Turismo Centro Portugal

V Jornadas Internacionais de Turismo Águeda

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Developing Immersive Travel Experiences in Portugal for the US Market: Lessons Learned from an American Travel Curator and DMC

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Miami & Lisbon

IMMERSA GLOBAL

ÁGUEDA

CÂMARA MUNICIPAL

Presentation:

1. Introduction
2. Overview: Travel & Tourism Trends in US Market
3. Immersa Global in Portugal
4. Questions & Answers

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Presentation:

1. Travel & Tourism Trends in U.S.
2. Immersa Global in Portugal
3. Introduction
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Overview: 2019 Travel & Tourism Trends in the U.S. Market

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Overview: U.S. Travel & Tourism Trends for 2019

“

Globalization and technology have led to the **homogenization** of cities, which has resulted in *travelers craving locally made* and authentic experiences. **People want to reclaim what’s real.**

Jamie Wong, founder/CEO of Vayable

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1. **Uncharted Destinations**
(Exclusivity. Direct response to overtourism.)

2. **Authentic Culinary Experiences**
(Local & high-end, exclusivity, "instagrammable" experiences.)

Sources: New York Times Travel Show, Skift.com, Intrepid Travel, Travel Weekly, US News, PeterGreenberg.com, Immersa Global, Adventure Student Travel, and American Express Travel

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3. Achievement/Transformative Travel *(Bucket list for personal goals. A more evolved form of "experiential travel". Gap Year. Personal or professional sabbatical)*

4. Conscious Travel *(The new sustainable travel + local community.)*

5. Solo (Female) Travel / Affinity Group Travel *(Demands a new look at current product offer.)*

Hotels with women only floors

Hotels with Women-Only Floors

- Dukes **Hotel**. Mayfair, London, England. ...
- AC **Hotel** by Marriott Bella Sky Copenhagen. Orestaden, Copenhagen, Denmark. ...
- Clink78. King's Cross, London, England. ...
- Hamilton Crowne Plaza. Downtown, Washington DC, United States. ...
- Generator Hostel Barcelona. Eixample, Barcelona, Spain. ...
- The Ellis **Hotel**. ...
- The Georgian Court **Hotel**.

Sources: New York Times Travel Show, Skift.com, Intrepi Travel Weekly, US News, PeterGreenberg.com, Immersa Adventure Student Travel, and American Express Travel

Destinations

Black Travel Movement Gets Even More Relevant

Sarah Enelow, Skift - Sep 01, 2017 2:00 am

$48 Billion Market

6. Community Focused Hotels *(Open & active communal spaces)*

7. Multigenerational Travel *(Products suitable for 3 generations)*

8. Sources for Travel Inspiration *(Social media, word of mouth, DMO)*

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"We are trying to understand what makes something really **memorable**. We want to focus on something really special that **you can't do anywhere else**."

Joe Zadeh, Vice-President of Airbnb Experiences

airbnb

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Top Five Immediately Applicable to Portugal

1. Uncharted Destinations
2. Authentic Culinary Experiences
3. Solo (Female) Travel
4. Achievement/Transformative Travel
5. Multigenerational Travel

