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this is travel, not tourism

The travel guide your friends would craft for you!

# 1. Currency travel



Currency rate charts become travel brochures. A new phenomenon has shaken the travel scene: we will be basing our choices on the value of money.

Let's specify: we will pay attention to currency rates in order to make a reservation or to book a flight ticket.

Since the price of a flight ticket is not an issue anymore, we can travel wherever we like. Congratulations to the Euro zone.

## Related trends:

- Low cost doesn't mean subpar experience
- Excuses generate the trip

## Examples:



The Euro continues to be strong. On the contrary, the dollar is showing weakness. As a consequence, New York is packed with Europeans doing hard core shopping.



UK citizens have said good bye to the good old times when travel abroad was less expensive. The sterling pound now equates to the Euro, so local tourism and travel abroad essentially cost the same. Places like Cornwall or Isles of Scilly became recovered destinations for non-UK travelers.

## 2. City is no longer the destination



A lamp that you saw in a magazine, a music festival you have always dreamed of attending, a pop-up store you need to see before it closes, a wedding...

All of these reasons can push us to travel. The idea of the ephemeral becomes important: go now or miss it forever.

Destinations are now friends, events, hotels...

### Related trends:

- Excuses generate the trip
- Currency travel

### Examples:



An award-winning hotel in the middle of the desert with organic food can move us to travel to an area we never considered before. Hotel Aire de Bárdenas  
<http://airedebardenas.com/>



Volunteering during a vacation has become a new way of traveling. It has a strong social appeal that makes it super contemporary. And, you can see countries that would be complicated to visit under different circumstances.

# 3. From conversation to conversion



2009 was the social media year.

Businesses have a Twitter & Facebook page and start learning how to use them for business purposes.

Now social media is common for most businesses and they know that it can be a really powerful tool.

It's time to start measuring how social media actions match with business goals.

In 2010 we'll see (finally) social media actions that reach business goals.

## Related trends:

- Consolidation of T2T communication
- Excuses generate the trip
- Low-cost doesn't mean subpar experience

## Examples:



Lastminute is doing great on Twitter & Facebook.

It will be really interesting to learn about the conversions.

[http://twitter.com/lastminute\\_com](http://twitter.com/lastminute_com)  
<http://www.facebook.com/lastminute.com>



Metrotwin.com twins places in New York with London and treats both cities as a single online community.

This results in improved performance for British Airways.

# 4. Consolidation of T2T communication



Traveler 2 Traveler communication: one traveler trusts another known traveler.

We rely on friends, friends of friends, family, lovers and even acquaintances. These are authorities for us. We don't pay attention to anonymous sources, to standard opinion-makers. We crave insider tips.

The conversation originated in the last few years through social media. Social networks and other tools have helped us to empower the value of real experiences. We look for real travel. Internet is the perfect battlefield.

## Related trends:

- From conversation to conversion
- Secrets tips are the new luxury
- Amplification of traveler cycle

## Examples:



If you plan to travel to Nepal, you might like to ask a local about distances, places, and routes. It's more trustworthy than asking a travel agent in your city, isn't it? That's what this web site does. <http://tripbod.com/>



Matador network is a great independent travel magazine but also a website where travelers, writers, photographers, adventurers and locals can connect.

# 5. Amplification of traveler cycle



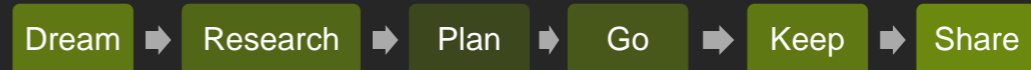
The traveler cycle used to be Plan → Go.  
That has changed.

A trip begins not when you begin planning it, but when you first think about taking it.

And a trip doesn't end when you return. The trip continues as you upload your pictures to flickr, share them on Facebook and write on your blog about it.

## Related trends:

- Places are more than places: they are stories
- Excuses generate the trip
- Destinations to come



## Examples:



Travel Inspiration on  
tripadvisor.com



Who doesn't like to share the wonderful places they discovered on their last trip? 😊

# 6. Places are more than places: they are stories



## Related trends:

- Secret tips are the new luxury
- Excuses generate the trip
- From conversation to conversion

## Examples:



The High Line in New York has become one of the most popular attractions in Manhattan. The reason is not that it is a nice garden, but the story behind it. It's a community project, tangible proof of civil power. And that resonates with people.

