

# The Future of Mobility and its Impact on Tourism

## Part 3: Main Developments in Tourism Supply and Demand

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Lucerne, 27 April 2009

# Content

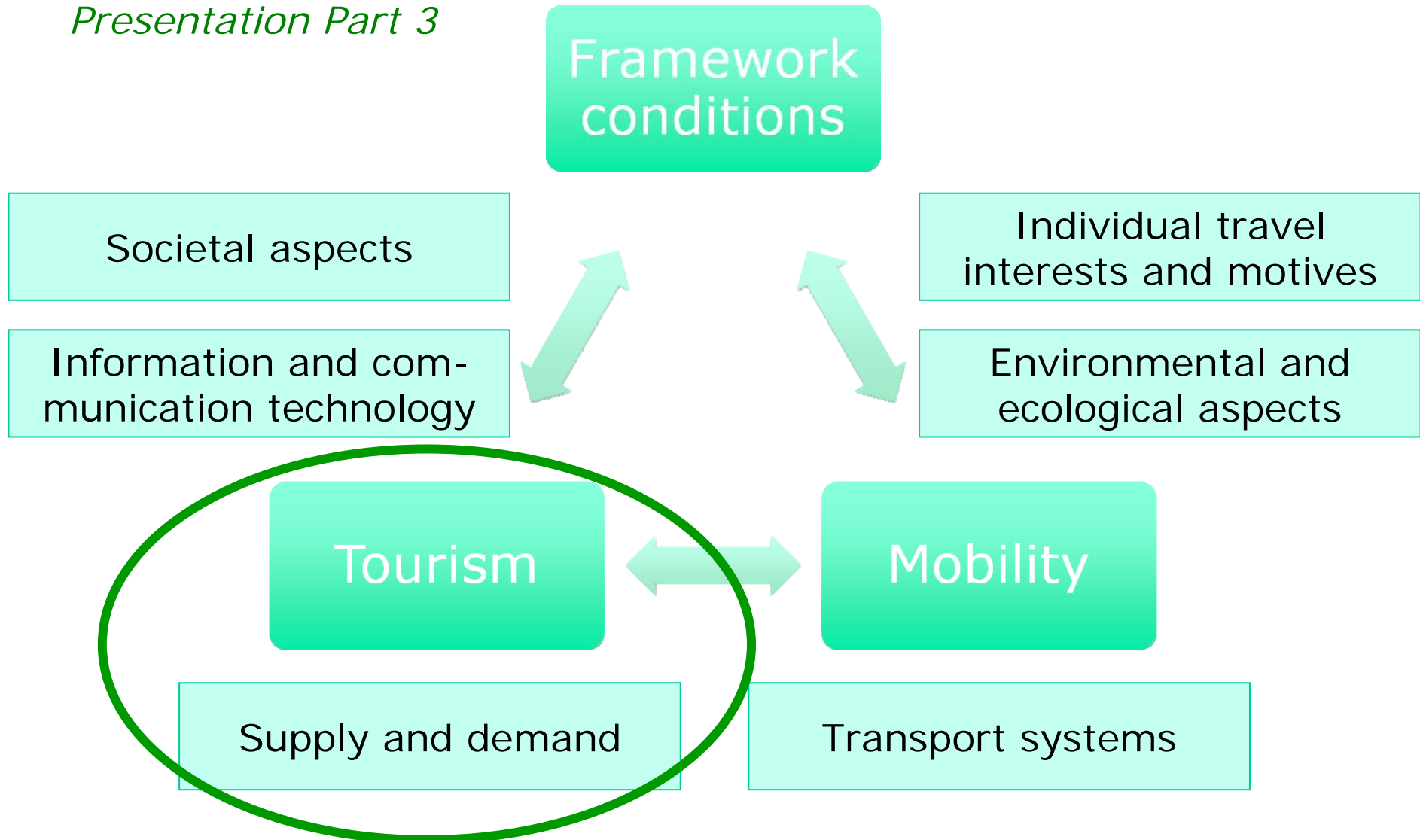
## 1. Results of the study with a focus on supply and demand