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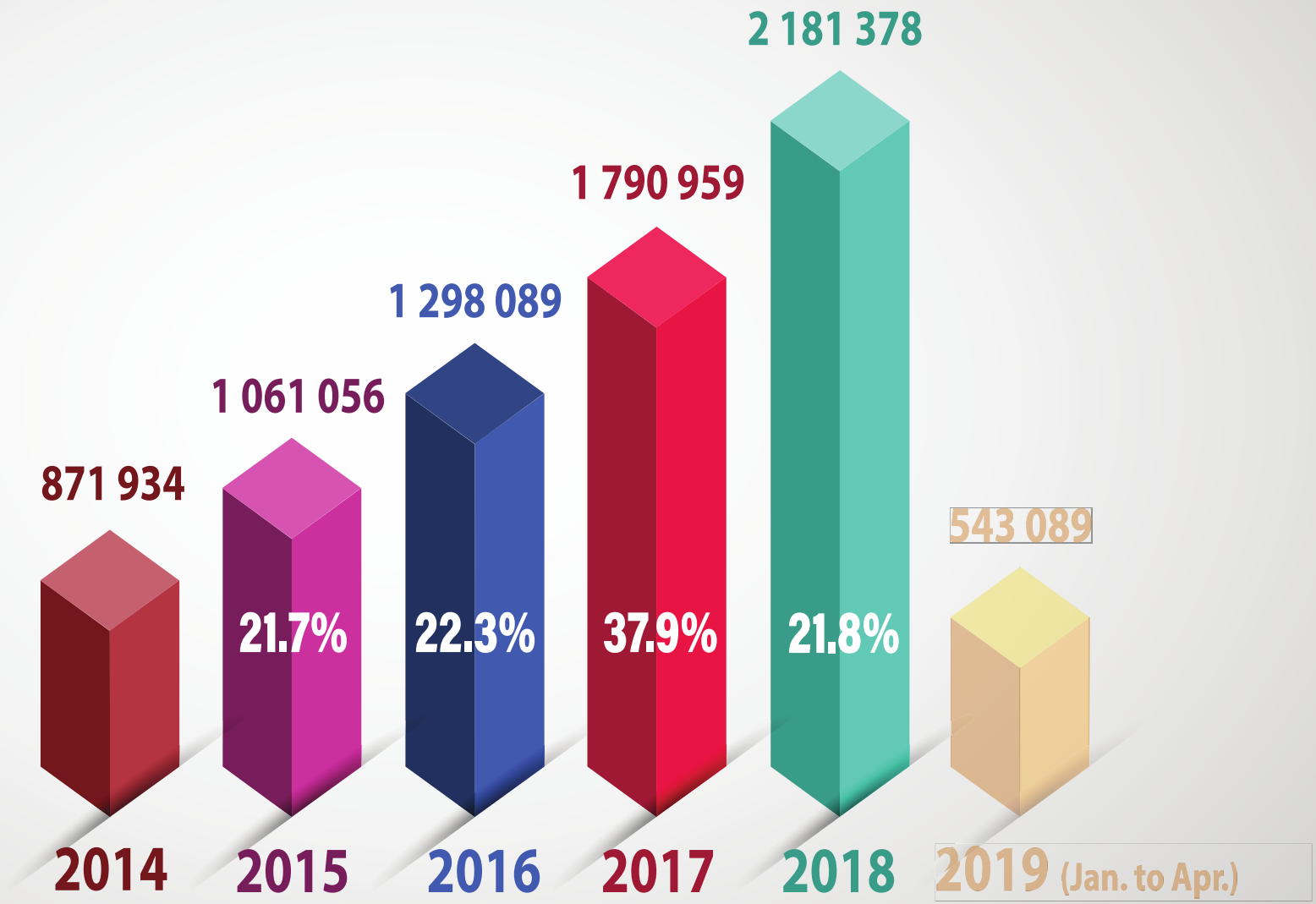
Increase in U.S. Overnights Stays in Portugal from 2014-2018



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Data Source: Travel BI by Turismo de Portugal
http://bit.ly/DataTdePT
Data Collected: July 16, 2019

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Why Portugal, Why Now?

- **SAFETY:** Portugal ranks in the top 5 of the safest and most peaceful countries in the world.
- **ACCESSIBILITY:** TAP has been the industry leader in connecting Portugal to major U.S. markets. (Some U.S.-based airlines are following TAP's lead.) #StopOver
- **PRICE/QUALITY RATIO:** Overall, Portugal is more affordable compared to Italy, Spain, and France.

Sources: New York Times Travel Show, Skift.com, Intrepid Travel, Travel Weekly, US News, PeterGreenberg.com, Immersa Global, Adventure Student Travel, and American Express Travel

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Why Portugal, Why Now?
(continued)

- **DIVERSE OFFER/SMALL COUNTRY:** The mainland & islands have a more diverse product offer than many large countries.

- **AUTHENTICITY:** This is Portugal's *leverage* over competing destinations.

- **THE PORTUGUESE PEOPLE:**
  - **CULTURAL INCLUSIVITY:** Portugal is welcoming to all people regardless of ethnicity, religion, or sexual orientation.
  - **MULTILINGUAL:** Travel to Portugal is made easy by the high level of English spoken here.

