

Travel

trends **2011**

We're greeting the new year with bated breath: air traffic numbers are on the rise again, bringing us closer to a host of new scene-stealing destinations – **by the end of this year, holidaymakers may even be able to journey into outer space with Virgin Galactic's VSS Enterprise spacecraft, whose inaugural flight is on the horizon.** As new destinations and hotels step to the fore and technology innovations pick up the pace, the question on everyone's mind is: how will we travel tomorrow? *Changi Class* speaks to a wide range of travel experts for an insider look at the defining travel directions of 2011. Ready or not, here we come.

INTERVIEWS BY: YU-MEI BALASINGAMCHOW, LUCY CORNE, MARTA FALCONI, MICHAEL FRANCO, SONIA KOLESNIKOV-JESSOP, LIM SIO HUI, KRISTIN LUNA, KARRYN MILLER, CLARISSA TAN, JENNY TAN, MANUELA ZONINSEIN



» cruise



"Cruise ships are getting bigger. **Ten of our 22 ships have now a capacity of 3,000 or more guests each**, compared with two such

ships 10 years ago. These ships are also offering more options and variety to guests. You can now see on board theatre productions of well-known Broadway shows and retail options are becoming more varied. In terms of dining, our newest ship Allure of the Seas has 26 culinary options. That's far more places to eat than there are meals in a seven-night cruise!"

Adam M. Goldstein, President & CEO of Royal Caribbean International

"The major cruise lines have an unprecedented number of cruise ships sailing within Europe in 2011. Considering the continually escalating costs of visiting major European countries, cruising continues to soar in popularity among international travellers. As with the Caribbean, you can visit multiple countries and not have to pack and unpack, check in and out of hotels and wait in airports. And not to mention waking up somewhere different each day."

'The Cruise Guy' Stewart Chiron, cruise commentator on *Travel Channel*, *CNN* and the *New York Times*, amongst others.



The major cruise lines have an unprecedented number of cruise ships sailing within Europe in 2011



Cruise ship docked in Italy's Genoa port



Chhatra Sagar's luxury tents in Rajasthan, India

'Glamping' is already popular in Europe, but there are now more options for magical tents further afield

» value deals



"Staying in an apartment or small B&B gives you the chance to experience life beyond the beaten tourist track and can offer

excellent value for your dollar. We have an ever-expanding portfolio of city boltholes offering insider insight. For example, the owners of Muralla Ziri in Granada give guests a 'tailor-made tapas route' when booking through i-escape. Additionally, we've seen interest in 'glamping' (short for 'glamorous camping') continue to rise. It's already popular in Europe, but there are now more options for magical tents further afield, like Chhatra Sagar in Rajasthan, India."

Nadine Mellor, New Content Editor of i-escape.com



"2011 will see total 'pricing pandemonium', as **consumers seek out discounts and deals as never before**. With more consumers than ever constantly connected, online deals quickly and

easily spread through social networks, and the growth of invite-only travel clubs such as Jetsetter that offers 'flash sales' (time-limited offers) helps customers to feel special and encourages impulse purchases. While eager consumers will push brands to offer these kinds of innovative pricing models, offering private deals can also benefit travel companies, as they can shift excess inventory discreetly."

Henry Mason, Head of Research & Analysis of trendwatching.com

» dining



"The new direction is cooking with a sense of place, using local,

wild-foraged ingredients or produce from a kitchen garden. Die-hard food lovers will be booking a trip to Copenhagen to eat at Noma –

René Redzepi's cooking is all about uniquely Nordic food.

Brazil is another hot novel destination: Afro-Brazilian food in Rio and contemporary cuisine in São Paulo. Desserts are also taking off. Whether it's fine French patisserie or the work of Alex Stupak at wd-50 in New York City, it's finally okay to order backwards starting from the dessert course!"

Joanna Savill, Director of Sydney International Food Festival





» brazil



"South American destinations are becoming increasingly popular with

travellers from Southeast Asia. Singapore Airlines has been looking at opportunities in this fast growing market for some time now, and we are very pleased to be commencing three-times weekly services to São Paulo – our very first destination in the continent – later this year, subject to approval from the Brazilian authorities."