- Client demand
- Destinations
- Services

## 2. Conclusions and hypotheses

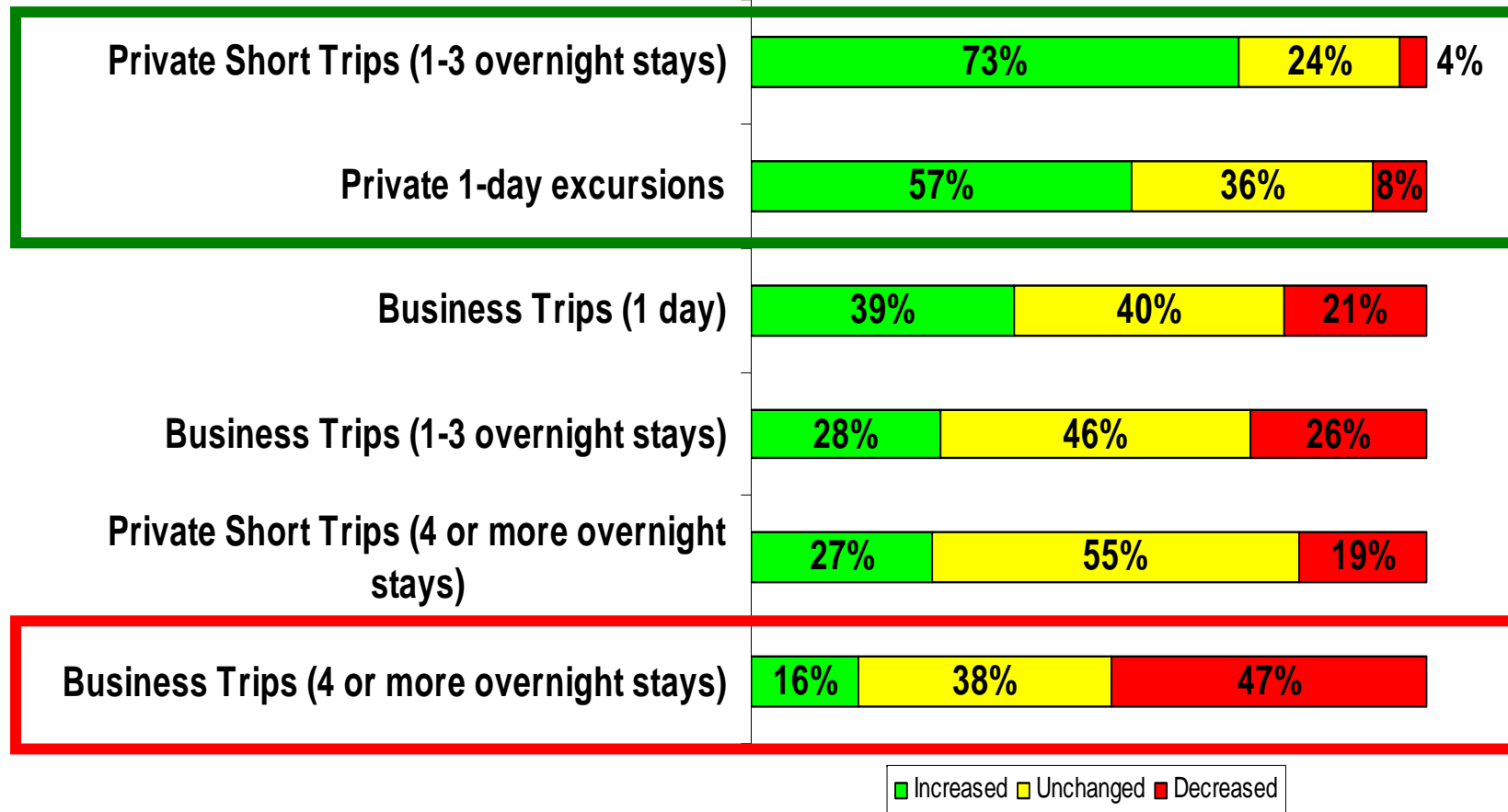
# Analytical framework of the study

*Presentation Part 3*

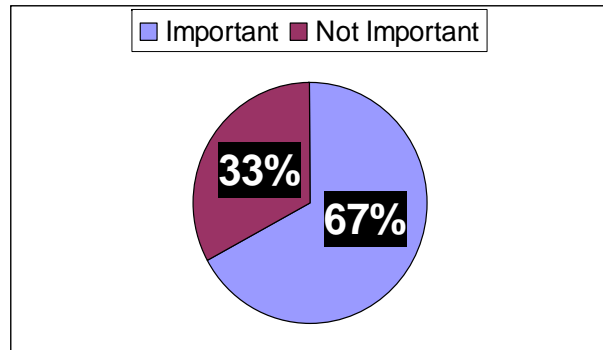


# Tourism: Supply and demand

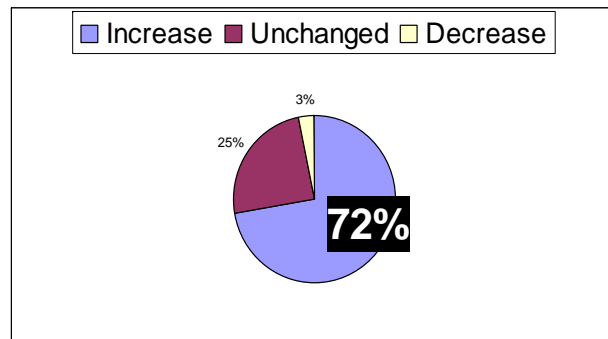
## 1. Client demand



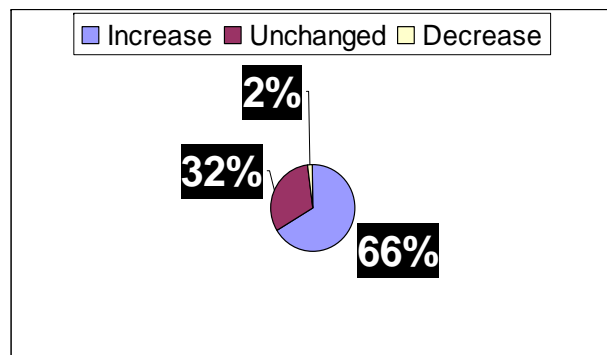