Sources: New York Times Travel Show, Skift.com, Intrepid Travel, Travel Weekly, US News, PeterGreenberg.com, Immersa Global, Adventure Student Travel, and American Express Travel

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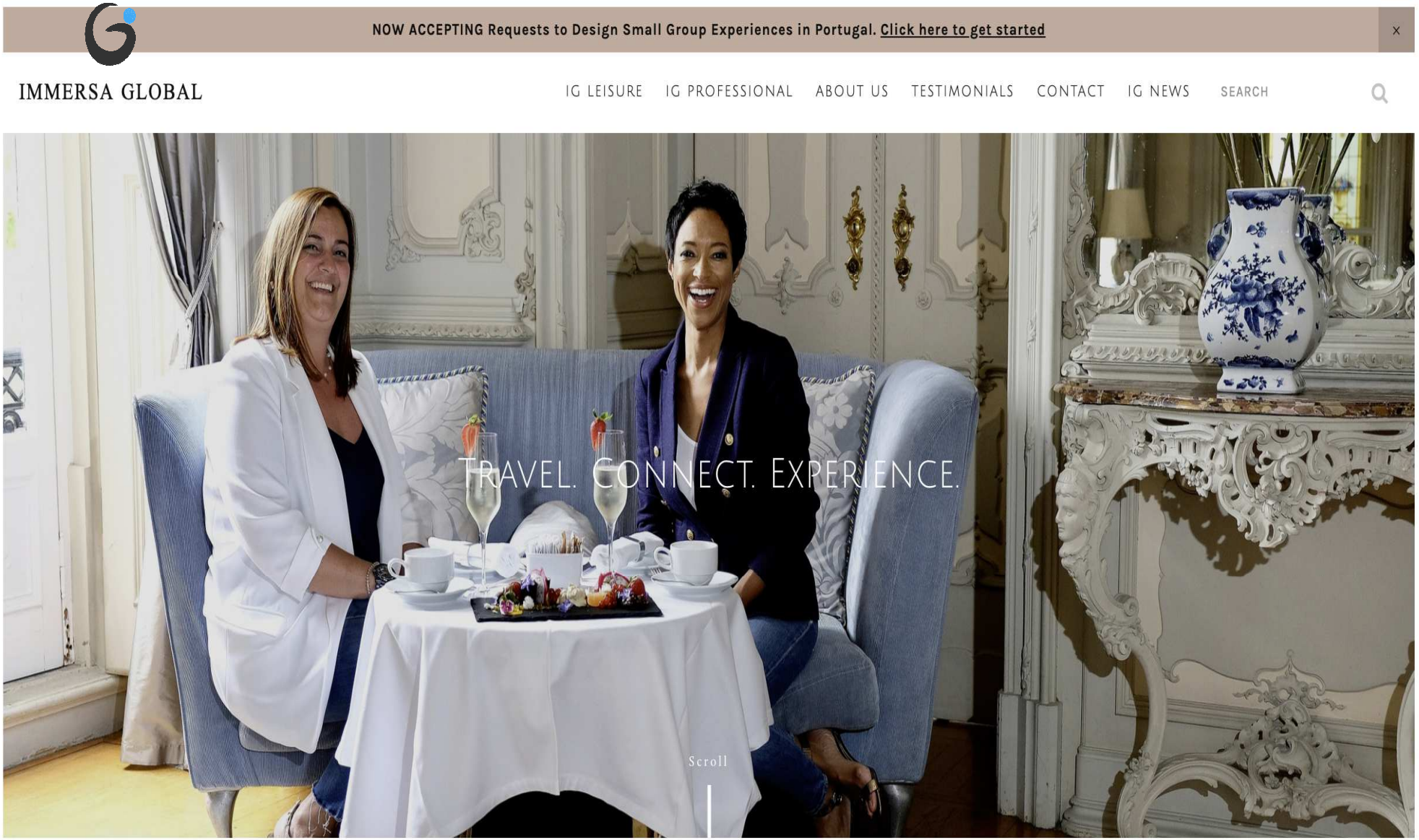

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Quick Facts on Immersa Global

Boutique Tour Operator that Specializes in Exclusive Tailor-Made Travel Programs for the High-End U.S. Market

- **Main Destinations:** Costa Rica (2002) & Portugal (2015)
- **Specialty for Portugal:** Food, Wine, and Art ***with Local Experts***
- **Client Breakdown for Portugal**: Small Groups (8-16 pax) 75%, FIT 20%, Other 5%

