

MARKETING OUTLOOK SUMMIT 2022

NAVIGATING The Future

miles
PARTNERSHIP

Good Afternoon!

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Miles Partnership

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Marketing Outlook Summit 2022:

Navigating the Future

5 Opportunities & Challenges for North Myrtle Beach

GAS PRICES, INFLATION & WAR

1. Revolution in How we Live & Work
2. Tourism Workforce Challenge
3. Better Destinations - Better Tourism
4. First Priorities
5. Immersive Tech



Presentation Slides

<https://milespartnership.expert/NMBSummit>



Welcome to the choose-your-own-adventure phase of the pandemic

What the end of plane mask mandates reveals about our new pandemic normal.

By Dylan Scott | @dylanlscott | dylan.scott@vox.com | Apr 20, 2022, 11:50am EDT



SHARE




EXECUTIVE MBA METRO NY
FINAL DEADLINE
May 15, 2022
[APPLY NOW](#)

Cornell Executive MBA Metro NY | Final Application Deadline—May 15

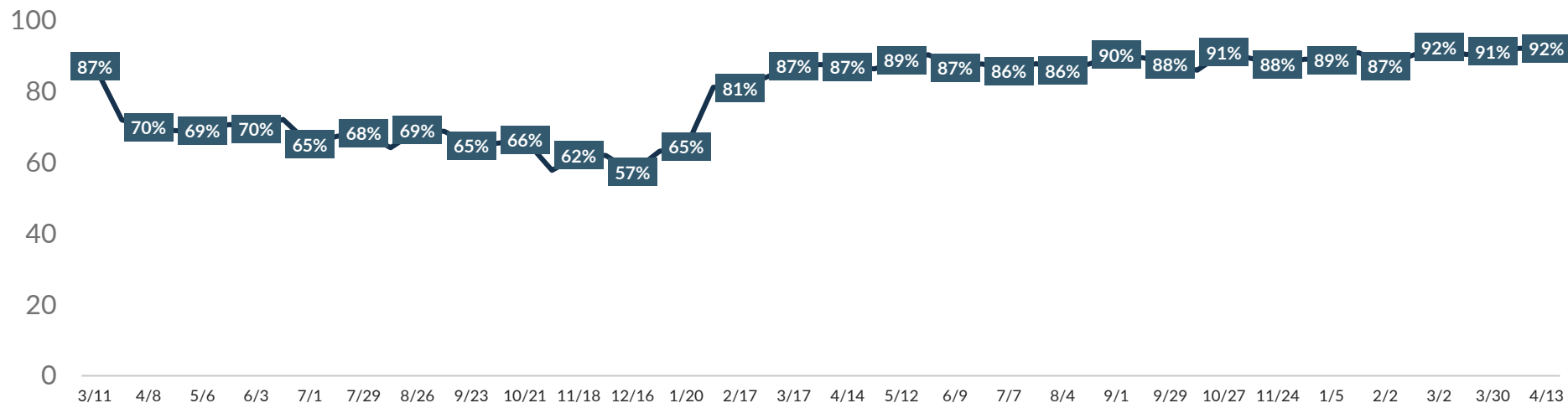
 Cornell Johnson Graduate School ... [Apply](#)

MOST READ



IMPACT ON TRAVEL PLANS

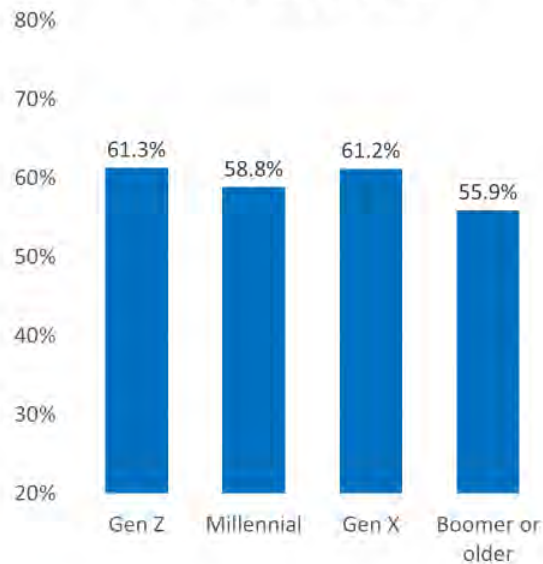
Travelers with Travel Plans in the Next Six Months Comparison



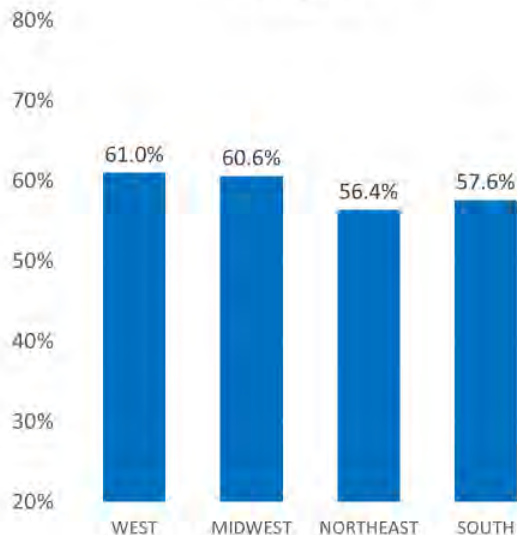
INFLATION & TRAVEL BUDGETING

Statement: Recent inflation in consumer prices will likely cause me to rethink the budgets for my upcoming travel.

