visitors.

While these integrated digital marketing frameworks are essential, promotional success in the travel marketing space relies almost exclusively on the creation and delivery of emotionally engaging campaigns.



BEAUTIFUL EXPERIENCES

Global destinations need to showcase local experiences beautifully. By creating a connection and conveying a sense of heartfelt welcome, future visitors can become part of the story too.

It is essential that prospective visitors are made to feel a connection to a place rather than to just look forward to the prospect of seeing it.

This is where the power of user generated content (UGC) comes into play. Travel brands must continue working with bloggers and influencers to help communicate their unique local experiences and safety protocols – and it can still be done in a fun, safe and engaging way. The important message for all travel businesses here is: Stay human and stay authentic.





// We can debate when the world will return to normal, but one thing is for sure - this is the catalyst we all needed to explore a sustainable travel and tourism model

Sveccha Kumar, Marketing and Communications Consultant and former Marketing Director at the Ras Al Khaimah Tourism Development Authority

A NECESSARY REMEDY

Globally, hundreds of millions of annual holiday days have been postponed. Innumerable trips, tours and excursions cancelled.

Planned flights to see loved ones in equally loved places have been missed due to quarantine restrictions. Cruise liners have been left empty as international custom borders close and customer demand sails to a full stop.

That the global general public is mentally and physically jaded is a massive understatement. But it is also an opportunity. The statistics tell us that experiential domestic or international travel can offer an inspiring and connected way back into the wider world.

The focus on local identity is a strategy that enables destination brands to stand out at home - but once the major international origin markets open up, which they must,

local offerings will fit travellers from these territories too. Travel experiences that connect guests to neighbourhoods will drive bookings, no matter where they come from.

The process has already started in the UAE. "When we compare which origin markets are driving travel intent into the UAE we are beginning to see more international markets taking the share of search events," Stewart Smith, Managing Director MEA of Sojern.com tells us.

"Although domestic travel within the UAE continues to lead the way, accounting for 62% of total hotel searches, we've observed a notable shift with the United Kingdom (UK) now accounting for 5.1% of total hotel searches."

Just as importantly, it is the intent of that interest that has changed. "Groups and mass tourism to crowded destinations will continue

to suffer in 2021," says Kumar. "We feel people will use this opportunity to visit domestic bucket list destinations, road trips and head off the beaten track to avoid the crowds.

"We can debate when the world will return to normal, but one thing is for sure - this is the catalyst we all needed to explore a sustainable travel and tourism model."

Experiential tourism can make sustainability a practical reality when it comes to both culture and the environment too.

Some choose a destination because they are passionate about supporting local economies, small businesses and environmental initiatives.

Most are seeking enriching personal experiences. If travel companies want to succeed, these destinations have to deliver.

DOMESTIC TRAVEL OPPORTUNITIES & CHALLENGES

Local visitors, if encouraged to explore their own countries of residence, have the potential to bolster what has been a damaging loss of earnings in key tourism markets globally this year. Check out these areas of challenge and opportunity.



TOM BERNE

Talk to me about:

- Web Design and Development
- UX/UI Design
- CRO & Analytics
- Campaign Creative

As you prepare for a new future of tourism, Crowd is well placed to support the travel industry's digital marketing needs. Our creative travel solutions and successful digital transformation projects are already having a positive impact.

From fundamental web and UX improvements to domestic travel campaigns designed to get residents heading the right direction - we can help you get to where you want to be.

Add, follow or message Tom on LinkedIn [here](#) to learn how we can get business moving in 2021.

GET IN TOUCH
WITH TOM



Eco Matters

Environmentally conscious and sustainable hotels, villa and apartment stays, are an essential part of the sustainable holiday experience - everything needs to be perfectly aligned to meet the demands of the traveller that is trying to make a positive difference.

Combat Poverty. Drive Opportunity.

By creating a fulfilling visitor experience, local tourism boards can support grassroots communities and create economic opportunities to alleviate poverty and inequality. If promoted correctly, this type of tourism also offers emerging destinations the chance to become a must-visit tourist location.

Travel Shame

This is related to the perceived selfishness of those who still go on holiday despite the authorities advising against it. Whatever the rights or wrongs of this, it is likely that sensitivity over travel will carry on after the pandemic. The genie is out of the bottle: Travel for pleasure will have to have an added moral dimension.

Great Experiences Need Great Accommodation

Tours, excursions and cultural experiences are destined to succeed as holiday drivers for both the domestic and international traveller. Holiday packages that include these do however need to include hospitality that balances with these worthwhile activities.



STAY- CATION 2.0

BY EMMA GLAZIER

The Reinvention of the British Staycation

British tourist attitudes are an advance warning for the world as to what tourists may be thinking and doing this year. And that is: mostly holidaying at home.

When Lockdown 1.0 ended in the UK last year, millions of Britons in need of a summer getaway after months indoors were faced with the challenge of finding holiday destinations much closer to home than they were used to.

This was no small feat. A large proportion of experience-hungry British travellers have for decades sought out foreign destinations. According to the [ONS](#), there were 93.1 million overseas visits by UK residents in 2019, spending a mind boggling £62.3 billion, an increase of 7% compared with 2018. Had that trend continued, foreign travel might have outweighed domestic tourist spend entirely.

This doesn't mean that money has gone straight into the local economy as domestic tourism. The ONS hasn't released its 2020 data yet. But [VisitBritain](#) has put together a provisional outline of the impact of Covid on domestic tourism in England from other data sources – and forecasts for 2021.

"We have forecast a central scenario for England of £28.5 billion in domestic tourism spending in 2020, down 63% compared to 2019 when spending by domestic tourists in England was £75.9 billion," the organisation reported.

"In total, this represents a loss of £47.5 billion (£11.7 billion from overnights and £35.8 billion from leisure day trips). The 2020 forecast was for a decline of 60% for overnights and 63% for leisure day trips, although with a different pattern of recovery. While some categories of day trips started to recover first, others are still very limited."

The impact of regional and national lockdowns has clearly been felt. But within the gloomy reading, the shift to staycations over foreign travel is coming down the road as clear as day.

EFFECTS OF STAYCATIONS ON HOLIDAY LETS

Depending on what local restrictions are in place at the time, guests may eat out less, so good kitchen facilities will become a priority. In addition, if it's raining, guests may opt to stay in the property rather than visit local indoor attractions, so a comfortable living and entertaining space would also be a key aspect for travel companies to market.

Holiday let owners will be emphasising features like a well-appointed kitchen, or facilities such as a Smart TV or games room in their marketing.

Providing extra outdoor equipment like bicycles is likely to become a bigger selling point than in the past.

"Our forecast is for a recovery to £51.6 billion in domestic tourism spending in 2021," says VisitBritain. "This is up 82% compared to 2020 but still only 68% of the spending seen in 2019.

We are forecasting £14.1 billion in domestic overnight tourism spending (81% growth on 2020 but 72% of the 2019 level) and £37.6 billion in leisure day trip spending (82% growth on 2020 and 67% of the 2019 level)."

What happens in England is likely to be mirrored in Wales, Scotland and Northern Ireland – and in every developed country.



// Travellers will keep booking shorter domestic trips closer to home over the next 18 months, but when confidence in international travel is restored, demand will return for expensive, international 'bucket list' trips like seeing the Northern Lights, gorilla trekking in Rwanda and climbing Mount Everest

Leigh Barnes, Chief Customer Officer at Intrepid Travel

STAYCATION: A CATCHY NAME & MASSIVE TRAVEL TREND FOR 2021

The concept of a Staycation - a catchy portmanteau of words (others may prefer the word 'holistay') - has taken on meaning beyond a simple break in your own country or region. It represents a new era of local travel that is reminiscent of the era before cheap flights.

Because, regardless of travel corridors and common travel agreements, the majority of tourism destinations that require inbound visitors to travel to or from them by air remain in limbo - awaiting vaccine rollouts to kick-start safe travel again.

Bearing in mind that air travel will involve masks, fever checks, contact-tracing apps and even throat swabs for the foreseeable future, locations that were popular with both foreign

tourists and locals - think Byron Bay in Australia, Disney World, or the French Riviera - will probably look more like they did in the 1970s, before deregulation made air travel more affordable.

The same is true of the US. "Travellers will keep booking shorter domestic trips closer to home over the next 18 months," says Leigh Barnes, the Chief Customer Officer for [Intrepid Travel](#).

"But when confidence in travel is restored, demand will return for expensive, international 'bucket list' trips like the Northern Lights, gorilla trekking in Rwanda and climbing Mount Everest," he told the [New York Times](#) in December.

TRAVEL SAFELY

Travel in a post-coronavirus world is shifting, and people are less willing to take the health risks of going through international airports while the virus remains in recent memory. As the pandemic pushes people to satisfy their wanderlust closer to home, culturally sensitive, localised experiences are taking staycations to the next level.

These factors are further verified by industry search data. While 'staycation' searches are up over 200% year on year, UK city-breaks have decreased in popularity.

People now want to avoid crowded destinations where public transport is dominant, or where personal space is limited. More people are travelling by car. Research has shown that people now think of cars as 'safer' with less exposure to strangers.