# Client demand by 2030 – the importance of ...



1. ... **fair travel** (ethical and ecological aspects) for personal, private trips will increase.



2. ... **environmentally friendly means of transport** will increase significantly.



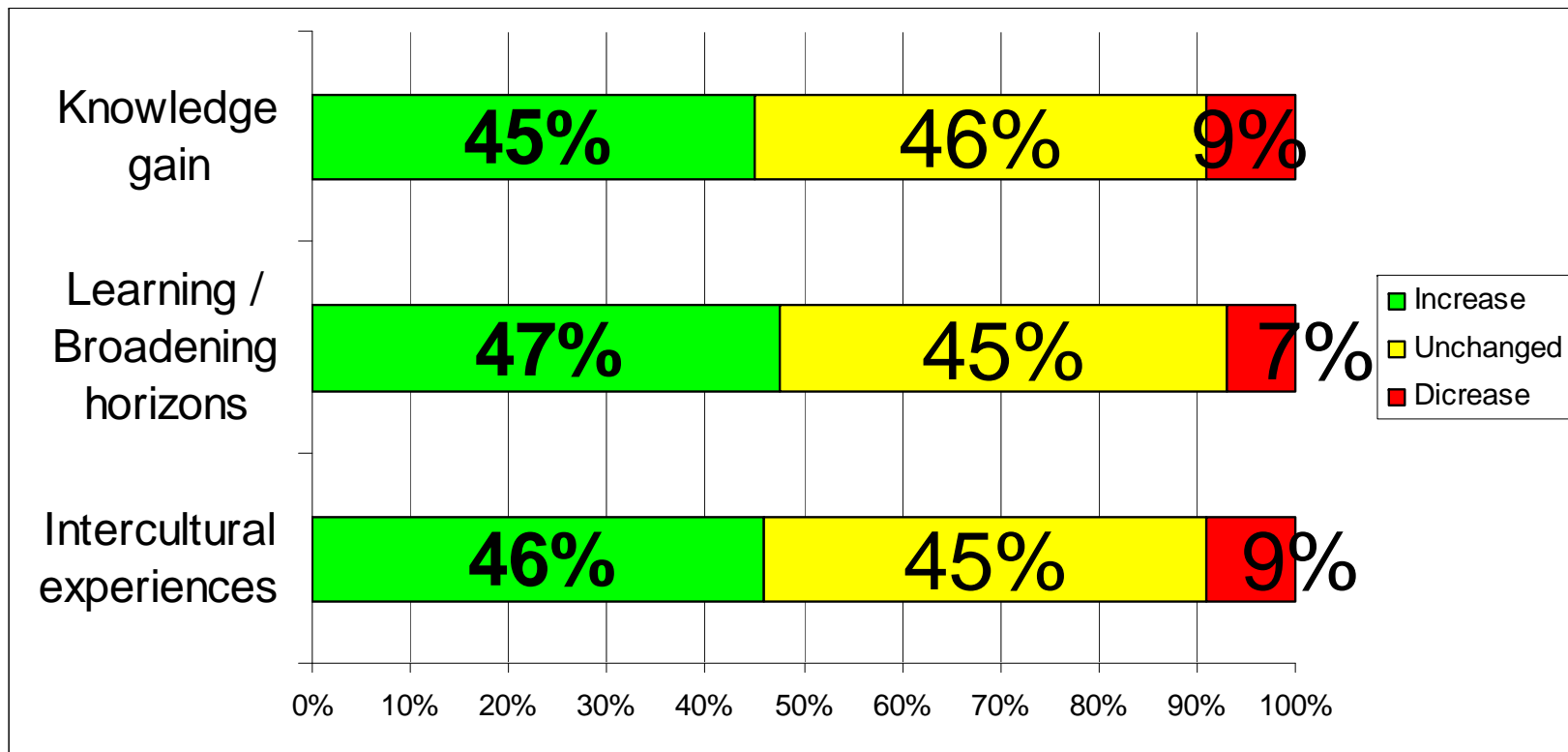
3. ... **travel time** (door-to-door) when choosing a means of transport will increase sharply.

