

[youtube:www.youtube.com/watch?v=L1C1chw1I4U]

Future of the travel industry, leisure travel, tourism, holiday travel and business travel trends. Package holidays and city breaks. Lifestyle and demographic changes older travellers, single travellers. Long haul and short haul, future of airline industry, rail, tour operators and cruise vacations. How travel customers are changing and influenced by social networking sites such as tripadvisor. Why market research can give wrong messages to marketing teams. Future of hotels and self-catering accommodation. Ecotourism, adventure holidays and experiences. Discount travel and budget operators quality and service balanced against price and value. Popular destinations and investment opportunities in the travel industry. Selling travel packages online and through new digital channels such as iphone apps, mobile devices, Twitter campaigns. Conference keynote lecture by [Futurist](#) Dr Patrick Dixon, author of 13 books on global trends, for Google client event (travel industry), London December 2010.

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