



October 2013

Cruises - US

“The cruise industry is the fastest growing travel segment and is expected to continue its expansion through added capacity. However, global per passenger revenues have remained essentially flat from 2008-13, which begs the question of whether growth is sustainable, and how cruise lines will ensure that demand—and revenues—will keep up ...

August 2013

State Tourism - US

“Travel marketers must consider the specific needs of different demographics when promoting state tourism. For example, understanding the unique tastes of Hispanic travelers, such as family-oriented travel and destinations and outdoor activities, will help reach this group. Similarly, anticipating the needs of women aged 18-34, who report specific preferences such ...

Frequent Travel Programs - US

“Travel providers are challenged to not only convince more travelers to join their loyalty programs, but also to engage with the program once they enroll. Providers can make travelers more enthusiastic about participation if, in addition to helping them save money in general, they offer flexible ways in which to ...

June 2013

The Business Traveler - US

“The most successful travel providers will provide travelers with cost incentives and tools that give them home-like comfort while on the road. Nowadays, many travelers are on the road primarily for short-stay conferences and seminars. However, there are still more engaged travelers who not only take business trips for a ...

March 2013

Responsible Tourism - International

Before 2001, ‘responsible tourism’ was a little-known sustainable tourism management strategy practised by few; today it is widely recognised and the application of it is global. There is now a market specifically for responsible tourism products and services, and many countries and destinations have adopted these strategies as key tools ...