## Client demand: Conclusions 1

- there will be enormous pressure from private travelers on the transportation industry **to improve its ecological balance.**
- public transport systems **will need to improve in their connectivity...**
- ... and **expand their networks** in order to take travelers from their door to the destination.

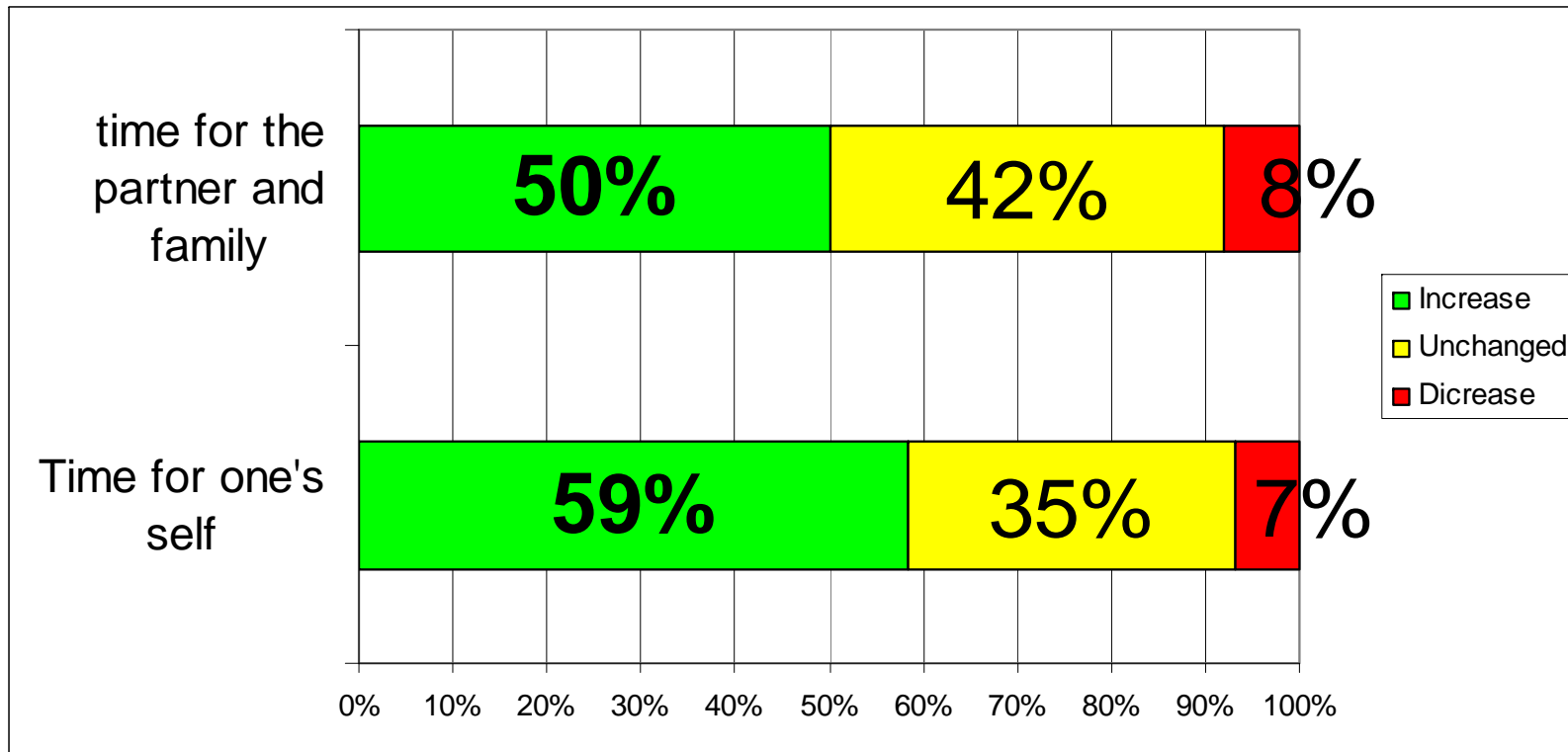
# Client demand by 2030 – the importance of ...

