



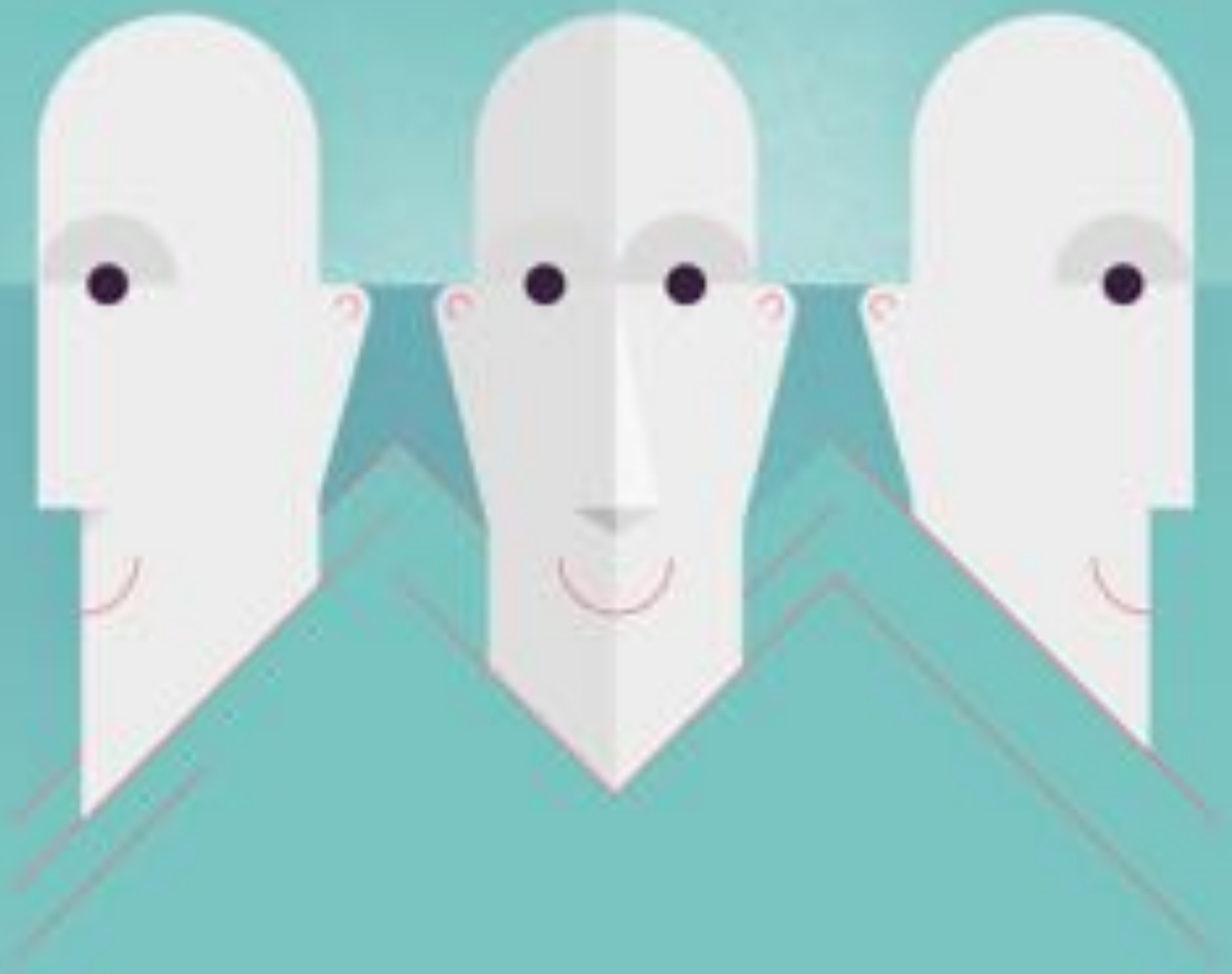




**Herman Konings @ ISHC Conference 2019**

**Vienna - 14.09.19**







**We, myself & A.I.**



Mad Meg - Pieter Bruegel sr



1563





phygital headfooter







# amazon books

Horror Novels with More Than  
1000 Reviews on Amazon.com



1842 Goodreads Members  
Use the quote from  
Bram Stoker's  
*Dracula*:

"We learn from failure,  
not from success."

amazon books

amazon books





TOURIST  
GO HOME

**overtourism**

© 2017, Madella, Moore



TOURISTS  
GO HOME











**“By 2020, the 20 most popular destinations will add more visitors than the rest of the world combined.”**

**Euromonitor (2018)**



Par Ici Le Grand Paris (Enlarge Your Paris)





Closed For Maintenance, Open For Voluntourism (Faroe Islands)





### 1—All's fare in bus travel

Whether it's a one-day tour or getting from Caracas to Patagonia, thrifty travelers are boarding the bus.

+32% ↗

### 4—No man's island

More no more! Instead, people are diverting to less-traveled islands for that rare-pets wild experience.

+14% ↗

### 7—Out-of-the-way towns

People are seeking out small towns for their bucolic views, unique B&Bs and low-key B&B.