With accommodation, holiday let properties would have been regarded as a base for exploring local areas. But as the Coronavirus pandemic carries on through Spring 2021, holidaymakers in the UK will spend much more time in the premises they book.

Marketers need to take these factors into account – emphasising safety is not enough. Ease of access by road, no matter how remote; quality of accommodation for longer periods; beauty of surrounding areas; quality and availability of locally sourced food. These are just some of the elements that will need to be pushed by businesses.



Change in use of transport post COVID-19

OVERTOURISM AND HOW TO COMBAT IT

The impact of overtourism becomes glaringly obvious when we look at visitor versus local population numbers in key cities.

Regardless of what you might think of the phenomenon, whether overtourism overwhelms residents and threatens local identity or not, a backlash was inevitable. The tourism marketing process must find meaningful space to emphasise cultural sensitivity for both tourists and residents.



LONDON

8.9M

population

19M

annual visitors



BARCELONA

5.5M

population

32M

annual visitors



VENICE

0.26M

population

25M

annual visitors

VIRTUE SIGNALLING IS NOW A TRAVEL TREND

Large visitor numbers are a boon for those businesses that exist inside a destination's tourism ecosystem. Permanent residents can see things very differently.

'Overtourism' – the swamping of destinations by tourists – has made sustainability a prominent issue with travellers. Not so long ago, social capital was gained by showing off images of adventures. Nowadays, minimising the negative effects of travel upon the environment is becoming a priority, as is being seen to be doing good.

The result is that 30% of British travellers say they would consider swapping a holiday abroad for one in the UK to reduce the impact of travel on the environment.

This isn't a standalone statistic either. A staggering 71% of British holidaymakers said they intended to take a holiday in the country in 2021. 68 percent said they would like that money spent on travel to go back into the local community.

DRIVEN BY 'SHAME'

Travel shame is part-related to the perceived selfishness of those who still go on holiday despite the authorities advising against it. Whatever the rights or wrongs of this, it is likely that sensitivity to what is 'allowed' will carry on after the pandemic, fuelling the rise in the staycation trend.

'Flight shame' in particular has been eating away at some travellers' consciences for a couple of years – something that in the UK at least pre-dates Covid-19 by some time.

This element particularly revolves around climate change and the planet's environmental well-being.

This rise in scrutiny of other people's travel habits – and disapproval over the supposed moral and environmental consequences of them – means that travel product and service marketing campaigns must include awareness of these new dimensions.

People are expected to shy away from sharing their experiences on social media because of the worry of being shamed for taking a holiday when the pandemic is still rife.

Tourists are also more sensitive to the impact the pandemic has had on people's lives which means 'showing off' perfect lives and holidays may decline, at least for the time being.

Travel brands have always relied heavily on User Generated Content (UGC) and word-of-mouth to help market their destinations. The way this is handled could be destined to change.



CHINA STAYCATION INNOVATION

A street in Guangdong, China, has been designed to visually transport Chinese holidaymakers to Japan. Ichiban street, a 100-metre road in Foshan City in Guangdong, has been remodelled by a local property developer to resemble the famous commercial setting of Japan.

An even more audacious idea, also in Guangdong, will be ready for visitors in 2023. Three continents are being aggregated within a 2000-acre site. Guests will be able to go on safari through 'Asia', 'Australasia' and 'Africa', spending their days riding a train across a landscape where animals roam free.



EMMA GLAZIER

Talk to me about:

- Social Media & Community Management
- Reporting & Data Analytics
- Strategy

By strategically combining insights-led, smart analytics and the power of social media, it is possible to target and secure the domestic bookings required to safeguard and grow local travel and tourism companies that need to commercially rebound in 2021.

Add, follow or message Emma on LinkedIn [here](#) to learn more about connecting with new audiences and growing your staycation opportunities.

GET IN TOUCH
WITH EMMA





FLEXIBLE WORKING

BY JAMIE SERGEANT

Work From Home? Work From Anywhere

Professional horizons and the future of work

As CEO of a global agency that cares as much about the world we live in as the clients we serve, I have found this past year challenging and incredible in equal measure.

For years, I have made regular long-haul trips, meeting global clients, pitching to prospects, and spending valuable face-time with staff at Crowd's city hubs around the world.

Frequent world travel was an 'essential' part of my working life. Not travelling to see the important people in my world seemed unimaginable. I've travelled roughly every two weeks for two decades.

Then Covid struck and my life as a digital nomad was cut short. In February 2020, nobody could have foreseen that almost a year on, people would be seriously considering the end of the office and the end of face-to-face meetings – the beginning of a completely new way to organise the people that make your business.

INTRODUCING WORK FROM ANYWHERE: OPTIONS FOR PASTURES NEW

Tens of millions of teams have been forced to decentralise. In

the process, millions of them have done more than head home to work – they've escaped to pastures completely new, discovering the joys of Work-From-Anywhere (WFA).

Last Summer, a survey by [The New York Times](#) and Morning Consult of 1,123 remote workers from broad walks of life found that "As the pandemic persists, more workers and companies are embracing remote working as semi-permanent, or even permanent. One in three remote workers said they would move to a new city or state if remote working continued".

WFH WORKS

Conducted in the Summer of 2020, a survey of 1,123 remote workers from broad walks of life by [The Times and Morning Consult](#) found that:

86%

were satisfied working from home.

1 in 5

said they wanted to go back to the office full-time.

40%

said they were taking more walks and breaks.

35%

35% of mothers said it was difficult to balance work and home duties, versus 20% of fathers.

47%

were "very satisfied".

1 in 3

said they would move to a new city or state if remote work continued indefinitely.

33%

said they were exercising more.

STRESS WAS LOWER OVERALL



My own experience of international travel tells me this is no bad thing.

Provided it is prepared for and managed properly. Given the right environment and good connectivity, I am as efficient while working on a business trip as I am when I am in the office. Sometimes more so. The pre-pandemic issue with Work From Home (WFH) was that employers were worried that home or remote working would lead to reduced levels of output. How wrong we were.

“The percentage of workers around the world that is permanently working from home is expected to double in 2021 as productivity has increased during the coronavirus pandemic,” reports a survey from US-based [Enterprise Technology Research](#).

Quick thinking countries have taken advantage. Dubai, Estonia, Georgia, Bermuda, and Barbados have introduced new visa classifications to allow longer-term visits for remote workers. [Digital Nomad visas](#) offer location-independent workers a one-year permit to stay, enjoy the destination, and run their business from a country of their choosing.

ALTERNATIVES TO WORK FROM HOME

Outlining the benefits of catering to the needs of remote workers that are seeking short-, medium- and long-term workspace options beyond the home environment, Stephanie Linnartz, Group President, Marriott International, captures the aspirations of the hospitality industry perfectly.

“Working remotely doesn’t necessarily have to mean working from home, where blurred lines between personal and professional lives can create distractions and stress,” she says.

“We are inviting guests to work anywhere with Marriott. To help them be more productive and achieve a better work-life balance by reimagining our hotel rooms as local remote workspaces.

By providing flexible booking options, our loyalty members and guests have a familiar alternative when choosing where to work. We believe this continuous innovation with our corporate clients and consumers will help drive the future of Marriott’s offerings.”

Marriott has created the Day Pass, Stay Pass and Play Pass, a three-tiered work-from-hotel promotion that covers a range of needs, from a basic 9 to 5 room office solution to fully loaded guest-stay with business concierge, supervised kids’ activities, preferred office or study spaces and services for the whole family.



WORK FROM HOME: THE FUTURE OF WORK

With the Covid-19 vaccine roll-out soon to become a reality for many people globally, teams could reasonably be expected to return to the office in the foreseeable future.

But a move back to company HQ seems destined to fail if insisted upon too early in the Covid 19 recovery cycle. It may also just be unnecessary. Firms like [Fujitsu](#) and [Twitter](#) have already announced plans to make remote work a permanent option, even after the pandemic.

Global enterprises are deciding the path that they want to take to avoid staff irritation and confusion down the road. This opens up huge opportunities for destinations and hospitality brands alike.



LONG-TERM TRAVEL IS NOW A STAFF INCENTIVE

The collision of technology and our personal desires is opening new avenues that are far flung from old-fashioned ideas about working from home.

With global restrictions almost impossible to predict, short term travel continues to be difficult. But employees that feel a longer-term escape will benefit their professional focus and overall wellbeing are finding a new receptivity among progressive employers wanting to give talented individuals the space to find their place in the pandemic world.

Singles and couples that want to escape the same four walls they have inhabited since the beginning of the global lockdown are being given the opportunity to do so. Even families, as the Marriott example describes.

// We believe we have something very special to offer on this little rock we call Barbados. Our friendly people, professional services, commitment to education and importantly safety and security, all make Barbados an ideal place to live for both singles and families

Barbados Prime Minister, Mia Mottle

It's not only employers that are listening. Some Governments are also taking note. "We believe we have something very special to offer on this little rock we call Barbados.

