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Subject: [The 10xpress] Positive forecasts for 2020

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Hi Frida,

Thank you for taking the time to join me. We are officially into the last weeks of 2019 so let's briefly reflect and then look ahead to 2020.

Let's get started.

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### Here's this week's roundup:

#### [ITB Berlin and IPK International: Growth in Outbound Trips From Europe](#) - IPK

*International* has been providing travel data of the Europeans, Arabians, Asians, North & South Americans for over 20 years and is recognised as the most wide-scale continuous survey of global travel trends. Let's look back at 2019 to see how it will shape 2020.

- At 7%, **city breaks were the biggest growth driver** in the holiday market, followed by countryside holidays and cruises, which both grew by 5%.
- **Outbound trips from Eastern European countries grew** at an above average rate compared to Western Europe.
- **Long-haul trips** by Europeans to America are on the increase.
- **Turkey, Portugal and Greece saw the highest growth in visits**, whereas the UK saw a decline of -5%.
- In general, **outbound trips by Europeans will increase by 3% - 4% in 2020** (a higher growth rate than in 2019).

[Comment: Community Tourism is on the Increase](#) - Recently, I've talked at length about some of the **negative effects of tourism**, such as climate change and *over-tourism* (did you see that Venice flooded once again?) so it's good to read articles like this that remind us of some of the **extremely positive effects of tourism**. *Community tourism* – the **notion of giving back when you travel** – is on the increase in 2020. The inspirational example used in this short read demonstrates that it's possible to share the natural resources of a community for its sustainable benefit while respecting its way of life.

**Does your tour operator business encompass community tourism?** If so, hit reply and I

[Travel Trends to Know in 2020](#) - Not all of these 15 travel trends will relate directly to tour operators (space tourism, anyone?) but I always think it's good to have an **overall**

**understanding of customer travel behaviour.** If anything, trend no.2 will give you a laugh, or perhaps a new idea....

**Can you see your tour operator business incorporating any of these trends next year?**

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**Here's my top tip articles:**

[Battling Executive Burnout in the 24/7 Travel Business](#) - There are plenty of reasons why burnout happens, from personality or individual circumstances to a company or society's structure — and of course it can be a mixture of them all. With 2020 approaching brings new year's resolutions and **if you're teetering on the brink of burnout then prioritising your health shouldn't be optional.** This article discusses some interesting **preventative actions**, such as **setting boundaries** and the concept of "**freshness**" as the holy grail of them all.

[How to Breathe Fresh Life into Evergreen Content \(and Get Fresh Traffic, Too\)](#) - It may be part of your 2020 strategy to create lots of new blog posts but this article explains how investing in new content isn't always the right choice for better content marketing. **Have you analysed what your evergreen content is in the past?**

[8 Smart Ways to Grow Your Email List with Instagram Marketing](#) - You may be quick to think that Instagram is just an endless cycle of double taps and follow for follows these days but in fact, **with over 2 million people visiting a business profile every day**, Instagram is a great marketing tool to grow your email list. This article provides 8 smart ways to entice your potential customers into parting with their email address.

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**A statistic I found interesting:**

40 million new international trips are forecasted for 2020 ([Skift](#)).

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**A question for you:**

We all remember challenges, yet we find it so easy to quickly pass over our successes. What's been your biggest achievement in 2019?

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

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That's all from me this week. It'll be my first Christmas "asado" party this weekend - the

Europeans bring the Panettone, the Americans bring the pumpkin pie and the Argentines bring the meat, of course!

Have a great weekend,

## Frida



Frida Kops

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