

REVELSTOKE.

TOURISM TALKS

TRAVEL IN THE WAKE OF COVID-19

We've heard it ad nauseam: we are living in unprecedented times. This is apparent in so many areas of our lives, including our work routines, our social lives, and our freedom to travel.

When we return to travel, the tourism industry will look different from how it is today. The slowing caused by Covid-19 has given tourism organizations a chance to pause and consider the future of tourism. Industry leaders predict that the future of tourism will include many new trends in travel, and that in particular, travelers will make increasingly conscious choices about the destinations they visit.

Consulting agency Twenty31 has highlighted a number of trends that they foresee being on the rise when travel resumes. These trends are expected to carry on into the future and to define the tourism industry as we move into a new era of travel. Some of the notable trends are:

Supporting Local

Throughout the course of pandemic, people have watched their favourite local businesses struggle. This has given rise to a surge in the understanding of the importance of spending money locally. This understanding is expected to resonate throughout the tourism industry, where travelers will be seeking out opportunities to spend their money in ways that directly benefit the communities in which they're visiting.

Rise of the Rural

Large cities make for some of the world's most popular destinations. For example, prior to the pandemic, Vancouver saw the lion's share of visitation to BC. People are now seeking less crowded outdoor experiences, so rural destinations are expected to continue to be very popular. Search data is already showing that nearly 90% of overall searches are for trips to rural areas.

Digital Nomads

With the shift to remote working, the world is now everyone's office. As we've witnessed in Revelstoke, the increasing mobility of the workforce has led to people leaving cities and flocking to desirable locations, either for short stays or semi-permanently. The popularity of co-working spaces and longer term destination stays is on the rise as people have the opportunity to relocate to more inspiring places.

The "Slow Travel" Movement

Slow travel is an approach to travel that emphasizes connection; it's about experiencing the culture of a place at a slower pace. The slow food movement emerged as a way to preserve local farming and traditional cooking; the aim of the slow travel movement is similar. The idea is to simply experience what a local community has to offer on a deeper level rather than ticking off a to-do list.

Travelling with Intention and Impact

Sustainability will be more than a buzzword as people consider how to travel with a green conscience. Travelers are seeking to minimize the negative impacts of tourism while making a positive impact on their host destinations. Travelers will want to feel connected to the communities they visit and feel as though they are contributing to the greater good.

We expect that these trends will put Revelstoke in a great position to recover once travel is allowed again. We look forward to a new, redefined, more sustainable tourism industry in Revelstoke and across the globe.