Our friendly people, professional services, commitment to education and importantly safety and security, all make Barbados an ideal place to live for both singles and families," says the Prime Minister of Barbados, Mia Mottle.

Another example can be found in Japan. The Government there is installing Wifi at the country's national parks to actively encourage 'workcations', where digital nomads can make the beautiful outdoors their office.

The positive effects are overwhelming, says its Ministry of Environment, citing increased productivity, higher levels of morale and better general mental health.

This is a new paradigm. Travel has previously been seen as a potent employment incentive for the global workforce. Now it is 'travel plus living in the place you want to work from for a while'.

While this change has partially been driven by consistent access to the internet, society already needed a cultural shift away from 'presentism' in the office.

Although it took a global pandemic to do it, that shake up has happened. With a decent Wifi connection and some initiative, a huge number of people in computer-based roles can get a day's work done wherever they choose to be.

There's an old saying, "necessity is the mother of invention". Technological advances in response to the pandemic have kept us working remotely. In a world which increasingly seems crammed together, the future of business could be just the opposite: A chance to get out.

BED + BREAKFAST + WORKSTATION

Airbnb is seeing increased interest in guests using the rental platform for remote work and short-term relocations. "Guests who are booking longer-term stays are often seeking locations with access to nature and outside of densely-populated urban areas, and some still within driving distance of major cities." Airbnb.com Aug 2020.

Fraser Yachts' reports that some clients have been isolating on chartered boats in the middle of the Caribbean. Meanwhile, Kamalame Cay Private Island Resort in the Bahamas wants visitors to stay for a prolonged period. The resort remained operational throughout the pandemic, mainly serving residents and a small number of guests who chose to shelter in place as the Bahamian borders closed. This inspired the resort to offer up some sweet deals for guests looking to stay longer term.



JAMIE SERGEANT

Talk to me about:

- Campaign Creative
- Strategy & Production
- Localisation & Transcreation
- Expanding into New Markets

From a terrible year to a wonderful opportunity - Crowd is already working with some of the world's leading travel entities to re-write the post-pandemic digital marketing playbook.

Our creative digital campaigns and marketing infrastructure expertise, mean we have the experience and know how to reanimate dormant audiences and amplify positive messaging at the perfect time in a localised environment. The world is ready to hear from you and we are here to help.

Add, follow or message Jamie on LinkedIn [here](#) to learn more about creative ways to strategically boost your brand's visibility and values.

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BUSINESS TRAVEL

BY VINNIE ROMANO

The Pleasure of Business Travel

Discover how mixing work with play is here to stay

The last business trip I took was to see a client in December 2019. I had arranged to visit the CEO of a travel technology business in Singapore to discuss their growth plans for 2020, and on the way back to Sydney I booked a three-day stopover in Bali for some much-needed end of year R&R.

It was the last week in December, and my work messages had reduced to single digit pings per day - mostly from LinkedIn contacts wishing me Happy Holidays.

Getting twitchy, I checked if the Wifi was working. It was. A digital detox was required.

Thinking more about my digital world, I realised that technology had progressively (and positively) taken on much of my communications leg-work. When looking at early-stage business development trips I had planned from January, I realised that a significant number of these could in fact be conducted remotely.

Less time in transit would mean more time getting the work done. My New Year's resolution was set. Settling down for an afternoon of nothing, I was also happy that my combined trip to Singapore and Bali had successfully kick-started my very own personal trend for 2020 - travel less and travel better.

Adding a leisure leg to all future business trips was definitely the way forward. I am not alone in missing the excitement and romance of business travel. In my opinion, the majority of business people still value



in-person professional encounters over and above a screen-to-screen meeting. Bill Gates does not agree. He recently suggested that in-person meetings are no longer the 'gold standard'. But then he would, wouldn't he.

A STRONG RETURN TO FORM

A recent survey of 2,000 regular business travellers from around the world by [Globetrender](#) contradicts his thinking.

It found that despite the pandemic – and exponential growth in video-calling – most people still believe that

face-to-face meetings are preferable.

The reason for this is our desire to connect with fellow humans – be it for business or for pleasure. And that is why travel will do more than survive in the long term. Business travel is simply too important to fail.

The travel and hospitality sector has adapted to everything that has happened and we'll adapt to everything that will happen ahead. That's how good businesses survive and prosper.

All you have to do is ask hoteliers. As Philip Chambers, General Manager at the K+K George Hotel Kensington told us, "We are working

hard to create hospitality products that encourage the business traveller to spend more time with us. We will emerge from the current crisis with the energy and creativity which has kept it growing for more than a century.”

According to research by [Skift and McKinsey](#) in September 2020, business travellers constitute 10% of global passenger volumes, but up to 75% of total profit generated by major airlines.

Our prediction is that we will see a major return to traditional business meetings as the rate of vaccinations increase and the pandemic recedes later in 2021.

Forbes agrees. In an article [What's Ahead For Airlines And Aviation In 2021](#), the magazine said: “Business travel will return and leisure travel surge. The only real question is timing... Travel will gradually revive in the second half of 2021, on a path to 80% of 2019 levels in the summer of 2022.”

// Research has found face-to-face contact is not the biggest reason why people will come back to business travel as it resumes; personal enjoyment is

GlobalWebIndex



PERSONAL ENJOYMENT OF BUSINESS TRAVEL = BLEISURE

Before Covid-19 ground corporate travel to a halt, one of the market's biggest emerging trends was 'Bleisure' - business trips that included more leisure time. This trend was steadily growing in 2019. And it looks set to leap back to life, offering the industry a lifeline by reactivating the sector in a new and exciting way.

According to [GWI](#), “Research has found face-to-face contact is not the biggest reason why people will

come back to business travel as it resumes; personal enjoyment is.”

GWI also says that with travel remaining difficult, combining business and leisure travel makes sense: Consumers can reduce complex travel arrangements and take one set of flights for a dual purpose.

Bleisure might also be the way the travel and hospitality sector can return to profitability.

DIVERSE NEEDS IN BUSINESS TOURISM

Colliers International indicates that hybrid hospitality concepts for business tourism travellers could increase a hotel's turnover by 20%.

Not every businessperson with a joint leisure agenda plan is the same, it seems. Researchers have found that customers' tastes depend on their location.

In the UK, the importance of meeting customers was a high priority for businesspeople (28%), but the need to keep work life varied was even higher (38%).

In the US, the most eagerly anticipated factor for the post-pandemic era is exploring new places (29%), with time to relax a second priority (25%).

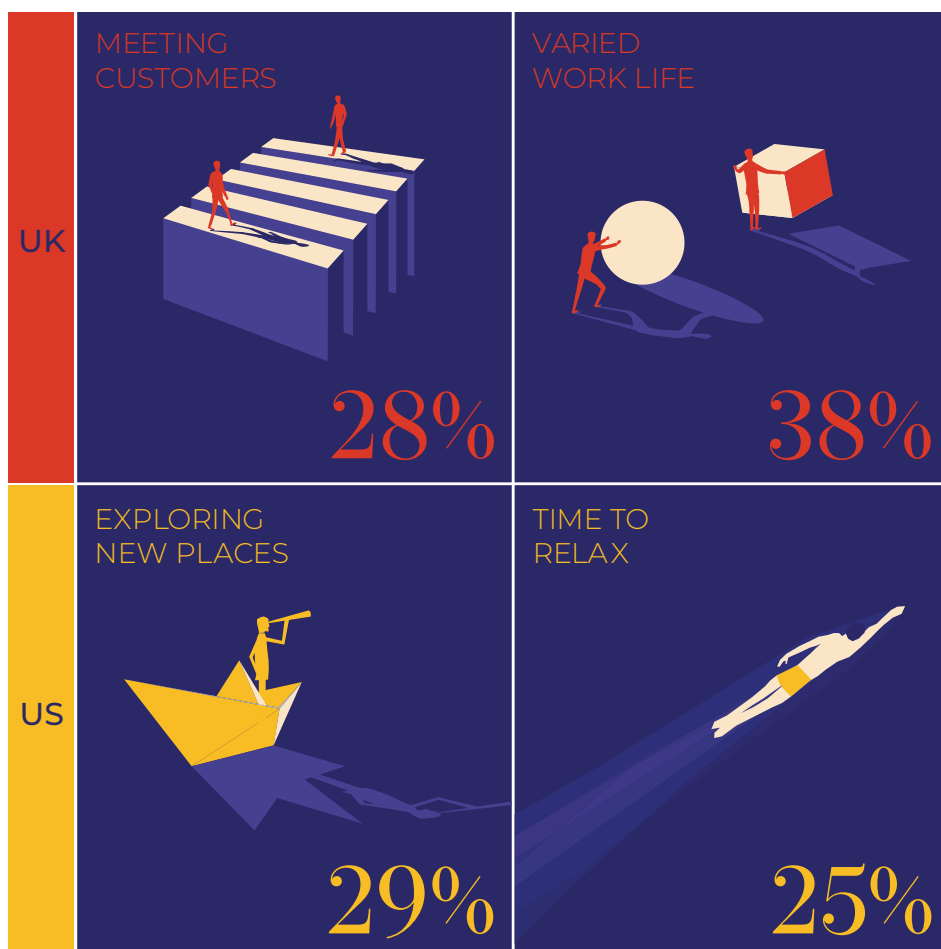
The survey also found that while 'personal growth' is the most important part to UK travellers, in the US, travellers emphasised 'professional growth' instead.