+27% ↗

### 2—Hot springs have sprung

People are finding restoration and relaxation in hot springs—from high-end resorts to out in nature.

+32% ↗

### 5—A wheelie good tour

Both enthusiasts and casual peddlers are trying bike tours—plus, all that cardio means more cheese-eating en route.

+64% ↗

### 8—Waste not, jaunt not

"Zero waste travel" means strategic and sustainable packing, eating and even hotel-ing.

+76% ↗

### 3—Game of stones

Travelers are skipping the lines at Versailles and seeking out divine, defunct and discontinued castles.

+25% ↗

### 6—Destination unknown

Gather a group, clear their calendars, keep the endpoint hush-hush and practice shouting "Surprise!"

+102% ↗

### 9—Have a nice fall

Sipping full cider, peeping and sopping autumnal leaves. It's no wonder people are falling for fall getaways.

+94% ↗

### 10—Oh Rio, Rio

The Summer Olympics may be over, but Rio's still got the sand, the city and carnival.

+142% ↗

# Travel

**Business tip**  
Help your customers plan their next trip with bus- or bike-tour itineraries, or a zero-waste packing kit for their next eco-trip.





gen tonic





EU-28 (2020)

Gen α

Gen Z

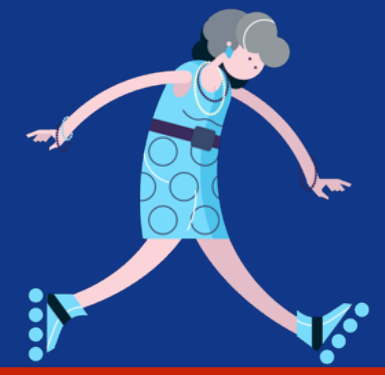
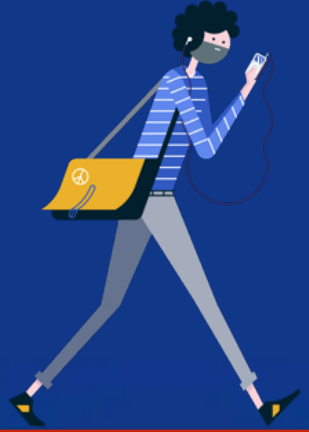
Gen Y

Gen X

Babyboomers

Master Boomers

Builders



0-4

5-9

10-14

15-19

20-24

25-29

30-34

35-39

40-44

45-49

50-54

55-59

60-64

65-69

70-74

75-79

80-84

85-89

90+



A young woman with long black hair, wearing a blue hoodie with yellow stripes on the sleeves, is smiling broadly and holding a skateboard. The skateboard has a dark blue deck and a reddish-brown grip tape. The background is a bright, slightly blurred outdoor setting, possibly a skate park or a street. The overall mood is happy and energetic.

**Chinese travel**



A young woman with long dark hair, wearing a blue jacket, is smiling and holding a black hat. The background is a bright, slightly blurred outdoor setting. The text is overlaid on the image in a bold, black font.

**“In 2018, the number of Chinese outbound tourist trips grew by a healthy 15% to more than 150 million.”**

**“In the next decade 100 million new outbound Chinese tourists are forecast.”**

**China Tourism Academy (2019)**





**“The number of senior travellers  
(60+) has grown 50% year on year  
since 2013.”**

**China Tourism Academy (2019)**





**“18-year-old Chinese traveller  
figures have been soaring with  
90% growth in 2016.”**

**China Tourism Academy (2019)**





# Moonlight Millennials



[Explore \(SIR Hotels, Europe\)](#)

INTRODUCING  
**SIR** **EXPLORE**



Arctic Bath & Spa Hotel (Lulu River, Sweden)







Svart Powerhouse Hotel (Snøhetta, Arctic circle, Norway)

resonance tourism



**“Resonance is the answer to major structural problems in times of hyper-individualization, option paralysis and **FUD**.”**

Hartmut Rosa (sociologist)

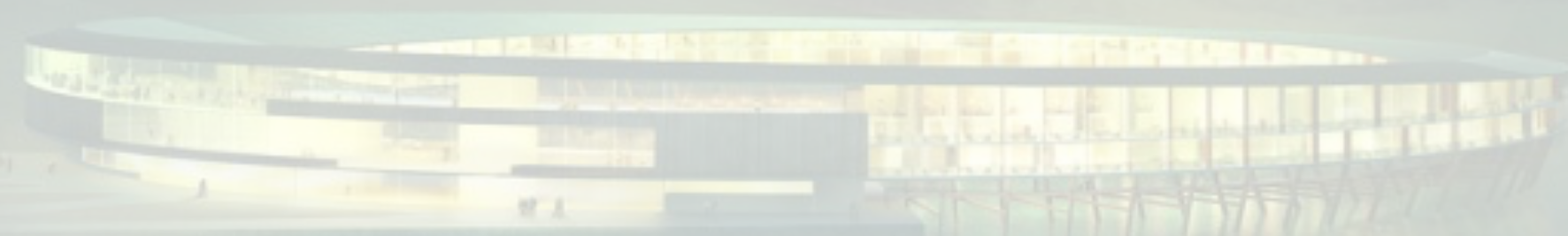
**FUD** = Fear, Uncertainty & Doubt





# 4 moments of resonance :

- (1) moment of **touch**, of being moved
- (2) moment of **self-efficiency**, of giving and taking
- (3) moment of **transformation** and 'selfness'
- (4) moment of **unavailability** and serendipity





