

Data-driven Tourism of Tomorrow

- Trends, Dynamics & Challenges -

Petr Zlamalik, Mastercard

Sofia, Tourism Conference

November 1, 2024



Key trends and related challenges for Destinations and Tourism Authorities of today

TRENDS

Preference of domestic and regional destinations

Sustainable travel

Cost-conscious and mindful traveler

The rise of experiences



Understanding the new traveler

Understand which are the new needs, behaviors and preferences of the post-pandemic traveler



Leveraging the new business travel scenario and events landscape

Attracting business travel and event organizers and maximize the positive impact they leave in the destination (Bleisure, Digital Nomads, etc.)



Tourism product strategy

Destinations are redefining their positioning in the market and redefining their tourism products and offering looking for specialization and differentiation



Best marketing campaigns to attract the new traveler

Define effective and smart marketing campaigns capable to reach the desired traveler and attract them. Measure the ROI of campaigns



Mitigate destination safety risks

Optimize destination safety and reputation (physical safety and cybersecurity)



Optimize destination infrastructure

Improve and digitalize tourism related infrastructure, attractions, mobility, etc. to assure traveler experience while protecting local resources



Sustainable development

Balance the environmental, social and economic impact of tourism. Rise of sustainable and community-led travel, manage crowds and increase positive impact



Tourism talent and SME competitiveness

Develop competitiveness of tourism SMEs and at the same time attract, develop and retain qualified talent for the public and private sector with focus on reskilling, upskilling and onshoring



What's motivating tomorrow's traveler?

EXPERIENCE ECONOMY

26%

of travelers say that enjoying new experiences is the main reason they travel

DIGITAL & AUTONOMOUS

Only 17%

travelers used a travel agent to book a trip last year

MONEY SPEAKS

Casual dining

is outperforming fine dining in many destinations

PURPOSE-DRIVEN

71%

of travelers want to leave the places they visit better than when they arrive

BLEISURE

75%

of business travelers plan to incorporate leisure activities into their upcoming trips



We support Tourism Authorities in their end-to-end journey towards more sustainable, resilient and digital tourism through our Mastercard assets

UNDERSTAND & DEFINE



Define tourism destination positioning and strategy

Data insights to better understand inbound markets, tourism flows, trends, competition offering and travelers' behavior and preferences

ATTRACT & SCALE



Attract target segment of travelers to the destination

Best in place **marketing and loyalty services** to segment the markets, inspire and attract the target visitors when desired

ENHANCE & DELIVER



Elevate visitors experience to increase their loyalty/referral

Digital solutions to create seamless traveler journey and unique offering in the destination to maximize visitors' experience and perception

MEASURE & IMPROVE



Optimize impact of destination strategy and initiatives

Data platforms and capabilities for continuously monitor destination performance, initiatives impact and identify opportunities of improvement to be implemented quickly





mastercard®

THANK YOU!

For more information, please contact:

Petr Zlamalik – Mastercard Services Lead for Government & Public sector, Europe

petr.zlamalik@mastercard.com