Given this divergence of attitudes, Bleisure marketers and promotional campaign managers must adopt a nuanced approach when it comes to audience segmentation in what we hope soon to be a post-Covid world.

Lead generation, nurturing and conversion to a booking point with businesspeople will be heavily reliant on clear targeting and engagement with these frontier travellers.

As with other segments post-Covid, an efficient end-to-end customer journey will play an important part in creating an augmented business travel experience.

Travel products that offer added value and convenience in a challenging world should sell well.



THEMES FOR 2021

I look forward to travelling for business, but believe that it will be less frequent and more intense. Business travellers like me will need to justify their travel for commercial, personal and ethical reasons.

We will still need to meet new clients, build the foundations for future relationships, and complete complex deals and projects. But we will have to justify the business case for travel, and assure our partners and families that the work cannot be done any other way. We also need to think if a journey justifies the carbon footprint it creates.

Safety and sustainability will be the motifs. Longer stays will be more

popular. Humans are nothing if not adaptable. After the initial shock of Covid-19, we embraced working from home, spending more time with our families and getting involved with our communities.

We swapped the commute for exercise and wellbeing – and theoretically had more time to do the things we love, because we spent less time commuting.

I think a new synthesis will emerge from all of these strands that offers business people the best of both worlds – a flexible work-world, and time to enjoy business tourism with the blessing of the companies that we work for.



NET ZERO JOURNEY

Equally, the journey to net-zero carbon emissions will have an increasing effect on business choices.

Let's take an example. A businessperson has a week-long conference in Las Vegas. If this were me, I might want to find some time to hike The Grand Canyon; see extended family in Albuquerque; perhaps even some casino-time at the poker tables – before catching up with contacts in San Francisco, LA or Seattle. And I am not alone.

In the latest [Destination X: Where to Next](#) report from Amadeus, which polled 1,050 people across Asia-Pacific, 27% expressed a strong desire to travel immediately once travel restrictions lift, with 37% planning their next trip one to three months after they lift.

“Reconnecting with family and friends is the predominant reason for 55% of Asia-Pacific travellers planning their next leisure trip in the coming months. At the same time, travellers are also seeking a sense of adventure to satisfy their pent-up wanderlust, with 34% opting to explore unfamiliar destinations for ‘new travel experiences’ and 32% desiring to ‘reconnect with the outdoors’.”

Many will want to do this with family. We have all got used to sharing a living and working space, so there is less reason that business travel should be exclusive. The family can make the most of the pool and the Grand Canyon during the business week and then all can travel on to a different destination.

What was a single-purpose trip becomes a multi-functional life experience. What once was an experience that separated one member of the family from the rest, unites them.

The industry must adapt to this new way of travelling. Airlines should develop more responsive ticketing. Hotel groups and partners ought to become more flexible, while some destinations might adapt to appeal to families and businesses together, rather than separately. We were already adapting to changing trends before the pandemic. Now we have to run with them.

Already, United Airlines has unveiled its **Team Together** bundles, offering companies tiered packages that include return flights, short-term workspace rentals and collaborative spaces for dispersed employees to gather and work together



VINNIE ROMANO

Talk to me about:

- Lead Generation
- Lead Nurturing
- Marketing Automation
- Inbound Marketing
- Content Marketing Strategy

Destinations and travel suppliers should start creating their digital marketing pathways today to have earlier wins in generating the demand for their business tomorrow.

Combining well researched market intelligence, correctly set-up SaaS platforms and relevantly fresh creative wrapped up with a clear strategy, you'll find lucrative opportunities to grow this year and beyond.

Add, follow or message Vinnie on LinkedIn [here](#) to speak to him about helping you generate that demand again.



[CitizenM](#) now provides companies with work-stay incentives such as meeting rooms, hotel rooms and free drinks.

GET IN TOUCH
WITH VINNIE





SUSTAIN- ABILITY 2021

BY JAMIE SERGEANT

Be smart and be sustainable in 2021

As the global travel industry digs deep to find ways to survive during the global health emergency, promotional strategies need to carefully consider non-price factors to get people travelling again. Sustainable travel is one of the most important of these.

Brands that commit to significant improvements in the environmental impact of their transport, accommodation and destination use – and communicate this change to their customers – will greatly increase their chances of success in 2021.

As the world entered hibernation mode in March 2020, global CO₂ emissions fell by as much as 30% and cities cleared of smog and filled with wildlife.

The challenge presented by this essentially positive thing, is that the environmental downsides of travel have been widely discussed and publicised on and offline over the pandemic period.

As early as August last year, “The majority of UK travellers (70%) said they are more aware about the impact of travel on the environment due to COVID-19. Media coverage around this topic and consumers witnessing cleaner air during the lockdown have contributed to higher awareness,” said Mintel in its report [Travel Trends: Inc Impact of COVID-19](#).



GREEN TOURISM: A CHANGE FOR GOOD

The adjustments being asked of the travel industry are disruptive and potentially terrifying. But we are faced with a once-in-a-lifetime opportunity to fast-track sustainable travel here and not just because we want to. Travel operators must implement sustainability plans if they are to protect their brands and ensure future visitor business because their customers want it too.

Proof Positive

Data-driven marketing campaigns with unique product differentials have always produced good results for travel companies. But to achieve promotional cut-through and product-attractiveness this year, two things are essential: A focus on booking financials and Covid-safety and a genuine integration of eco-accountable transportation and destination experiences.

“The crisis is an opportunity to rethink tourism for the future,” says the Organisation for Economic Co-operation and Development. “Tourism is at a crossroads and the measures put in place today will shape the tourism of tomorrow.”

“Governments need to consider the longer-term implications of the crisis, while capitalising on digitalisation, supporting the low carbon transition, and promoting the structural transformation needed to build a stronger, more sustainable and resilient tourism economy.”

Booking.com's recent report on sustainable travel sentiment estimates that as many as 82% of travellers now consider sustainable travel an important factor in their travel decision-making process.

Leading companies have universally committed to significant environmental improvements, and it is no coincidence that key members of the industry are greatly accelerating efforts in this regard, in the hope that their good deeds will further boost brand reputation and booking traction in the seasons ahead.

Commerce aside, it is good to see that areas of the travel industry are on a positive path.

Returning Confidence

Covid safety messaging and protocols must be seamlessly integrated into all automated steps on the booking journey. That is absolutely clear. But what has also become apparent is that sustainability messaging in 2021 adds to a customer's willingness to take a mindful step back into the world beyond their living room.

Carefully layered messaging on sustainable air, road or cruise transport as well as eco-friendly hospitality and in-destination experiences – all broadcast from a foundation of financial and personal safety assurances – will help travel companies in pandemic-managed destinations achieve booking success this year.



ECO TRAVEL: MAKING IT HAPPEN

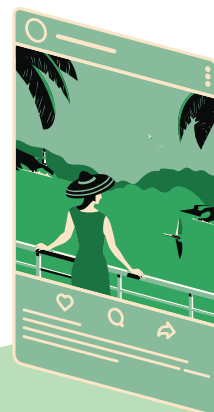
Our work with governmental agencies and tourism boards in the US, the UK, Asia and the Middle East has already delivered wide-ranging improvements.

By raising awareness of sustainable destination experiences and protective environmental practices, we have seen both environmental improvements and economic benefits for destination partners, local employees and surrounding neighbourhood economies.

“Understanding and measuring the nature of tourist destination, hotel, and service images, as well as assessing the impact of these images on the traveller decision-making process and on firms’ performance have become essential for both travellers as well as managers,” say Uroš Godnov and Tjaša Redek (2019) in [The use of user-generated content for business intelligence in tourism: insights from an analysis of Croatian hotels](#), by the Economic Research-Ekonomska. “Tourist destination image, for which accommodation often represents

a major component, is ‘the sum of beliefs, ideas and impressions that a person has of a destination’ (Crompton, [1979](#)) and is built from ‘associations, beliefs and attitudes about a company’ in the minds of consumers (Barich & Kotler, [1991](#), in Foroudi et al., [2018](#)). These images are constructed from many sources. Today, consumers are increasingly relying on the Internet.”

Napa (California), [Ras Al Khaimah](#) (UAE), The Jurassic Coast (Dorset, UK), [Sichuan](#) (China) are good examples of destinations that have all benefited from sustainable tourism programmes with domestic and international marketing campaigns to support visitor numbers.



THE UNITED NATIONS WORLD TOURISM ORGANISATION SUSTAINABLE DEVELOPMENT GOALS

The Industry's Journey to 2030

The UN's Sustainability Goals for the Tourism Industry 2030 is an essential guide for our industry. As a specialist travel and tourism consultancy, we use this comprehensive advisory framework as a guide when creating sustainable marketing solutions for our clients.



