Multi Destination Travel

**CONDITIONS**
- Distance (long haul vs short haul)
- Distance amongst destinations
- Length of trip
- Motivation

**PROS**
- Perception of Value

**CONS**
- Complexity of logistics
- Inconveniences
- Cost
Hotels are few of the many links within the service chain

Motivations define the vacation type

Hotels have play different roles by vacation types

Ability of hotel to deliver, defined by the currency of memories

Cost/Value/Experience relationship is key

Multi-destination: The Role of the Hospitality Industry

HOTELS’ IMPORTANCE

• Sand & Sun
• Cultural
• Adventure
• Exploratory
SAND & SUN

Rest and relaxation

**Vacation Type**

**SHORT HAUL**

- “Flop and drop”
- Customer arrives to destination with no desire to go anywhere else
- Success of all inclusive

**LONG HAUL**

- Longer length of stay (10-14 days)
- Usually Based on a charter rotation
- Customers may wish to visit another destination but must ensure they are back to catch their charter flight home
- Some TTOO do not have system capability to load this product
- Usually small demand gaining momentum, but still a small percentage of this vacation model
CULTURAL

Vacation Type

Seeing the great and unique wonders of the world

LONG ITINERARIES WITH MULTIPLE STOPS

Examples: European Vacations, tours of Argentina, Brazil, Australia etc.

• Customer wants to see something of significant cultural importance

• Dynamic multi-type transport agenda that requires constant movement, changing of hotels and packing and unpacking

• The majority of this type of vacation is handled by “Escorted Tour” operators
ADVENTURE

Activities for those seeking an adrenaline rush

Example: Costa Rica

• May include sporting activities such as rock climbing, white water rafting, etc.
• “Soft” adventure offers less intimidation and risk
To see many destinations as possible in one trip

**Example:** Cruise market

- Requires little adjustment on behalf of the consumer – no unpacking, no need to change hotels etc.
- Huge growth in recent years
- Larger capacity new builds and ship diversification, more local ports, more destinations and new activities

**Example:** Safari in Eastern Africa

- 6 or 7 destinations covered in 10-12 days, with continual movement
- May involve visas, possibly shots, and multiple flights between regions
- “Bucket list” vacations due to uniqueness of experience
Conclusions: The Role of the Hospitality Industry

OBSTACLES
• Hotels usually are marketing their own destination/property
• Guests’ expectations differ depending on their motivation
• Itineraries require major effort on behalf of the consumer (visa, long drives, infrastructure etc.)

FACTORS REQUIRED FOR SUCCESS
• Sun & Sand multi-destination itinerary must offer something incredibly unique
• Create “must do” or bucket list experiences
• Leadership to design and develop innovative multi destination products