4. ... **intercultural experiences and broadening one's horizons and knowledge** are expected to improve.



# Client demand by 2030 – the importance of ...

5. ... **time for one's self, for the partner and the family** will gain significantly in relevance.



## Client demand: Conclusions 2

- Tour operators and suppliers in general need to review and improve their services / packages to fulfill these manifold requirements.
- The transport industry / companies (airlines, trains) must work hard to expand their core service of providing "transport from A to B" by introducing elements such as "education", and reducing transport time aspects by offering e.g. "mobile internet", "individual on-board learning programmes", "culture while travelling" ...
- The transport industry must expand its services: the traditional categories of first class, second class, business class ... needs to be expanded by target group categories: family class (sectors), family trains (for example, the Swiss Federal Railways), family planes?



# Airline Airport Lounges ...



## Do we see a difference?



**Is this a comfortable “office” for business people on the early morning flight from Liverpool to London or from Dallas to Houston?**

# Train Business Class ...

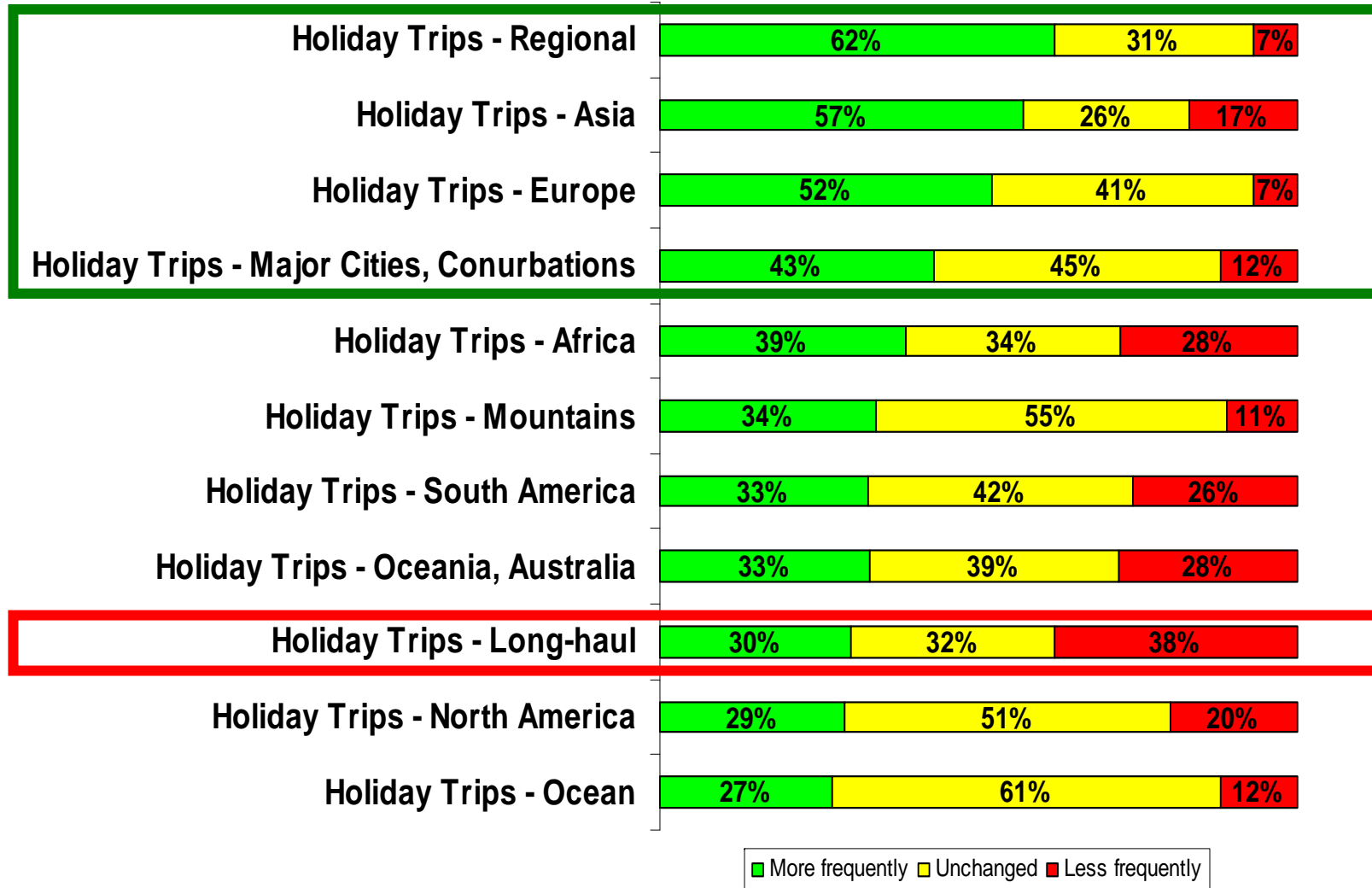


# Family holiday end after 2 weeks on the Canary Islands or flying home from Greece ...

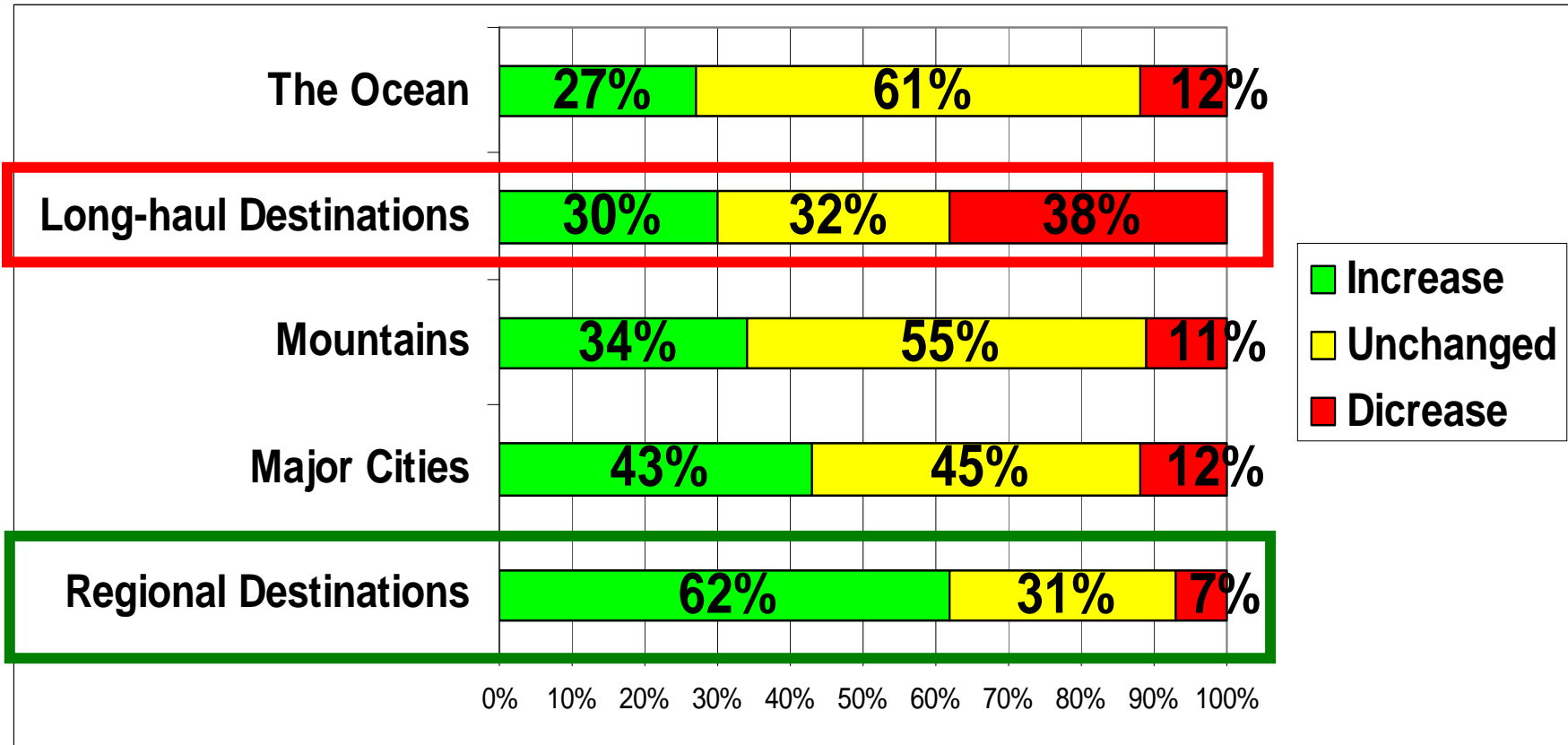


