



# Multi Destination Travel

## CONDITIONS

- Distance (long haul vs short haul)
- Distance amongst destinations
- Length of trip
- Motivation

## PROS

- Perception of Value

## CONS

- Complexity of logistics
- Inconveniences
- Cost



# Multi-destination: The Role of the Hospitality Industry

## HOTELS' IMPORTANCE

- Hotels are few of the many links within the service chain
- Motivations define the vacation type
- Hotels have play different roles by vacation types
- Ability of hotel to deliver, defined by the currency of memories
- Cost/Value/Experience relationship is key

## VACATION CATEGORIES

Sand & Sun



Cultural



Adventure



Exploratory





# SAND & SUN

## Vacation Type

Rest and relaxation



## SHORT HAUL

- “Flop and drop”
- Customer arrives to destination with no desire to go anywhere else
- Success of all inclusive

## LONG HAUL

- Longer length of stay (10-14 days)
- Usually Based on a charter rotation
- Customers may wish to visit another destination but must ensure they are back to catch their charter flight home
- Some TTOO do not have system capability to load this product
- Usually small demand gaining momentum, but still a small percentage of this vacation model



# CULTURAL

## Vacation Type

Seeing the great and unique wonders of the world



## LONG ITINERARIES WITH MULTIPLE STOPS

**Examples:** European Vacations, tours of Argentina, Brazil, Australia etc.

- Customer wants to see something of significant cultural importance
- Dynamic multi-type transport agenda that requires constant movement, changing of hotels and packing and unpacking
- The majority of this type of vacation is handled by “Escorted Tour” operators



# ADVENTURE

## Vacation Type

Activities for those seeking an adrenaline rush



## LONG OR SHORT LENGTHS OF STAY

**Example:** Costa Rica

- May include sporting activities such as rock climbing, white water rafting, etc.
- “Soft” adventure offers less intimidation and risk



# EXPLORATORY

## Vacation Type

To see many destinations as possible in one trip



## SIMPLE ITINERARY

**Example:** Cruise market

- Requires little adjustment on behalf of the consumer – no unpacking, no need to change hotels etc.
- Huge growth in recent years
- Larger capacity new builds and ship diversification, more local ports, more destinations and new activities

## COMPLEX ITINERARY

**Example:** Safari in Eastern Africa

- 6 or 7 destinations covered in 10-12 days, with continual movement
- May involve visas, possibly shots, and multiple flights between regions
- “Bucket list” vacations due to uniqueness of experience



# Conclusions: The Role of the Hospitality Industry

## OBSTACLES

- Hotels usually are marketing their own destination/property
- Guests' expectations differ depending on their motivation
- Itineraries require major effort on behalf of the consumer (visa, long drives, infrastructure etc.)

## FACTORS REQUIRED FOR SUCCESS

- Sun & Sand multi-destination itinerary must offer something incredibly unique
- Create “must do” or bucket list experiences
- Leadership to design and develop innovative multi destination products