

# CHALLENGES IN THE TOURING MARKET

Attracting customers  
and service delivery

Presented by Heather Pascoe Smith

# Interesting statistics

- ▣ **50% of the tourism spend by 2020 is projected to be the retiring Baby Boomers** (*Bill Forrester, co founder of Melbourne Based TravAbility 2015*)
- ▣ **According to AARP research, practically all Baby Boomers (99%) anticipate travelling for leisure** (*either domestically or internationally*) **with approx. 4 or 5 trips in the works** (*Mytravelresearch 2018*)
- ▣ **We will never see another generation as cashed up and time rich in our lifetimes** (*Mytravelresearch 2018*)

# The three IN's

- ▣ *Intrastate*

- ▣ *Interstate*

- ▣ *Inbound*



# Current Markets

## ▣ Intrastate

- ▣ Like minded people
- ▣ Groups or Individuals
- ▣ Special interest groups (such as)
- ▣ Probus Clubs, Bowling Clubs, Gardening Clubs etc
- ▣ Schools
- ▣ Day Touring, Overnight & Extended Touring
- ▣ Also interested in Interstate & Overseas travel

# Current Markets

## ▣ Interstate

- ▣ Individuals
- ▣ Travel via Air, Train, Coach or Car
- ▣ May join a day tour
- ▣ May need transfers
- ▣ Join existing tours
- ▣ Groups that have own tours
- ▣ Booked through various channels

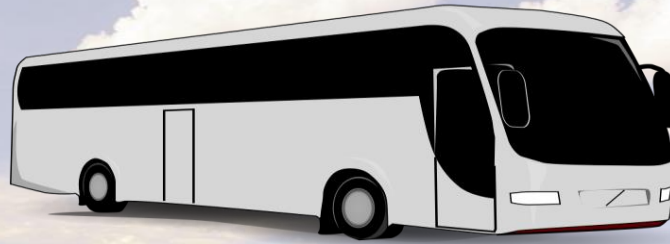
# Current Markets

## ▣ Inbound

- ▣ Arrive from overseas
- ▣ Arranged travel through own country
- ▣ Individuals may source once here
- ▣ Groups have everything pre-arranged before arrival through Wholesaler



# Traditional Coach Travellers



- ▣ 30 years ago a 65 year old was much older than a 65 year old today
- ▣ Lived during the Depression
- ▣ Money scarce – holidays not on the radar
- ▣ Air Travel VERY expensive
- ▣ Cruising was more likely 10 Pound Poms to Australia, not Pacific Island Cruising
- ▣ Expectations were not high

# Fast Forward to 2018

- ▣ Traditional Seniors are getting older – the 60 year olds are now 90
- ▣ Probus and Senior Citizen Club numbers are on the decline

**The Market we have been working in for 30 + years is changing....**



# Attracting “NEW” Seniors to Coach Touring



# What is the difference between “Old” and “New”

- ▣ “New” Seniors do not want to be called “Seniors”
- ▣ “New” Seniors view themselves as 15 years younger



- ▣ “New” Seniors are looking for experiences and journeys, not a Coach Tour
- ▣ “New” Seniors are Grey Nomads
- ▣ “New” Seniors are avid Web researchers and Social Media users



# How to attract “New Seniors” to Road Journeys

- ▣ Change the Images we use
- ▣ Use more emotive wording in our itineraries
- ▣ Look at other options when advertising tours
- ▣ Make changes to the way the tours and business are marketed



# Lifting the profile of Coach Travel



# Lets bring “Sexy” into Coach Travel





# Benefits of Coach Travel

- ▣ **Lowers their stress level** – it removes the stress of driving: the honking of horns, the traffic jams and the ever present risk of accident
- ▣ **It is Safe** – Coach travel remains one of the safest modes of transport available
- ▣ **It is Comfortable** – spacious, modern and air conditioned, Coaches are maintained to a very high standard and have comfortable seats, large windows to view the scenery and plenty of leg room so you can relax in style.
- ▣ **It is Economical** When dividing the cost of the cost of the coach by the number of people on board, you will see the per person cost will be far less than you thought and less than other modes of transport.
- ▣ **They can go ANYWHERE** – you are not restricted to the capital cities for your holiday you can venture to area's less know and discover what Australia really has to offer.
- ▣ **They can Enjoy** the ride and see the country – with a professional driver behind the wheel you can listen to music, read a book, admire the countryside



# Who can make it happen?

- ▣ Federal and State Governments
- ▣ State Tourism Authorities
- ▣ Multiplier Effect – Regional Tourism Associations
- ▣ Bus & Coach Associations
- ▣ Individuals

# Australia - The Big Country



**Coach travel is the connector**



# Providing Good Service





# Providing Good Service

- ▣ Traditional Coach Captain a dying breed
- ▣ New drivers shy away from commentary
- ▣ Commentary drivers VERY important for all touring markets
- ▣ Driver is the “hero” and markets your company

# Bringing new people to the Industry

- ▣ Travel and Tourism is a popular career path
- ▣ Transport or Travel/Tourism
- ▣ Plot a career path
- ▣ Join forces with Tourism Training Provider
- ▣ Traineeships
- ▣ Mentoring current staff looking for professional development



# Summary

- ▣ **50% of the tourism spend by 2020 is projected to be the retiring Baby Boomers** (*Bill Forrester, co founder of Melbourne Based TravAbility 2015*)
- ▣ **According to AARP research, practically all Baby Boomers (99%) anticipate travelling for leisure** (*either domestically or internationally*) **with approx. 4 or 5 trips in the works** (*Mytravelresearch 2018*)
- ▣ **We will never see another generation as cashed up and time rich in our lifetimes** (*Mytravelresearch 2018*)

# Summary

▣ *Thank You & Questions*