Lim Meow Seng, Area Vice-President Singapore of Singapore Airlines

» technology



"In 2011, keeping on trend in the travel industry means moving to more efficient means of communication such as Twitter. Immediacy is key in the travel business.

Deals can be sent in real-time to followers who 'follow' a particular airline, hotel or company. Companies are also finding like never before that the immediate feedback from travellers is crucial. This allows the business to troubleshoot at a moment's notice. To a consumer, this means being 'heard', and thus a return in loyalty, which translates to giving a leg up on a company's competition."

Stefanie Michaels, Author of Adventure Girl's Guide to Finding Adventure...Without Breaking a Nail



"2011 is going to be an exciting year for travellers as technology gets even more advanced. This year I expect it to be easier for airline passengers to connect with people on the ground using the Internet and cell phones.

I foresee many hotels offering free basic Internet so guests can check emails. There will also be more personalisation with luxury hotels since information is easily available. Travel companies will be tying in Facebook and Trip Advisor reviews so you can get recommendations from the people you trust."

John E. DiScala, Travel web entrepreneur of JohnnyJet.com

» transit hotels



"With the increase in demand for international air travel and the development of secondary city locations, airport transit hotels have a bright future.

They provide convenience and flexibility to meet late or early flight arrivals and departures, as well

as help reduce the effects of jet lag by providing an immediate solution for sleep in the current time zone. Transit hotels will offer a broader range of services such as a full gym and leisure facilities allowing health conscious travellers the ability to work out in transit and possibly alleviate jetlag. They will also feature a full business centre facility on site so travellers can maximise their time in transit for business. You will also see more spa and relaxation facilities too."

John Dick, Vice President of Eaton Hotels

» safari



"India is definitely up and coming as a safari destination. What people don't realise is that the diversity of wildlife in the parks in India is easily as good as in Africa – the wildlife there is phenomenal. We've taken the African safari model across and it has been very successful. Other companies are starting to do what we've done in India – luxury game lodges on the outskirts of national parks and high-end safaris with very well-trained guides."

Gary Lotter, Commercial and Sales Director of &Beyond

» going global



"I can see the rising impact of what I call 'rainbow tourism,' a greater diversity of travellers. One typical

yardstick is the proverbial breakfast buffet in hotels. It used to be a very traditional western breakfast with bread, croissants, cold cuts, eggs and cereals. Now you see more multi-cultural breakfasts being offered, with Chinese food such as dim sum, Japanese sushi and even Indian curry. General managers in hotels are also no longer your typical Lausanne-trained Europeans. They have cross-cultural capabilities and speak some Asian languages as well as European ones."

Ho Kwon Ping, Executive Chairman of Banyan Tree Holdings



A wild Bengal tiger in the Ranthambhore National Park, India

What people don't realise is that the diversity of wildlife in the parks in India is easily as good as in Africa

» africa



"There's a lot of opportunities in Africa with regard to tourism, particularly eco-tourism. We have been approached by Sierra Leone, The Gambia and Senegal to rehabilitate their national parks. It shows that they are aware of the environmental issues and realise the value of protecting their environment and wildlife. I really hope that in the not-too-distant future, Zimbabwe will make a comeback and become the next big safari destination."

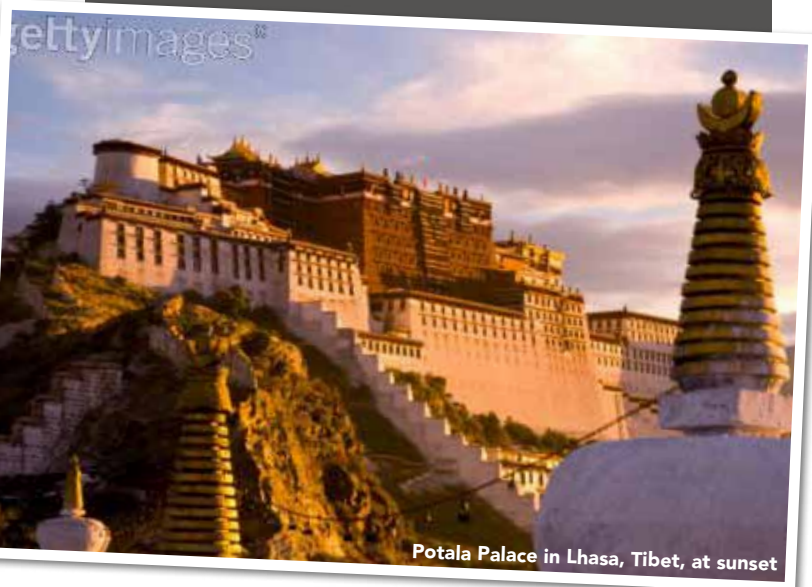
Adrian Gardiner, Chief Executive Officer of Mantis (voted the world's leading conservation company for the 13th consecutive year at the 2010 World Travel Awards)