# Supply and demand

## 2. Destinations



## 2. Holiday trips / destination types

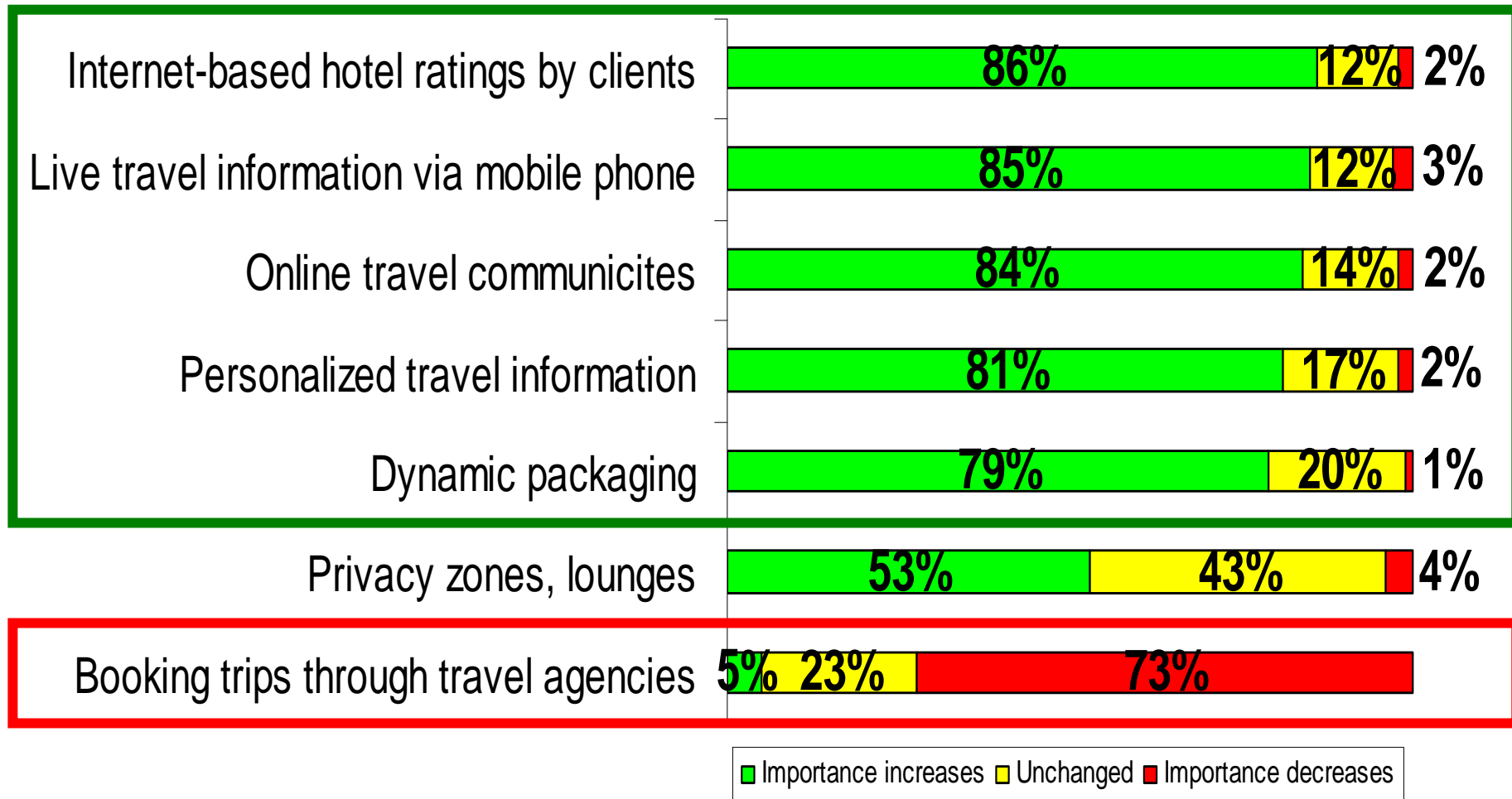


## Destinations: Conclusions

- Travel demand will increase: private car vs. public transport system! Improved services and service chains in the ground transport industry constitute just one of the success elements derived from strong demand.
- The airline industry needs to prove its efficiency and ecological aspects (e.g. with a view to reducing the carbon footprint) in order to compete with high speed ground systems, otherwise the rise in demand for long-haul flights / travel will lag way behind other forms of demand for a destination.