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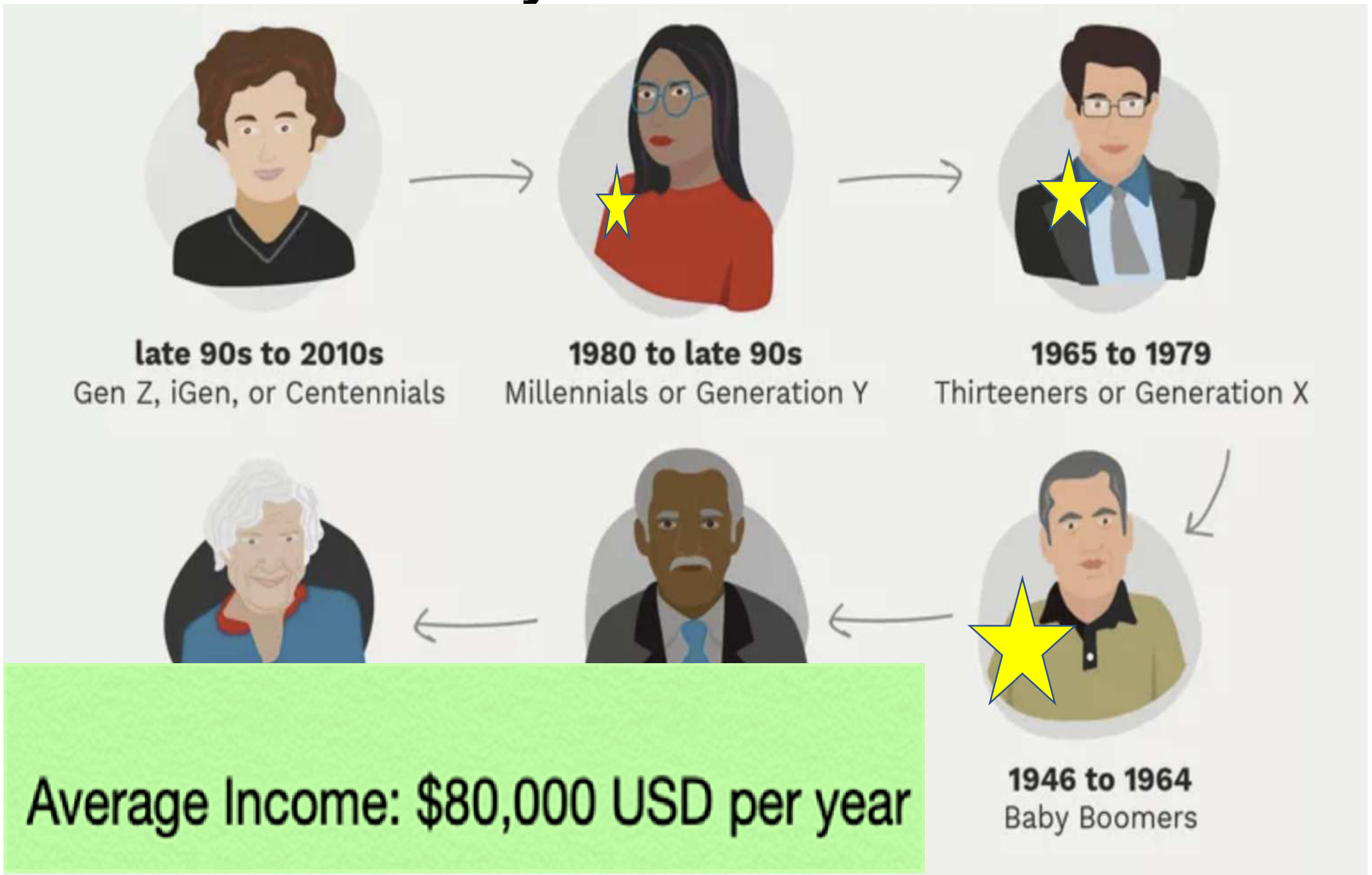
Immersa Global's End-Consumer Segmented by Generation



Quick Facts on Immersa Global (continued)

Boutique Tour Operator that Specializes in Exclusive Tailor-Made Travel Programs for the High-End U.S. Market

- **Business Model:** B2B & B2C
- **Average Length for Portugal:** 8 days / 7 nights
- **Portugal as "Stand Alone" Destination:** 65%
- **Average Price for Portugal**: 8 days double occupancy (*excluding air*) 3000,00 Euros
- **Average Time Distribution in Portugal (in days):**
  - **Greater Lisbon:** 2.5, **Alentejo:** 1, **Central:** 1, **Douro:** 1, **Porto:** 2.5