NO POVERTY

Tourism facilitates economic growth and development at all levels and can provide income through job creation. Sustainable tourism development can be linked with national poverty reduction goals.



ZERO HUNGER

Tourism can spur sustainable agriculture by promoting the production and supplies to hotels, and sales of local products to tourists. Agro-tourism can generate additional income while enhancing the value of the tourism experience.



GOOD HEALTH AND WELL-BEING

Tax income generated from tourism can be reinvested in health care and services, improving maternal health, reducing child mortality and preventing diseases. Visitors fees collected in protected areas can as well contribute to health services.



QUALITY EDUCATION

Tourism has the potential to promote inclusiveness. A skilful workforce is crucial for tourism to prosper. The tourism sector provides opportunities for direct and indirect jobs for youth, women, and those with special needs, who should benefit through educational means.



GENDER EQUALITY

Tourism can empower women, particularly through the provision of direct jobs and income-generation from SMEs in tourism and hospitality related enterprises. Tourism can be a tool for women to become fully engaged and lead in every aspect of society.



CLEAN WATER AND SANITATION

Tourism investment requirements for providing utilities can play a critical role in achieving water access and security, as well as hygiene and sanitation for all. The efficient use of water in tourism, pollution control and technology efficiency can be key to safeguarding our most precious resource.



AFFORDABLE AND CLEAN ENERGY

As a sector, which is energy intensive, tourism can accelerate the shift towards increased renewable energy shares in the global energy mix. By promoting investments in clean energy sources, tourism can help to reduce greenhouse gases, mitigate climate change and contribute to access to energy for all.



DECENT WORK AND ECONOMIC GROWTH

Tourism, as services trade, is one of the top four export earners globally, currently providing one in ten jobs worldwide. Decent work opportunities in tourism, particularly for youth and women, and policies that favour better diversification through tourism value chains can enhance tourism positive socio-economic impacts.



REDUCED INEQUALITIES

Tourism can be a powerful tool for reducing inequalities if it engages local populations and all key stakeholders in its development. Tourism can contribute to urban renewal and rural development by giving people the opportunity to prosper in their place of origin. Tourism serves as an effective mean for economic integration and diversification.



SUSTAINABLE CITIES AND COMMUNITIES

Tourism can advance urban infrastructure and accessibility, promote regeneration and preserve cultural and natural heritage, assets on which tourism depends. Investment in green infrastructure (more efficient transport, reduced air pollution) should result in smarter and greener cities for, not only residents but also tourists.



RESPONSIBLE CONSUMPTION AND PRODUCTION

The tourism sector needs to adopt sustainable consumption and production (SCP) modes, accelerating the shift towards sustainability. Tools to monitor sustainable development impacts for tourism including for energy, water, waste, biodiversity and job creation will result in enhanced economic, social and environmental outcomes.



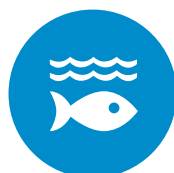
CLIMATE ACTION

Tourism contributes to and is affected by climate change. Tourism stakeholders should play a leading role in the global response to climate change. By reducing its carbon footprint, in the transport and accommodation sector, tourism can benefit from low carbon growth and help tackle one of the most pressing challenges of our time.



INDUSTRY INNOVATION AND INFRASTRUCTURE

Tourism development relies on good public and private infrastructure. The sector can influence public policy for infrastructure upgrade and retrofit, making them more sustainable, innovative and resource-efficient and moving towards low carbon growth, thus attracting tourists and other sources of foreign investment.



LIFE BELOW WATER

Coastal and maritime tourism rely on healthy marine ecosystems. Tourism development must be a part of Integrated Coastal Zone Management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy, contributing to the sustainable use of marine resources.



LIFE ON LAND

Rich biodiversity and natural heritage are often the main reasons why tourists visit a destination. Tourism can play a major role if sustainably managed in fragile zones, not only in conserving and preserving biodiversity, but also in generating revenue as an alternative livelihood to local communities.



PEACE JUSTICE AND STRONG INSTITUTIONS

As tourism revolves around billions of encounters between people of diverse cultural backgrounds, the sector can foster multicultural and inter-faith tolerance and understanding, laying the foundation for more peaceful societies. Tourism, which benefits and engages local communities, can also consolidate peace in post-conflict societies.



PARTNERSHIPS FOR THE GOALS

Due to its cross-sectoral nature, tourism has the ability to strengthen private/public partnerships and engage multiple stakeholders – international, national, regional and local – to work together to achieve the SDGs and other common goals. Public policy and innovative financing are at the core for achieving the 2030 Agenda.

THE MORAL ARGUMENT

Exploring the natural world and connecting with different cultures is my true passion.

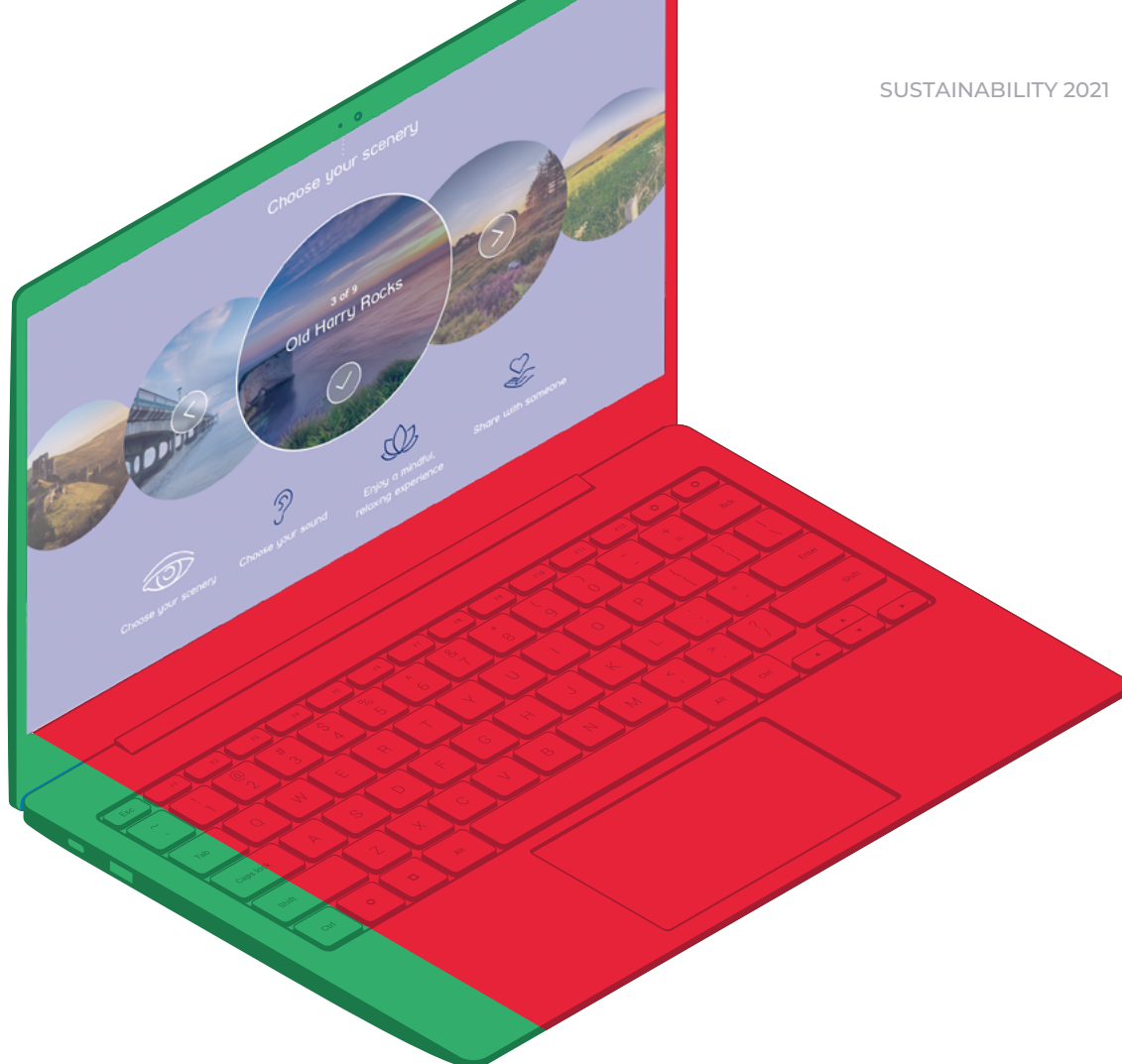
Professionally, delivering targeted audiences to sustainable travel and tourism initiatives is a vital part of what we do. As the world of travel begins to show signs of life, the holidays we take should be designed with an environmental and economic upside in mind.

The popularity of Airbnb Experiences and consistent growth in the profile of experiential holiday companies worldwide validates this.

When local interaction is combined with a sustainable visitor programme that assures positive economic and environmental impact, good things happen.

There is a strong moral argument for us all to try this approach to travel, once travel returns to our lives.