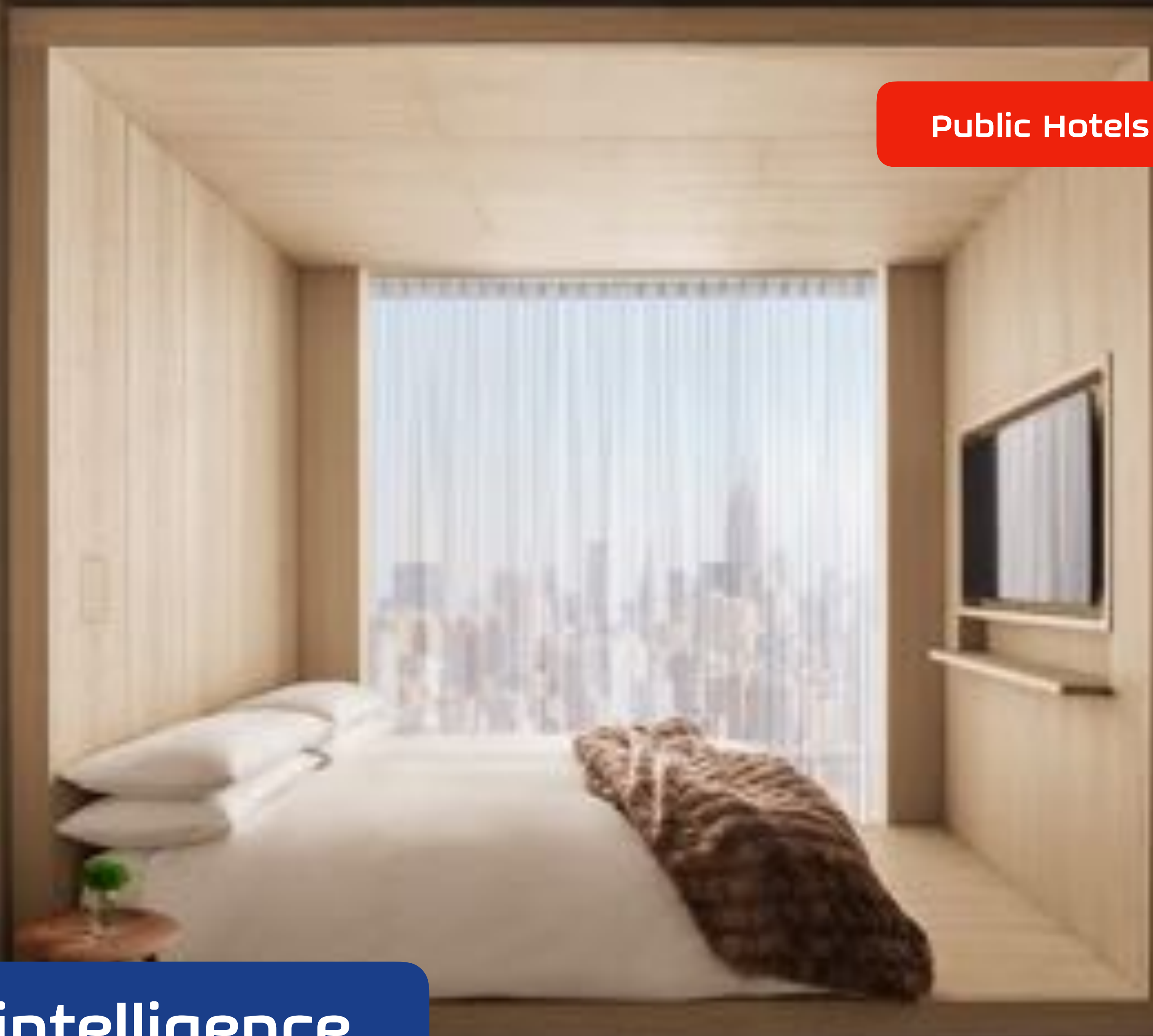
Ne Serait Ce Qu'une Seconde (Mimi Foundation, Belgium)





Public Hotels (Ian Schrager - London & New York)

interwoven intelligence





Yotel (Miami)





The image shows two white, rounded service robots in a modern hotel lobby. The robot on the left is named 'YOSHI' and has a simple, friendly face on its screen. The robot on the right is named 'YOLANDA' and has a more expressive face with large eyes. Both robots have purple glowing panels on their chests. In the background, there is a reception desk with a 'yotel' logo and a 'SECTION' sign. The scene is brightly lit with a warm, yellowish glow.

**“Hospitality is about a very human trait of empathy!”**





How different are 'modern' times?