» themed travel



"Emerging destinations in China include Sanya in Hainan, Yangshuo in Guilin, Xixi in Hangzhou, and Tibet. Thailand's health and wellness spas are driving the latest spa craze and though people will continue to go to old destinations like Europe, South America and Southeast Asia, they will be more oriented. Art travel will be a new theme. Health and organic travel will become a new form of luxury lifestyle. Technology is going to change the way we travel in that private jets and luxury cruising will replace public airlines (for individual or group rental)."

Jessica Zhang, Managing Director of Quintessentially China



Potala Palace in Lhasa, Tibet, at sunset



El Celler de Can Roca in Girona, Spain

» wine

"The development, huge investments, younger generation of wine growers and improvements in viticulture and wine-making have lifted Spain into the premium league of wine regions. Today, the new Tempranillo wines from the Rioja are as highly sought after (and priced) as the top Bordeaux Crus Classes! The revival of old and neglected vineyards of Mencia in Bierzo by Alvaro Palacios has been amongst the most exciting of recent developments. But Spain is not just about wine. What adds to its charm is the culture, history and rich gastronomic tradition that make the experience so complete. During my last trip, we discovered this fantastic restaurant, El Celler de Can Roca. Its wine cellar offers customers an audio-visual journey through five key wine regions, and you can always rely on head sommelier Josep to recommend you a good Spanish wine."

Dr N K Yong, wine expert



» luxury



"In our fast-paced world, luxury is increasingly having a different meaning for every individual. It is getting more and more important to experience a perfect moment while travelling – the desire to escape and feel closer to nature, foreign cultures and oneself. Walking alone without shoes on a white beach, hearing only the sound of the ocean, experiencing nature in the middle of the rainforest of Belize, or exploring the behaviour of elephants in Botswana. It is the unique, original and authentic experiences that many travellers see as the real luxury in life."

Marianne Hauptli, Senior Vice President Market Management of Kuoni Switzerland

» history



"Get ready to get back. Every year, re-enactments like the restaged fall of Napoleon at Waterloo, Belgium in June, or the century-spanning parade of Jidai Matsuri in Kyoto in October attract more and more visitors. In the US, it's really getting serious, as next April marks the 150th anniversary of the American Civil War – with four years' worth of restaged battles, lectures, crafts fairs and period-piece balls and even baseball games. One re-enactor in Philadelphia told me last year, 'This is the only way to feel like you're in the middle of history.'"

Robert Reid, Travel Editor (US) of Lonely Planet

It is the unique, original and authentic experiences that many travellers see as the real luxury in life



Cyclist in Hoi An, Vietnam, dressed in a traditional outfit

» danang



"With Asia's increasing importance as an engine for the world economy and the growing affluence in the region, we're certainly bullish on the prospects for the travel industry in this part of the world. Danang is one destination where we see investment and development, with the building of the new Danang-Quang Ngai expressway, a new international airport on the horizon, the emergence of new luxury resorts on its beaches and a burgeoning Vietnamese art scene in Hue and Hoi An."

Marvin Tan, Chief Executive of SilkAir

Destinations for the discerning traveller in 2011 might include Madagascar



Ambatoloaka beach on Nosy-Be, Madagascar

» off the beaten track



"Destinations for the discerning traveller in 2011 might include Mongolia, Madagascar and Taiwan. I like to go off the beaten tourist track and if you do too, I'll recommend Orissa in India with its glorious temples and indigenous people. There is also the incomparable mountains and valleys of north-west Pakistan, and the bare and beautiful Shetland Islands, northernmost outpost of the UK. And I'm dying to go to Brazil next year, but I'm certainly not telling anyone."