Jamie Sergeant, CEO, Crowd



Travel providers are expanding their customer journeys to accommodate new communication needs, and as they do that, strategies are needed to build brand-confidence, protect reputation, secure product-exposure and deliver positive booking results.

DIGITAL DESTINATION SHOWCASE SUPPORTS MENTAL HEALTH DURING COVID-19 LOCKDOWN

As we continue to live in lockdown conditions, Crowd have been working with [Dorset Mind](#) on a new [online experience](#) which aims to alleviate some of the mental health issues associated with not being allowed out as much as we're used to.

We approached Dorset Mind with the idea for a digital mindfulness destination which would help people reconnect

with some of Dorset's most inspiring views and provide calming meditation guidance through on-screen prompts and inspirational quotes.

Crowd hopes to expand the functionality of 'My Dorset Mind' as well as making the platform available to other locations due to the value we believe it has to offer to society. For the moment though, head over to the site, choose a view and take a deep breath.



If you want to showcase your destination to those that need some destination beauty in their lives, contact jamie@thisiscrowd.com and we can show you how.

// In the 2019 McKinsey CleanSky survey of travellers, 54% were “really worried” about climate change, 40% said flying was a major contributor to their personal carbon footprint, and 53% said aviation should “definitely become carbon neutral” in the future - The Travel Industry Turned Upside Down

Skift Research and McKinsey & Company



WELLNESS

BY CARMİ HEYMAN

Wellness Travel Growth in 2021

The mental and physical health of millions have been seriously compromised by the Covid-19 pandemic. When we travel again, we'll need more than sun, sea and sundowners to undo the damage.

Wellness has had an important place in the tourism product mix for decades. But the pandemic has caused a shift; wellness will need to be factored into the wider offering as a standard.

Creating physical, spiritual and mental wellbeing packages that promote prolonged periods of positive downtime gives destinations – hotels in particular – an exceptional opportunity to attract new and lucrative traveller audiences this year.

GENERATIONAL CHANGE IS DRIVING WELLNESS TRAVEL ADOPTION

"Around 84 million people in the European Union experience various mental health conditions, proving that this topic affects each and every one of us," said Cyrus Engerer from S&D, co-chair of the Coalition for Mental Health and Wellbeing in the European Parliament. "Some are our family members, our neighbours or our co-workers, at times even ourselves. Mental health policy is something that affects everyone."

Younger generations are much more aware of mental health issues than those before them. Add the global health emergency and you have major pent-up demand for wellness products.

A leading European [mental health foundation](#) reported in 2020 that three in four people have felt so stressed in the last year that they have felt 'overwhelmed' or 'unable to cope'.

Mintel research from October last year confirms this trend, saying that before the Covid-19 outbreak, people aged 16 to 34 were already the most likely demographic to have taken a holiday specifically to improve their health or wellbeing. The virus has provided a further boost in their interest in holidays with health and wellness elements.

In the Americas, 15 to 21-year-old Gen-Zers are equally worried by their mental health. The [APA Stress in America](#) report says that Gen-Zers are significantly more likely to report their mental health as fair or poor (27%) in comparison to other generations, including millennials (15%) and Gen-Xers (13%).

They are also more likely (37%), along with millennials (35%), to report they have received treatment or therapy from a mental health professional, compared with 26% of Gen-Xers, 22% of baby boomers and 15% of older adults.



FACTS & FIGURES

This translates into a commercial opportunity for forward thinking travel businesses. The numbers speak for themselves; according to [The Global Wellness Institute](#), wellness tourism was a \$639 billion market in 2017. It is projected to reach \$919 billion by 2022.

Travellers made 830 million international and domestic wellness trips in 2017, representing 17% of all tourism expenditures. International wellness tourists spent more than \$1,500 on average per trip – 53% more than the typical international tourist.

FAIR PRICING

Wellness tourism does have its critics, and some suggest that the price tags attached to most getaways are an example of how the sector is only accessible to the most affluent.

From a marketing perspective, and despite an overwhelming surge in popularity in recent years, accessibility to wellness holidays is a key battleground for brands. Managing one's health shouldn't feel out of reach to anyone.



A BRIGHT FUTURE

With so many branches to explore within the wellness travel industry, the segment proves to have infinite potential. Coupled with people's determination to improve their physical and mental health post-Covid, as well as each generation taking their mental health more seriously, more and more niche wellness travel packages are springing up.

Spain has an incredibly diverse range of wellness experiences. From thermal water spas and beachside escapes to nature-based retreats and Balearic bootcamps - there's so much to be discovered.

Whether these packages are based on physical exercise, mental wellbeing, an improved diet or spiritualism - wellness tourism is in its growth phase. And there is an underlying hope that as the industry expands, the price range of wellness travel packages will broaden in tandem.





THINKING BEYOND AIR TRAVEL

Travel itself can be tough on our mental wellbeing. Waking up in the middle of the night for a 6am departure. Debilitating jet lag after a 10-hour flight. Unfortunately for us, exhaustion is a defining factor in the movement from country-to-country by air.

Based on this, it's no surprise to learn that travellers have literally drawn a line in the sand and are beginning to rethink the logistics of travelling from A to B in a less stressful, safe and sustainable way.

In a new world of travel, people are expected to increasingly access wellness and nature retreats by road, train, ferry – or a combination of all three.

According to peer-to-peer RV rental company [RVshare](#), there was a 166 percent year-on-year increase in bookings between [September](#) and [November](#) 2020. Why? With travel restrictions forcing people to take domestic holidays, travelling by road (rather than rail or air) is the obvious choice in the viral age, as being in your own vehicle provides the most security. Plus, it gives a great sense of freedom after a prolonged period of being at home.

WHAT CROWD CAN DO IN THIS SPACE

The travelling public has the time and the budget to invest in bettering themselves. Ready for more, now is a great opportunity to launch creative, multi-platform campaigns that inform and nurture audiences about wellness travel. By combining considered products and promotional pull, curiosity can be efficiently converted to bookings.

The time is now for tourism destinations, wellness providers and those offering experiences to benefit from this new era in travel.

To do this, user journeys need to be enhanced and must facilitate an improvement in a destination's visibility. Right now, searching for a wellness retreat is like falling down

a rabbit hole of outdated sites, with each click driving further anxiety and confusion. Promotions need to be streamlined and search journeys need to open doors to accessible and beautiful online experiences.

The same goes for the destination's social media presence. By creating an inspiring look and feel that works in perfect synchronicity with campaign content, it is possible to resonate with the user and generate a desire for a wellness escape. We not only tap into our audience but have them convert like never before.

In 2021, taking a breather should be easy. And making sure it is your offering they book should be too.



With personal health on everybody's mind, wellness tourism is expected to be the biggest trend in travel in 2021.

ALTERNATIVE WELLNESS TRAVEL

Wellness travel doesn't always involve yoga retreats, spa treatments, or cycling tours. The industry is looking at novel ways to boost people's wellbeing by using alternative medicines and therapies.

This can be traced back to ancient China and India, and although the concept still splits opinion today, there is no denying it is on the rise.

Probably the first and best example of something that was once considered alternative medicine but has solidified its position in conventional medicine backed by scientific research is acupuncture. Rooted in traditional Chinese medicine (TCM) and modern medical science, today's acupuncture practices are a unique integration of the old and new. Now, strong evidence exists that acupuncture is effective for chronic pain conditions.

Alternative therapies don't stop there though. For example, Hong Kong tour operator Behold Retreats offers plant medicine excursions, which provide personalised psilocybin and ayahuasca holidays to legal markets.

To add to that, Dutch retreat Synthesis provides psychedelic experiences involving high-dose, legal truffles containing psilocybin, which promises you personal growth, emotional breakthrough and spiritual development.

CARMI HEYMAN

Talk to me about:

- **Strategy**
- **Brand Guardianship**
- **Social Media and Community Management**

By telling your company's story in a clear, engaging and creative way, Crowd can help build confidence and generate an appetite for Covid-safe travel in 2021. Globally, we have supported travel brands for over a decade, and are excited to see next-level digital marketing drive travel and tourism gains in the months ahead. Add, follow or message Carmi on LinkedIn [here](#) and discover how commercial storytelling can transform web, EDM and social media engagement levels.



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WITH CARMi



TOP 10 WELLNESS HOLIDAY TRENDS IN 2021

EXTENDED HOLIDAYS

During lockdown, many of us appreciated the opportunity for a slower way of life, and as a result, slower and more relaxed travel experiences are one of this year's fastest growing trends. Less rush, more r-e-l-a-x. Extended stays at wellness retreats - over 10 days seems to be the growing norm - allowing for enough time to properly unwind and see the transformational benefits of stress and therapeutic treatment programmes.

IMMUNITY BOOSTER BREAKS

Our immune systems are our very own front-line defences, and to boost our responses to invading viruses we know we must be relaxed, eat well and generally look after our health. By sitting at home all day, this becomes practically difficult. Immunity booster breaks offer socially distanced retreats supervised by nutrition and medical professionals that guide visitors to a better balance for their immune system.

