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Date: Friday, October 25th 2019, 01:11:38 PM +01:00 BST
Subject: [The 10xpress] How To Take Advantage of Travel Trends
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Hi Frida 🙌

Thank you for taking the time to join me.

Trend reporting has peppered the news this week. In particular, the rise of wellness tourism. Travellers are increasingly seeking out a wellness aspect to their travel plans that goes further than a spa hotel. More on that below.

Let's get started.

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Here's this week's roundup:

[Positive Trends From Major Long-Haul Markets For European Tourism](#) - It's good to hear amongst the heightened Brexit tension this week that despite a weakening global economy, things are looking up for Europe's tourism. The results from the European Travel Commission's report shows that **travellers to Europe in Q4 2019 will come from Brazil, Russia, Chinese and India**. Here are some key takeaways:

Brazilian Travellers

- **Top Destinations:** Portugal, France, Italy, Spain and Germany.
- **Tours of Interest:** historical, cultural, gastronomical.

Russian Travellers

- **Top Destinations:** Italy, Germany, Turkey and the Czech Republic.
- **Tours of Interest:** historical, cultural, local experiences.

Chinese Travellers

- **Top Destinations:** France, Germany and Italy.
- **Tours of Interest:** food and wine, outdoor activities, creative arts.

Indian Travellers

- **Top Destinations:** France, Germany, Austria, Switzerland and the UK.
- **Tours of Interest:** Natural landscapes, historical sites and cultural events.

[Facebook and The Culture Trip Talk Travel Trends](#) - **Sustainability** and **mobile use** are cited as current trends. It may seem like mobile use is an obvious one since it's been on the increase for quite some time, but **when was the last time you checked how responsive your website is on a mobile device?** 46% of surveyed US 18–34-year-old travellers wish they could do all of their travel research and booking on a mobile device. That's a wishlist we surely can't ignore. **So, are there any little improvements you could make in order to create a positive mobile user experience?**

Quick tip - For an unbiased review, always ask a friend who's not familiar with your website to test the user journey. And don't forget to test both iPhone and Android!

[Trend Update: The Wellness Industry Continues To Dominate Across Sectors](#) - Wellness tourism includes fewer crowds, **hyper-localized experiences**, health-focused consumables and **transformative experiences**. This market segment is dominating across industries and consumers want more holistic approaches to their wellbeing. **Are you offering wellness-focused packages in your tour operator business?**

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Here's my top tip articles:

[Front-Load Your Week + 3 Other Stress-Busting Time Management Strategies](#) - Speaking of wellness, let's not overlook how important it is for ourselves. I hear from many tour operators that stress caused by an endless to-do list and not enough time is a daily struggle. This article is a quick read that provides 4 strategies that I really resonate with for reducing your number of daily decisions. **We all want to feel a greater sense of control, right?** If you feel like you're treading water, I invite you to try them out next week and let me know if they've made a positive impact!

[10 Statistics That Show Email Marketing Isn't Dead](#) - There are at least 5 statistics in this article that are poignant for tour operator businesses. One I found particularly interesting was that **58% of people check email before checking social media, company intranet, search, or news.** I was convinced it would be social media, weren't you? But if emails are the first thing a customer looks at when they wake up, then grab this chance by **providing them with valuable information** that'll stick with your reader throughout the day.

[Creating Branded Content on Instagram: What Marketers Need to Know](#) - Brand partnerships with travel influencers on Instagram can be extremely effective, if done right. Especially when some boast a loyal 500,000+ fan base. Did you know that followers look to influencers as a friend? This in turn leads to aspiration playing a significant role on Instagram because **followers want to experience the same destinations and tours that travel influencers have frequented.** This ultimately shapes their travel spending and tour choice. So if you've ever thought about influencer marketing then this article is a useful resource and starting point.

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A statistic I found interesting:

Wellness tourism is predicted to reach \$919 billion by 2022 and has grown twice as quickly as regular tourism. ([The Global Wellness Institute](#))

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A question for you:

What aspect of your job would you love to do more of? And which would you like to spend less time on?

Hit reply or drop me an email at: frida.kops@10x.travel, I'd love to hear your thoughts.

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So that's all from me this week. Sunday is forecasted for rain here in Buenos Aires which bodes well for my new Netflix addiction - Mindhunter. Any of you seen it?

Hope you all have a fantastic weekend!

Talk soon,
Frida



Frida Kops

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