Michael Palin, Author of *Around The World in 80 Days* and the new *Halfway to Hollywood*

» airlines



"2011 will see Southeast Asia adding frequencies and destinations to other places in Asia. The historic data from my group along with the fact that Vietnam Airlines has announced more routes to China and India signal that Asia to Asia is going to expand. Low Cost Carriers (LCCs) will also continue to have an increasingly important role in the region. Major airlines of the world will try to make inroads with more Southeast Asian markets. It could be direct, joint ventures or alliances, but attaining access to the expanding traffic in Southeast Asia is key."

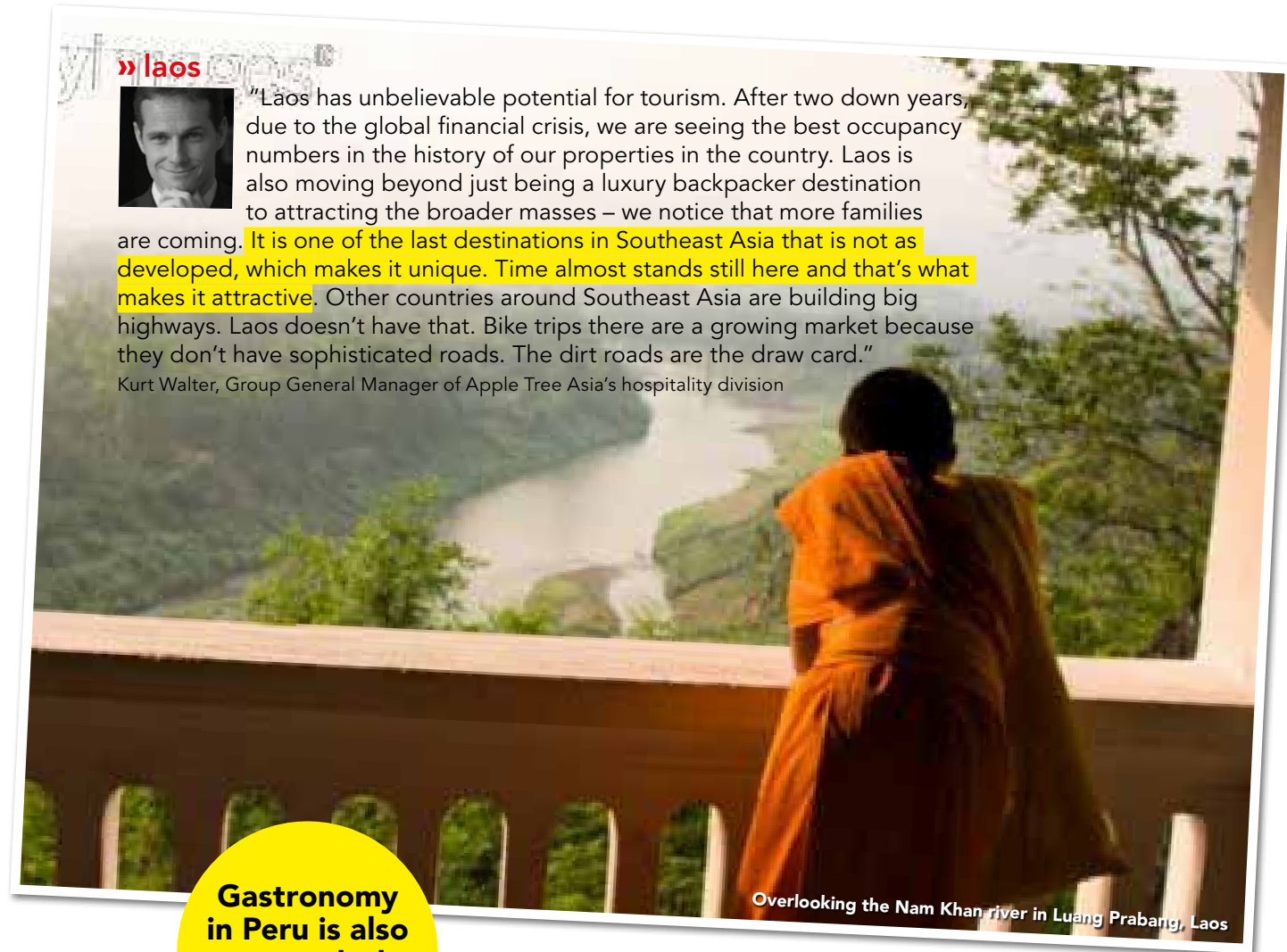
Kevin R. Heise, Sales Director of Boeing Commercial Airplanes, Asia-Pacific