STRESS AND ANXIETY RELIEF ESCAPES

There's no doubt that the pandemic has impacted everyone's mental health through isolation, grief, job insecurity and more. The world has become darker, with uncertainty around every corner. In naturally beautiful destinations around the world, hotels are starting to put together programmes that offer in-house counsellors, meditation workshops and physical mood boosting activities - all in an effort to combat stress.

NATURE ESCAPES

A wish to slow down may evolve into a deeper appreciation for "nothing" experiences. Brands offering nature-focused holidays and tours are likely to enjoy increased success as consumers find much-needed tranquillity in connecting with their surroundings. Before the Covid-19 pandemic, the Scottish NHS had been prescribing time in nature as beneficial for mental health and stress relief. NHS Shetland and RSPB Scotland say listening to birdsong, taking a walk, or even picking up driftwood from a beach, can help tackle conditions such as high blood pressure and anxiety.

DIGITAL DETOX

Pandemic avoidance is just the latest in a long line of reasons to find a quiet place to switch off from technology. Consumers' increased reliance on technology during lockdown has generated a strong push back and desire to disconnect - creating opportunities for brands.

FITNESS AND WEIGHT LOSS RETREATS

With the closure of gyms, parks and swimming pools, daily fitness regimes have become a challenge for many. Days spent on the couch, despondent about the future of the world, have taken their toll, which for a lot of people, calls for fitness and weight loss retreats.

FAMILY-FRIENDLY WELLNESS HOLIDAYS

When we think of wellness holidays, the idea of travelling with children seems daunting. However, solo travel is not logically possible for everyone. Family wellness trips offer adults and children much needed away time. Together, families can enjoy a combination of mindful and physical activities, with a sprinkle of fun added to the mix.

BIOHACKING BREAKTHROUGH

Biohacking is a wellness trend that started making headlines in 2020. A science-charged version of self-enhancement, it is, according to Tony Robbins' website, "changing our chemistry and our physiology through science and experimentation to energise and enhance the body" by discovering lifestyle patterns better suited to individual body types. Clinical experts supervise these "transformational" programmes. If it's good enough for [Clinique La Prairie](#) in Switzerland, then the industry needs to take note.

SUSTAINABLE TRAVEL AND ECOTOURISM

A significant number of future tourists have made a mental switch to focus on sustainable travel. Tourists are actively seeking holidays and vacation experiences that consider environmental factors. We see this trend influencing established wellness retreats and hotels, many of which are boosting their green credentials. Green hotels and resorts will perform well in the bucket-list category. Americans are booking getaways in habitable tree houses and shepherd's huts, seeking out peace and adventure.

VEGAN FRIENDLY

Since Veganism's rapid rise in popularity over the past decade, airlines, hoteliers and destinations have had to consider the dietary needs of vegans. The rise of vegan-friendly destinations - from Greece and Majorca to Bali and India - is definitely on the horizon. The Greeks have been championing a vegan diet since around 550 BCE. Over 30% of Indians follow a vegetarian diet. Meat is only a small part of a Balinese meal.

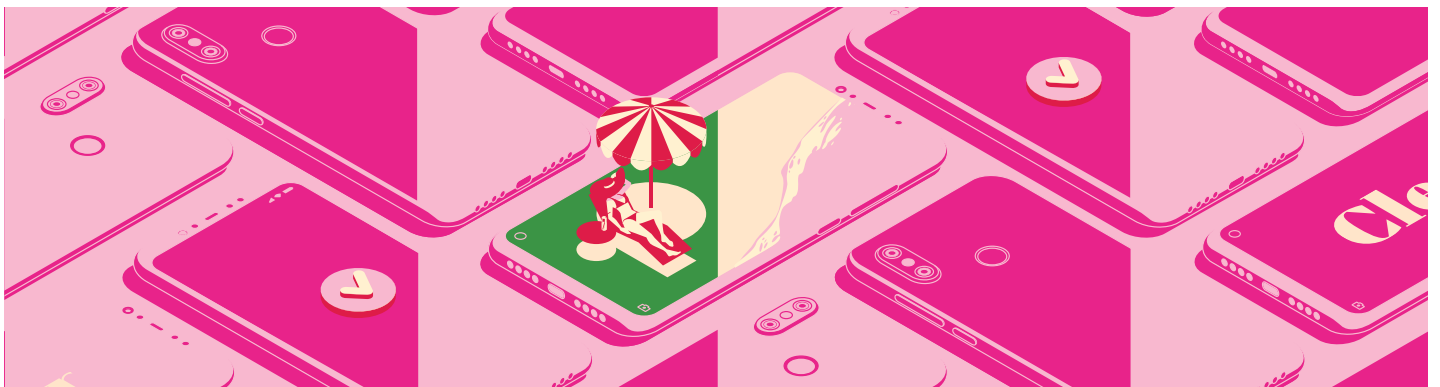


DIGITAL TRANS- FORMATION

BY JET WEEVERS

The New Digital Revolution: The Customer Journey in Travel Marketing

Driving travel confidence through smart marketing campaigns.



The Covid-19 crisis has forced the travel industry to face digital disruption head on. And the extended, end-to-end customer journey is the result.

Travel companies that were preparing for heightened competition in 2019 already had a head start when the pandemic struck. Companies were gearing towards the integration of customer messaging across platforms and digital devices, and had recognised the importance of the customer journey in the travel planning process. By chance, these systems were also well placed to respond to a crisis.

With the capacity to communicate campaigns in reaction to changing circumstances quickly, efficiently, and at scale, companies could quickly pivot messaging strategies when the Covid-19 crisis struck. Broadcasting automated responses that addressed specific queries

and traveller concerns in real-time protected both brand reputation and company financials.

By providing digital customers with relevant written, illustrative and video content, travel operators could convey clarity and purpose to target travellers. They were able to offer them assurances as the entire industry appeared to descend into what appeared to be total disarray.

Optimised communications are what online travel customers now expect. In a recent survey by travel technology firm Amadeus, more than four in five travellers said technology would increase their confidence to travel in the next 12 months.

When asked which technology would give them the most confidence, 42% suggested a mobile application that provided on-trip notifications and alerts if, for example, there was a localised Covid-19 outbreak or changes in government guidance.

If the pace of the pre-coronavirus world was fast, the luxury of time has now disappeared completely. Businesses that once mapped digital strategy in one-, two-, or three-year phases must now scale their initiatives in a matter of days.

McKinsey and Company summed up the current climate in its [Digital Strategy in a Time Of Crisis](#) report when it said: "Strange as it may seem, it is in this moment of crisis that you must advance this digital agenda."

Clear, responsive messaging on safety, financial security and booking flexibility, sent to every digital device-type, protects reputations.

Not only that. It saves businesses from a flood of permanent cancellation requests. Integrated customer management systems can do much to restore customer-confidence in the months ahead.

LEFT BEHIND

Not everyone has fared so well. Travel businesses may have reaped the benefits of pay-per-click advertising for years – with programmatic embraced quickly as it emerged more recently - but times have changed in line with online customer expectations.

Because of this, continuing to put heavy focus on traditional digital advertising and the standard mix of online marketing services will not deliver the engagement levels required to secure the booking conversions needed.

Travel industry technology vanguards have already created responsive, systems-integrated communications frameworks that offer a seamless, fulfilling and relevant digital customer experience – before, during, and after a trip. However, the vast majority of travel businesses are only now taking the first vital steps towards making the same happen.



KNOW MORE, RIGHT NOW

The customer journey no longer begins when a booking is being made on a website or when a visitor arrives at a check-in desk. The consumer has come to expect personalised content in their day-to-day digital experience, delivered to multiple devices from the very first search click.

When people search for travel, they want to know more - much more. If I were to book now, I want to fully understand the flexibility that comes with my travel. Can I get a refund, how easy is it to cancel if health conditions are too restrictive? What safety protocols are in place to protect me on planes, trains and automobiles and at the destination I plan to travel to?

Digital engagement starts the second a prospective customer asks, “is it safe to travel, or should I stay at home?” Travel businesses can only breathe a sigh of reputational relief once that traveller has enjoyed a completely hassle-free trip. That is a long and winding path to follow.

The only way to deliver superior digital messaging is to cleverly combine big-data, profile analysis, cloud computing and hyper-targeted marketing. With these insights, you understand what each traveller wants and how you can best serve them. You can turn their customer journey into a positive experience. This is what ‘digital transformation’ means in the travel context.