# Supply and demand

## 3. Services 1



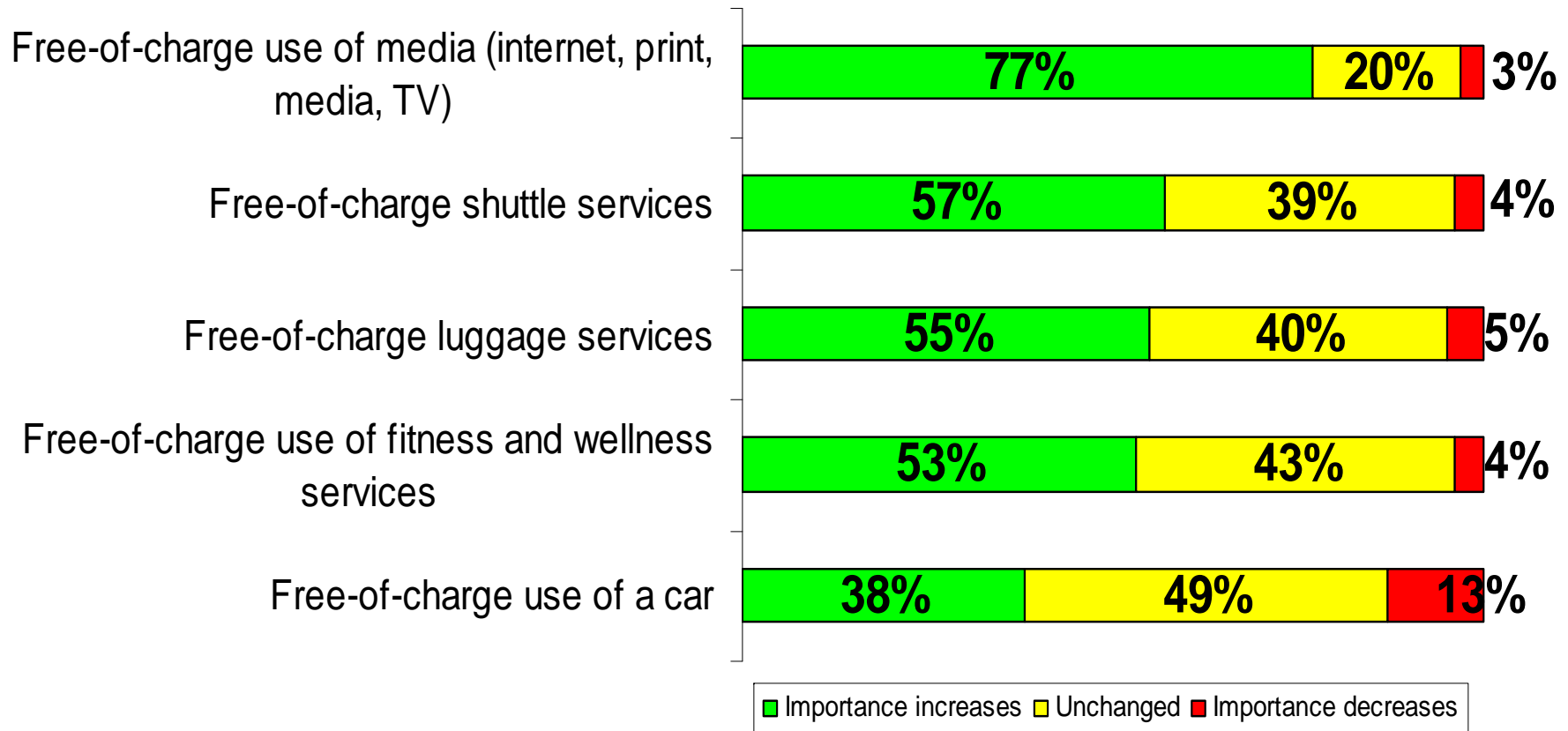
## Travel agencies: History and development

- "Travel agencies are the 'navigators in the product jungle' and will not die out" (Klaus Laepple, President of the German Travel Agency Association (DRV), 2007)

	2001	2008	change abs.	change %
<b>Numbers of agencies in Germany</b>	14'235	11'046	3'189	-22.4

# Supply and demand

## 3. Services 2



### 3. Services: Conclusions

- Travel budgets are under pressure (business and private travel)
- Strong demand for and expectations on additional services
- From the demand perspective: FREE OF CHARGE!
- All service suppliers will be forced to reduce costs
- Tourism suppliers must cooperate with increased intensity in order to offer a wider range of services at a lower cost
- Tourists will look for tourism service chains

# Supply and demand

## Overall conclusions

1. The volume of passenger transport will grow
2. Financial and time budgets for trips and holidays will decrease
3. Passengers' needs and expectations on comfort, time efficiency, service quality and giveaways will rise

# Supply and demand

## Overall hypotheses

### **Hypothesis 1:**

**In the future the tourist will express different transport needs; within the service chain the transport industry needs to fulfil new expectations and will become more important.**

### ***Hypothesis 2:***

**Destinations need to ensure tourism attractions (within an intensive competition), easy accessibility and ideal connections for all kind of transport systems; particularly ambitious fledgling destinations.**

### ***Hypothesis 3:***

**The public transport must to improve the accessibility of (potential) tourism destinations with short journey times, high availability, dense timetables and raised / customized quality standards.**

**Thank you for your attention!**