» london



"The most eagerly awaited event in the UK and amongst royal watchers around the world takes place at Westminster Abbey in April 2011 when Prince William marries Kate Middleton, mirroring the fairytale wedding between Prince Charles and Lady Diana-Spencer back in 1981. It will be the first in a number of events that will put London centre-stage in the run-up to the 2012 Olympics, so take my advice and visit early. In 2011, thousands of London's eco-friendly 'Boris Bikes' will be made accessible to tourists as well as locals: whether you're pub-hopping along the Thames or following the royal wedding procession, there's no better way around this history-packed city than on two-wheels."

Mike London, Editor of Fast:Track on BBC World News



» laos



"Laos has unbelievable potential for tourism. After two down years, due to the global financial crisis, we are seeing the best occupancy numbers in the history of our properties in the country. Laos is also moving beyond just being a luxury backpacker destination to attracting the broader masses – we notice that more families are coming. It is one of the last destinations in Southeast Asia that is not as developed, which makes it unique. Time almost stands still here and that's what makes it attractive. Other countries around Southeast Asia are building big highways. Laos doesn't have that. Bike trips there are a growing market because they don't have sophisticated roads. The dirt roads are the draw card."

Kurt Walter, Group General Manager of Apple Tree Asia's hospitality division

Gastronomy in Peru is also very much the flavour of the moment

Peruvian lomo saltado (stir-fried beef and potatoes)



» cuisine & art

"Themed travel focusing on lifestyle cuisine and art – particularly contemporary art – is a trend. South America is a hot destination for contemporary art, as well as cuisine. Gastronomy in Peru is also very much the flavour of the moment. Sustainability is a continuing trend – it's everywhere but especially big when visiting fragile ecosystems such as the rainforests in Brazil, Peru, Bolivia, Ecuador, or the Galapagos Islands. People want to feel they are contributing to society and the planet by volunteering while they are on a trip and staying at an accommodation that adheres to sound practices."

Marisol Mosquera, Founder and President of Aracari Travel





» airlines



"I think that within the next nine years, you will see airlines being more like hotels. Some will become full service, focusing on the high end of the market, and low cost carriers catering to the rest. People who want to have a five-star-hotel experience will fly on Singapore Airlines and people who want a three-star product will fly on carriers such as Air Asia and Air Asia X. I also think that the airport process is going to become less painful, with faster security checks and fewer queues at registration and emigration. The advent of IRIS recognition systems (identification through the pattern of each person's irises) will make airport clearance easier."

Tony Fernandes, Chief Executive Officer of AirAsia

» in-flight dining



"Food trends in airline catering pretty much follow those of the street, such as ethnic variety, simple and high quality ingredients of local provenance and sustainable products. Gate Gourmet employs a brigade of dedicated development chefs of different nationalities to meet the demand of passengers and that of authentic ethnic dishes that represent an airline's country of origin. Of special benefit for passengers on long haul flights are functional food and beverages that can help fight jet lag, boost energy or help them relax."

Gottfried Menge, Head Executive Chef of Gate Gourmet

» out of this world



"Space tourism, that is offering star gazing as an activity, is rising in South Africa, though it is still very much a niche activity. A lot of people don't know before they leave their own countries that in South Africa, they can see the most beautiful skies that transcend millions of light years. It's an experience that anybody would agree is a very, very special one and one that is becoming increasingly rare worldwide, especially in densely populated or polluted areas. It could be a long time before we can offer real space tourism but until then, the star-gazing tours and night safaris that hotels and guest houses are offering are definitely a worthy alternative."

Jurg Wagener, Local tourism advocate for Sutherland, South Africa