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Client Feedback:

3 Day Curated Lisbon Stopover Experience
April 2019.
10 Pax from Miami & NYC.
Products: 2 full-day chaperoned private tours (including lunch)
Cost per pax: 575 euros +IVA
Restaurants: Porto Santa Maria (Guincho) & Taberna Moderna (Lisboa)

Post-Travel Survey (one week after travel)

What was your favorite part of the tour?: The lunch at the restaurant in Cascais. We were met by the owner with champagne and given a tour of his amazing wine cellar. The food was spectacular and we were treated royally. My favorite part of our entire 13 day trip! When we got to Spain and France, we wish we had Immersa Global plan our trip.

What would you change about the tour?: I think it was all wonderful. Wouldn't change a thing.

Would you recommend this tour to others?: Yes

Did you feel that the price/quality ratio was fair for an exclusive tailor-made tour?: Yes

Was this your first tailor-made travel experience?: No

Please rate the tour guide TERESA. (FULL DAY SINTRA/CASCAIS/CABO DA ROCA TOUR). Fantastic!

Please rate the tour guide ISABEL. (WALKING TOUR OF LISBON): Neutral

Please consider leaving a review that I may share with others. (Optional): You will be thrilled if you book a tour with Immersa Global! They have wonderful tour guides and detailed in planning an experience you will not forget. After our Sintra day tour we wanted to have her plan yours for all the other cities we were visiting. Best tour I have ever been on.

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Client Feedback:

3 Day Curated Lisbon Stopover Experience October 2017

2 Pax from San Francisco

Products: Detailed 3-day unchaperoned FIT program (no hotels, no transport, no tours, no meals)

Cost per pax: 300 euros +IVA

"Immersa Global made our 2017 trip to Portugal much richer. They enticed us to explore the countryside and connected us with celebrity chefs. "— JOHN S. San Francisco

John and Sharon with Chef Pedro Mendes

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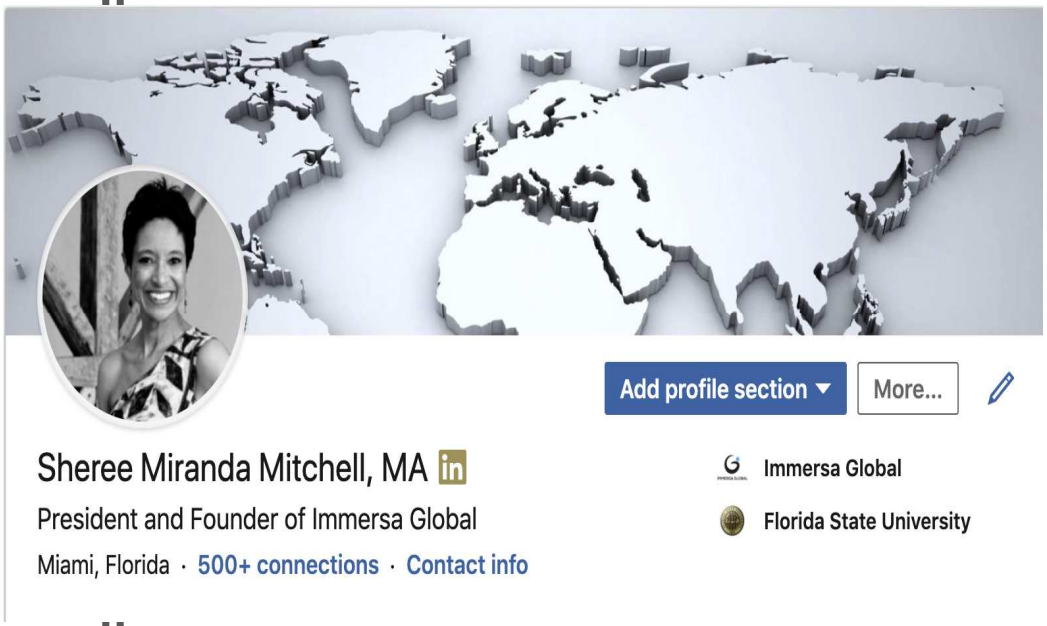
Introduction



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