How the social media generation are saving the planet

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Holiday brochures have a long history
But perhaps not for much longer

Tui brochures to be phased out by 2020

by Juliet Dennis  Jul 12th 2016, 08:04

Thomson and First Choice are to ditch traditional holiday brochures by 2020.

The radical move was revealed as managing director Nick Longman announced the company will undergo its planned rebrand to Tui in the latter half of next year in the UK, with all shops changing their fascias to Tui from next
Fewer brochures are being produced

2012 → 2014

-50%
Significant effects on CO$_2$
Where are travellers looking for inspiration?

- Internet: 74%
- Family, friends, or colleagues offline: 48%
- Family, friends, or colleagues online: 26%
- Informational brochures: 23%
- TV: 20%
- Magazines/newspapers: 18%
- Books: 14%
- Travel agents: 13%
- 800 or toll-free number: 10%
- Travel groups: 7%
- Radio: 7%
- Other: 5%

Source: Google Travel survey 2014, 3,500 leisure travellers

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Where are they looking online?

- Search engines: 60%
- Hotel sites/apps: 48%
- Online travel agency: 40%
- Airline sites/apps: 39%
- Map sites/apps: 38%
- Travel review sites/apps: 36%
- Travel search sites/apps: 33%
- Destination-specific sites/apps: 30%
- Social networking sites/apps: 26%
- Car rental sites/apps: 22%

Source: Google Travel survey 2014, 3,500 leisure travellers

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Tour operators are embracing digital

1 million+ downloads of TUI apps
Changing habits

Source: Ofcom Communications Market Report 2016

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How young travellers are being inspired

The Silk Road is the most travelled route of all time, spanning 8,000km across continents, weaving through deserts, mountains and grasslands and bringing traders from East to West and vice versa. The original overland odyssey has long lured travellers. From the likes of the world’s first professional traveler, Marco Polo, to modern-day Silk Road author, Colin Thubron. For centuries, caravans of over 1,000 camels passed through Central Asia trading everything from gold to gunpowder.

But these days, traveling the Silk Road isn’t seen daunting even for the most hardened traveler. It often involves crossing vast deserts and challenging terrains like steppes, mountain passes and seas. All of the distance is not intimidating enough, almost all the countries in Central Asia require you to have visas, no crossing this many borders means you’ll be facing a mountain of red tape.

Planning is indeed key, especially if you intend to travel for a few months across several borders. Based on what I learned on my recent Silk Road journey, I’ve compiled some tips and info below that will hopefully help you plan an amazing trip. However, as I only spent two months in Central Asia and it was my first time in the region, I don’t claim to be an expert in the field. This is not a detailed step-by-step guide, but rather a basic overview for those planning to traverse this overland odyssey. Good luck!

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The rise of ‘authentic’ travel

Booking tours and travel

- Travel with friends/family and book local: 60.60%
- Travel independently and book local: 23.40%
- Travel in group tours from large UK firms: 16.00%

Source: Skift/Peak/Google Consumer Survey of 500 UK travellers

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Authentic travel reduces CO$_2$

Net kilograms CO$_2$ per person per night

- Hotel: 15-28
- Hostel: 0.55
- Camping: -1.6
- Local: 0

Source: *Is tourism with a low impact on climate possible?*, Dr J Chenoweth, Uni of Surrey

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Need to know

• Younger travellers are getting inspired in different ways than in the past
• Destinations and travel companies need to target digital, social media and online video to reach the younger demographic
• Potentially better for the planet
• But needs careful management