[www.thehighline.org](http://www.thehighline.org)



There are many enchanting Mediterranean islands but there is only one, Sifnos, which has 365 churches, one for each day of the year. Anecdotes like these make places attractive to explore.

In the Obama era, storytelling rules. The best souvenirs are always good stories to tell.

That becomes even more mandatory as we face the loads of information we can now readily access.

We don't pick a hotel just for a good rate or a convenient location anymore; we pick a hotel because that hotel houses a story.

Places will be food for thought and also food for discussion.

# 7. Excuses generate the trip



## Related trends:

- Places are more than places: they are stories
- Secret tips are the new luxury
- City is no longer the destination

## Examples:



Joobili helps you find inspiration in cultural events. You pick a date and the site suggests places to go. Sounds simple but it's really efficient.



Following your music idols is not an uncommon way to travel. Madonna fans know this very well. You check her website, reserve the tickets, and plan your trip. You don't consider the city, your only thought is your passion.

In crisis times we need to have a reason to justify a trip.

We don't travel just for the sake of it: we need to have something to do at the destination.

So, we crave travel excuses. Attending an assembly, pursuing a language course, visiting friends...they all can work.

Events are one of the most popular excuses: first, you get the ticket to a concert and second, you buy the flight ticket and reserve the hotel. That's the way many people travel now.

## 8. Secret tips are the new luxury



Knowledge is the new luxury. 5 star hotels are nice, business class is desirable and Rodeo Drive is fun but you only need money to enjoy them.

However, knowledge is more difficult to obtain and luxury is, by nature, something difficult to find. That is why we will travel listening to whispered tips. We need material for dinner conversation, and secret tips fill the bill.

Secrets make you a discoverer, not just a traveler.

### Related trends:

- Places are more than places: they are stories
- Consolidation of T2T communication
- Destinations to come

### Examples:



Lodz is a Polish city which is secretly known for its School of Cinema and for being a mecca for moviegoers. David Lynch bought a film studio here and there is a prestigious cinematography festival.



Galleries in Dia:Beacon are far from any NYC tour. You need to know the area exists to travel there; you don't just stumble into it. You feel you are independent and in-the-know when reaching it.

# 9. Low-cost doesn't mean low experience



Low-cost is not a trend anymore. It's just a choice.

However, low cost companies must deal with poor brand image. We love to buy cheap, but we hate to experience cheap and to feel ourselves cheap.

Low cost companies ( airlines, hotels, cars and even hairdressers) manage to create cool experiences that make you forget the money you spend.

The low cost phenomenon will be reinvented. We even dare to state that it will soon die.

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- Secret tips are the new luxury

## Examples:



Quantum Air is a brand-new Spanish low cost airline whose main selling point is that it provides the same services as a regular airline. Therefore, you can choose your seat, eat and check your luggage for free. A real luxury nowadays.



Asian Tune Hotels offer rooms for less than 7 Euros per night. What makes the difference is the fact that they are more than adequate. These hotels are not shoddy hotels for backpackers, but comfy places with power showers and safety.

# 10. Destinations to come



Some of the destinations we think are going to be hot in 2010 are:

- Latin American countries: Peru, Guatemala, Chile.
- Eastern Europe: Poland, Bulgaria, Slovenia and Baltic countries.
- Asia: Laos, Mongolia, Malaysia.
- Africa: Mozambique.

But the trendiest destination will be rediscovering the countries we already have visited, visiting different areas or with a different perspective.

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## Examples:



### The 'Gossip Girl' Guide to New York

Seen at <http://gridskipper.com>

Re-discover New York with a completely new perspective.



When you think about the Czech Republic, is Prague all that comes to mind?  
Come on! It's a whole country to discover!

# Credits

Special Guest: Anabel Vázquez ([www.chicalista.es](http://www.chicalista.es))

Pictures & more:

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