

## Leicester Tourism Action Plan 2020-2025

### Appendix II : Tourism Trends

#### Tourism Trends

Tourism trends are constantly evolving, and several factors like technology, global events, and changing consumer preferences can shape them.

<b>Sustainable and Eco-Tourism</b>	Travellers are increasingly concerned about the environmental impact of their journeys. Many are opting for eco-friendly accommodations, nature-based experiences, and sustainable practices like reducing plastic use, supporting conservation projects, and choosing destinations with strong sustainability credentials.
<b>Bleisure Travel</b>	A blend of business and leisure travel, this trend is gaining momentum as remote work and hybrid work models continue to rise. Professionals are extending their business trips for personal leisure time or working remotely from scenic or unique destinations.
<b>Wellness Tourism</b>	Wellness-focused travel is on the rise, with more people seeking trips that offer health and wellness benefits such as yoga retreats, meditation, spa experiences, and fitness vacations. Post-pandemic, people are more aware of the importance of mental and physical well-being.
<b>Digital Nomadism</b>	As more people embrace remote work, the trend of digital nomadism is expanding. Locations around the world are catering to remote workers, offering co-working spaces, long-term stays, and a welcoming environment for those who want to work while exploring new places.
<b>Authentic &amp; Local Experiences</b>	Travellers are shifting from traditional sightseeing to more immersive, local experiences. This includes activities

	<p>such as cooking classes, local craft workshops, or staying with locals through platforms like Airbnb. There's a growing interest in experiencing a destination like a local rather than a tourist.</p>
<p><b>Slow Travel</b></p>	<p>Instead of rushing through multiple destinations, slow travel emphasizes spending more time in one place. This allows travellers to immerse themselves in the culture and environment of a location and focus on meaningful experiences rather than ticking off a long list of attractions.</p>
<p><b>Multigenerational Travel</b></p>	<p>More families are traveling together across multiple generations. These trips often involve a mix of ages and interests, with destinations offering activities for all family members, such as resorts with childcare, wellness programs, and cultural experiences.</p>
<p><b>Micro Trips</b></p>	<p>Shorter, weekend getaways are becoming more popular. With time being a valuable resource, travellers are opting for shorter trips that are more affordable and less time-consuming, allowing for a quick break from everyday life without requiring long planning.</p>
<p><b>Staycations</b></p>	<p>Staying close to home or exploring nearby destinations has gained traction, especially after the pandemic. People are rediscovering the appeal of local attractions, nature spots, or even unique accommodations within their own country or region.</p>
<p><b>Adventure Travel</b></p>	<p>Activities like hiking, cycling, scuba diving, and extreme sports are becoming more popular. Travelers are seeking unique and physically challenging experiences that offer a sense of accomplishment and connection with nature.</p>

<b>Crowd-Free Destinations</b>	Post-pandemic, many travellers are now avoiding overly crowded tourist spots and are seeking more secluded or lesser-known destinations. This trend is helping off-the-beaten-path locations thrive, as tourists look for less crowded, more serene vacation spots.
<b>Food Tourism</b>	Culinary travel is on the rise, with people seeking destinations known for unique food experiences. This includes street food tours, wine and food pairings, cooking classes, and exploring traditional cuisines.
<b>Cultural and Heritage Tourism</b>	Interest in cultural heritage and historical tourism is growing, as people seek to connect with different histories, art, architecture, and traditions. UNESCO World Heritage Sites are especially popular for this type of travel.