JET WEEVERS

Talk to me about:

- Web Design & Development
- Strategy
- UX Design

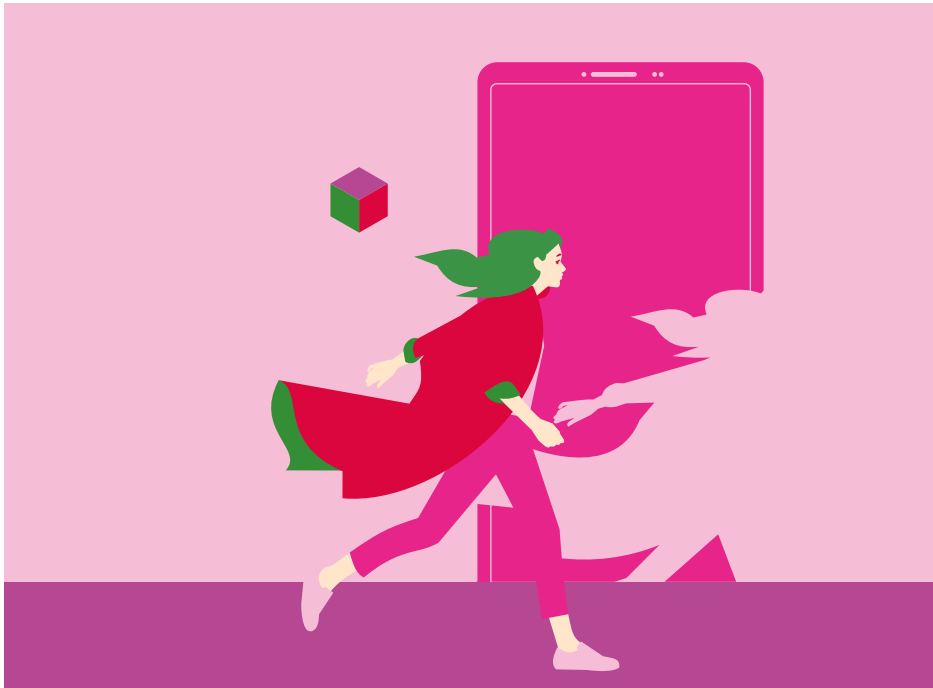


The practicalities associated with integrating marketing technology with existing customer interfaces and back office systems (added to that a variously skilled in-house workforce) can feel like an up-hill battle, but change is worth the effort. Digital transformation optimises your communications and budgets, while future-proofing your business.

Add, follow or message Jet on LinkedIn [here](#) and speak to her about helping you start or enhance your digital transformation in 2021.

GET IN TOUCH
WITH JET





CONNECTING AND IMPROVING THE CUSTOMER JOURNEY

Having worked with major destination marketing and travel hub teams globally, I have seen how improved marketing technology combined with data-driven creative campaigns will produce a host of benefits.

Internal and external teams synchronise; sales and marketing department goals better align; user experiences are genuinely improved. By creating a seamless and intuitive customer experience, you retain and grow your customer base and future-proof your digital marketing infrastructure.

THE TIME IS NOW

With leisure travel trends pivoting in unpredictable directions, and business traveller behaviours influenced by corporate safety policies, companies need solutions to their communications challenges. Because of this, the rapid adoption of digital customer interfaces and agile digital frameworks is no surprise.

If these systems can be adopted rapidly, and actioned to respond to the specific client needs of travellers during the current crisis, travel companies should be perfectly placed to employ this marketing technology to supercharge their digital marketing promotional power once the market begins to recover.





COMBINING COMMUNICATIONS AND INNOVATIVE TECHNOLOGY

If I had to pick any one campaign that I admire the most, it would be this. Apart from the fact that it puts a travel business at the heart of a lockdown (and in a way true to the brand and product), it is also stunningly clever.

Thai Airlines offered three million free air miles to members who stayed at home. The idea was that users would register their home and allow the airline's app to track their location. They were then awarded one mile for every four hours they stayed put.

GETTING READY TO WELCOME YOU BACK

We know that our desire for connection and adventure will drive gains in travel volumes over time, but this will be a gradual process. Improvements will vary greatly by travel industry sector, audience segment, and geography.

But one thing is for sure. Long term promotional planning remains unlikely for many key travel markets until the end of 2021. It is therefore important to focus on building fast, reactive campaigns that can capitalise on the opportunities as they present themselves.

By embedding these strategies into your business, you will have the power to launch creative promotions that are right for the here and now, but also perfect for the future.

We have worked with airports, hotel groups and international tourist boards for over a decade, guiding digital transformation in steadier times. With the post-Covid window of opportunity, rapid digital transformation and campaign preparation has never been more important.

An optimised digital customer journey can mean the difference between business survival in times of increased competition for a smaller customer base.

It is vital that companies create reassurance and confidence through an optimised customer experience. And in today's world this increasingly means a digital experience.

THE ADVANCED TRAVEL CUSTOMER JOURNEY

Mobile is a particularly interesting use case in this regard.

I-WANT-TO-GET-AWAY MOMENTS

People turn to mobile to explore destination options and dream about what their next getaway could look like.

TIME-TO-MAKE-A-PLAN MOMENTS

Once travellers choose a destination, they often use search and their smartphones to make the dream a reality.

LET'S-BOOK-IT MOMENTS

Even with travel being a significant investment, mobile bookings are still on the rise.

CAN'T-WAIT-TO-EXPLORE MOMENTS

Travellers want to find the best places to see, eat and shop while on their trips. These moments of experience are driven by the devices in their pockets.

60%

of destination information searches come from mobile devices.

70%

of travellers with smartphones use them to research travel.

60%

of leisure travellers claim a trip was their largest discretionary purchase in the last year – more than home improvements, financial investments or health-related products.

85%

of leisure travellers decide on activities only after having arrived at the destination.

Approximately...

2/3

of watch time for top travel videos on YouTube happens on mobile.

Search

During the planning phase, travellers say that search is the most common way in which they discover the brand they ultimately book with.

31%

of leisure travellers say they've booked travel on a smartphone, while 53% of business travellers say the same.

88%

of travellers with smartphones would switch to another site or app if yours doesn't satisfy their needs.

+30%

increase in smartphone searches from hotel properties in the last year.

HOW DO CROWD DO IT?

When customers' digital experiences are not optimised, the risk of business failure is real. Digital evolution and transformation are essential, and to perform and compete online, a committed cycle of system, process and content improvements are required to retain brand visibility and market share.

Crowd designs and deploys digital campaigns that address the ever-changing desires of digital audiences around the globe. We have built an international team with some of the brightest minds in the digital communications and strategy space, and as technology fast becomes a utility, users become ever more demanding of the digital medium. We work hard to stay ahead of the curve – always exploring effective and innovative ways to build brand presence and understanding.

We work with companies globally to strategically transform digital frameworks and architecture. We establish trend monitoring, create systematic organic and paid media campaigns with measurable impact, optimise social media and create campaigns that deliver measurable ROI.



MY 2020 TRAVEL CUSTOMER EXPERIENCE

Earlier this year I had to fly to Madrid for work, and as the city went into lockdown, my flight was cancelled. It was difficult finding out whether I'd have to rebook, would get a voucher or could actually get my money back.

As I couldn't find my specific case online in the FAQs, I reached out to customer support. It was a huge hassle to get in touch with anyone from customer support. Various customer support members tried to help me, but it took a few chat conversations and a number of calls before getting to the answer I was looking for.

What was apparent to me was that some staff members weren't properly trained and didn't follow their own procedures.

The user experience and levels of customer support I received from this big travel agency simply didn't meet my standards or expectations. I'll think twice before booking with them again.

Next to this business trip I also had another trip planned, I was invited to one of my best friend's wedding, happening in December 2020 at the other side of the world.

I found myself lucky I hadn't booked immediately after being invited, which was pre-Covid in November 2019. Only when things started to improve slightly, I decided to book.

Since I had a bad experience with the one travel agency, I looked at using another one and booked with them.

Due to new announcements our government made, only two days before leaving for my trip, the full holiday package (flight, transfer, accommodation) was cancelled.

We would still be able to go, but we had to rebook the whole trip and find new flights and a place to stay.

The travel agency we booked with (TUI), was absolutely brilliant. They've been really accommodating throughout. Their online information was up to date, their chat and customer support was easily accessible and the team members were all well informed. In short, the information they provided, at every step of the customer journey, gave me the confidence to travel.

This trip to Curaçao confirmed that the user experience, both offline and online, is an essential part of travelling. Having had this good experience in the booking (+ cancelling + rebooking) process, assures the agency knows what it's doing and gives me the confidence to book with them again.

JET WEEVERS



GET IN TOUCH
WITH JET





**Our international network of people
can help you and your organisation
meet your business objectives.**



Crowd consists of an international team based around the world in key markets from San Francisco to Sydney. Our extended network can be called on to provide the best marketing industry expertise available to you, ensuring you are receiving best in breed service and campaigns that exceed expectations. Visit our website below and connect with us on LinkedIn to keep up to date with what we're up to globally. And if you're ready to have a discussion now, please reach out to your closest Crowd contact.

**LET'S TALK ABOUT HOW WE CAN
TRANSFORM YOUR BUSINESS**



[THISISCROWD.COM](https://thisiscrowd.com)



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GET IN TOUCH WITH JENSEN

GET IN TOUCH WITH VINNIE



"Now, more than ever,
the global tourism sector has a
responsibility to lead recovery and deliver
positive change at both the global and local
level. As we work together to restart tourism, visitor
experiences that respect culture and traditions and help
promote and protect unique and shared heritage will help
drive recovery and positive transformation."

ZURAB POLOLIKASHVILI
SECRETARY GENERAL OF UNWTO



**SPEAKING TO CROWD
ABOUT THE FUTURE**



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