



## TREND 2 VERSAT-AISLE CONSUMER

Online and physical retail are bleeding into one another. We now take our smartphone down every aisle and expect bricks-and-mortar and service suppliers to extend their presence into our digital lives, above and beyond just retail.

While there was once a commercial gap between those who wanted consumers to buy in-store and those who wanted them to buy

online, the two are now intrinsically linked. This also extends to the travel world as consumers expect the same interconnectivity when they book holidays, attractions and experiences/activities as part of their holiday.

The challenge is now to give the visitor the best experience online pre-purchase and at the same time provide all the wonders of the

wired life when they physically walk through your door. The traveller does not expect to have to compromise when switching from online to offline and vice versa.

Can a better use of data collected on visitors improve their overall experience? Should we as an industry push information/messages/offers to visitors when on holiday?

### WHAT'S DRIVING THIS TREND?

Consumer behaviour is complex and as a result trends rarely occur in isolation. This trend is influenced by the following other trends:

#### LIFE ON DEMAND

On-demand services are constructing a world in which patience is no longer a virtue

38% global consumers are interested in a one-click payment option, reaching 51% in the USA

#### LIVING LA VIDA DATA

Due to 'Big Data' and 'Smart Systems' consumers expectation of ever more precise personalisation increases

58% global consumers have some concerns about who personal information is shared with when using mobile Apps

#### MOBILE LIVING

Smart devices connect us with reviews and information anytime anywhere

Smartphone ownership 2015:  
68% GB;  
60% Germany

### VERSAT-AISLE CONSUMER

## TREND EVIDENCE

Price comparison is a main-stream behaviour – on average:

**3 IN 4** 

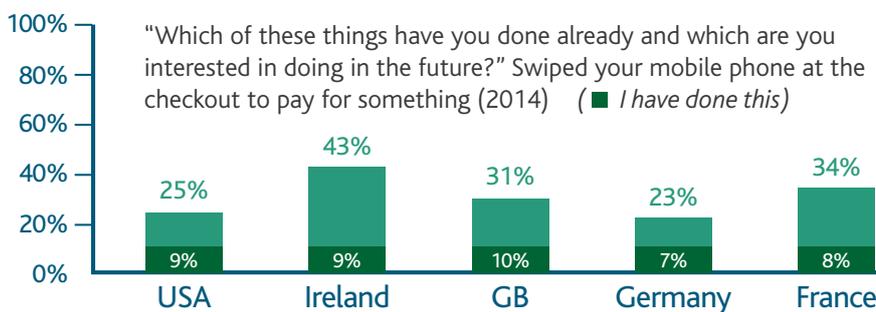
global respondents compare prices online at least once a month.

Meanwhile, the activity is migrating onto mobile devices – over:

**1 IN 5** 

global respondents claim to typically use mobile devices to compare prices online.

Source: nVision Research Base: 1000-5000 online respondents per country aged 16-64, 2014



**The smartphone is likely to develop a new role this decade:**

That of a payment device in physical retail and holiday environments. Consumer interest in such technology is widespread, with the Irish as early adopters particularly interested.

Source: nVision Research Base: 1000-5000 online respondents per country aged 16-64, 2014

## TREND IN ACTION



### WILD ATLANTIC WAY VIRTUAL REALITY

Fáilte Ireland have launched Virtual Reality (VR) videos of unmissable 360° views of the Wild Atlantic Way, giving tour operators, agents and potential visitors (via virtual reality apps including LittleStar & Samsung Milk VR) the chance to get a taster of what Ireland has to offer.



### STARWOOD HOTELS KEYLESS ENTRY

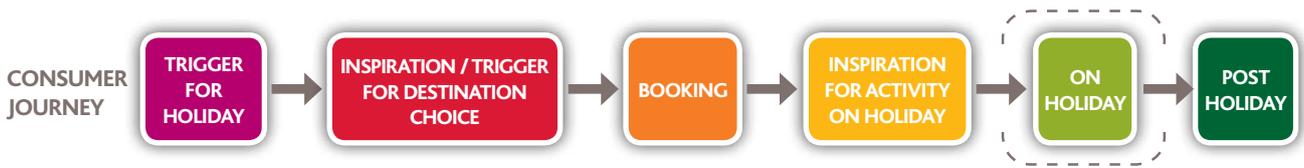
Starwood is rolling out an app for using mobile phones to unlock your hotel room, allowing guests to bypass the front desk entirely when they have a reservation, marrying online and offline functionality for those that want it.



### GET THIS

This app enables consumers to discover and purchase clothes and other items featured on TV shows. Items pop up in the app as they appear in an episode and can be purchased via the app directly.

## WHEN THIS TREND INFLUENCES THE VISITOR



STAGE OF CONSUMER JOURNEY	
KEY MARKET SEGMENTS	ON HOLIDAY
<b>SOCIAL ENERGISERS</b> Want happening days and extraordinary nights	<p>The most technically orientated segment (86% of Social Energisers will travel with some sort of device), they will access the internet at all opportunities to feed more information and options into their holiday plans while also posting images and comments on what they have experienced.</p> <p>Take advantage of this trend by ensuring your mobile optimised website is providing the right mix of practical and inspirational information for the visitor – can they book online or reserve a time and avoid queues to maximise their busy itinerary?</p>
<b>GREAT ESCAPERS</b> Want to recharge their batteries and reconnect with their friends / family	<p>Great Escapers gather information while on holiday for their activities and attractions list. Currently this segment likes to ask other people – locals, accommodation providers and other tourists, for recommendations on things to do and see.</p> <p>For Great Escapers recommendations from others will point them in your direction, so from here, make sure that your mobile optimised website covers all the practical information this group needs to find your business easily.</p>

## MAKE THIS TREND WORK FOR YOU

### KEY FIRST STEPS TO TAKING ADVANTAGE OF THIS TREND:

- » The removal of the roaming charges in June 2017 means EU visitors will have no financial constraints to utilise their mobile in Ireland as they do at home. Going online while on holiday is likely to become more popular across all segments
- » Ensure your mobile activated website is providing relevant inspirational and practical information in an easily digestible manner
- » Can you book or reserve tickets online so visitors can plan their itinerary accordingly?
- » Develop a clear strategy for answering emails/queries and comments via social media in a timely manner

- » Ensure what you're saying about yourself online is what is being re-iterated by other trade, tourists and locals



In December 2015, the **CityHub Hotel** in Amsterdam announced that guests would be able to access free Wi-Fi citywide. CityHub partnered with T-Mobile to use their own mobile router to allow guests to stay connected anywhere in Amsterdam.

**Wahaca**, a London based Mexican restaurant chain now offers mobile payments. A QR code on every table can be scanned with your smartphone and your itemised bill appears on screen. By downloading the app you can check it for accuracy, split the bill and pay at the touch of a button.