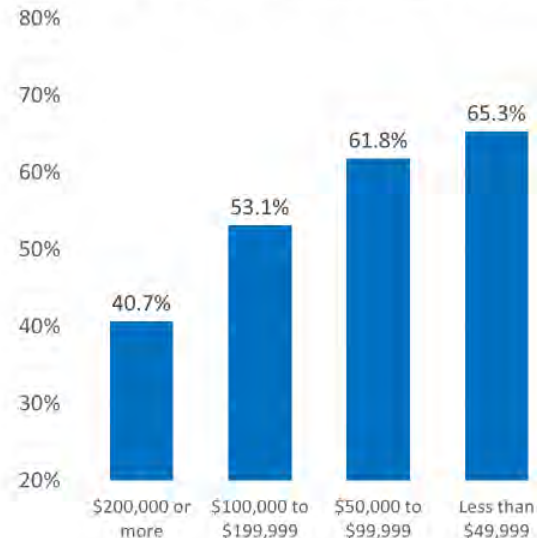
Generation



Region



Household Income



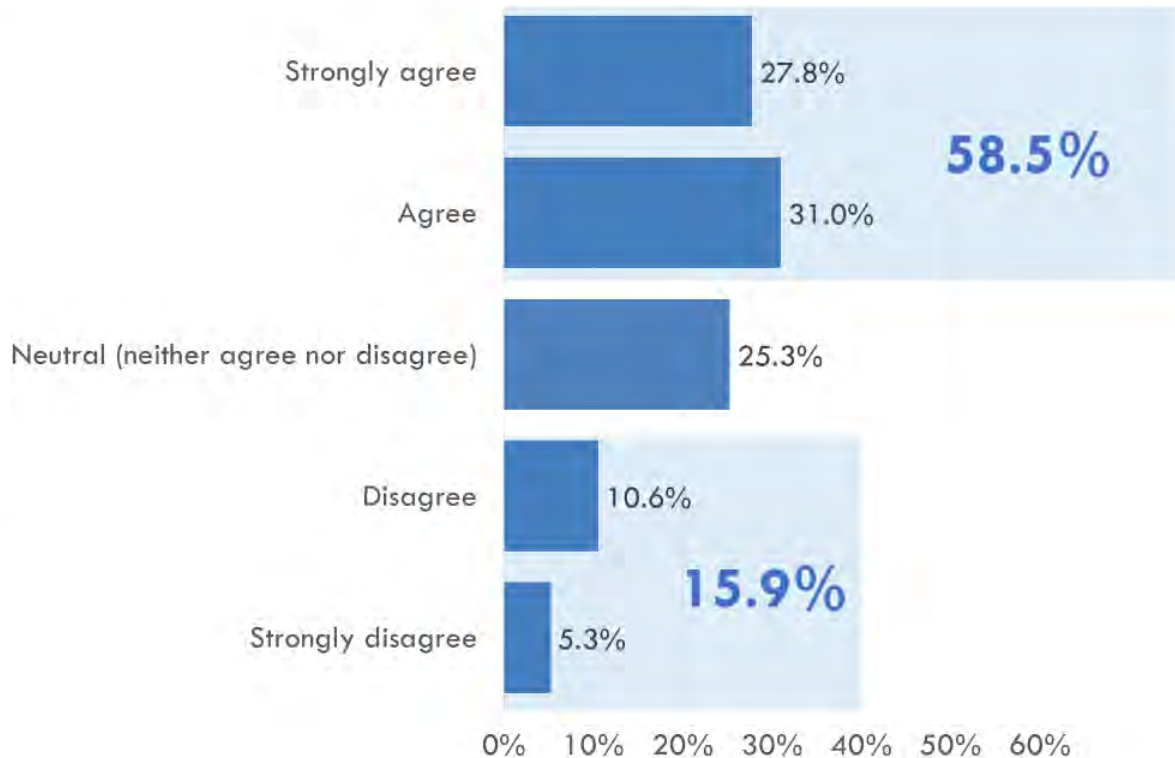
% Agree or Strongly agree

GASOLINE PRICES & ROAD TRIPS

How much do you agree or disagree
with the following statements?

Question: If gasoline prices don't
come down, I'll be taking fewer
road trips this spring/summer?

(Base: All respondents, 4,007 completed surveys.
Data collected March 15-23, 2022.)



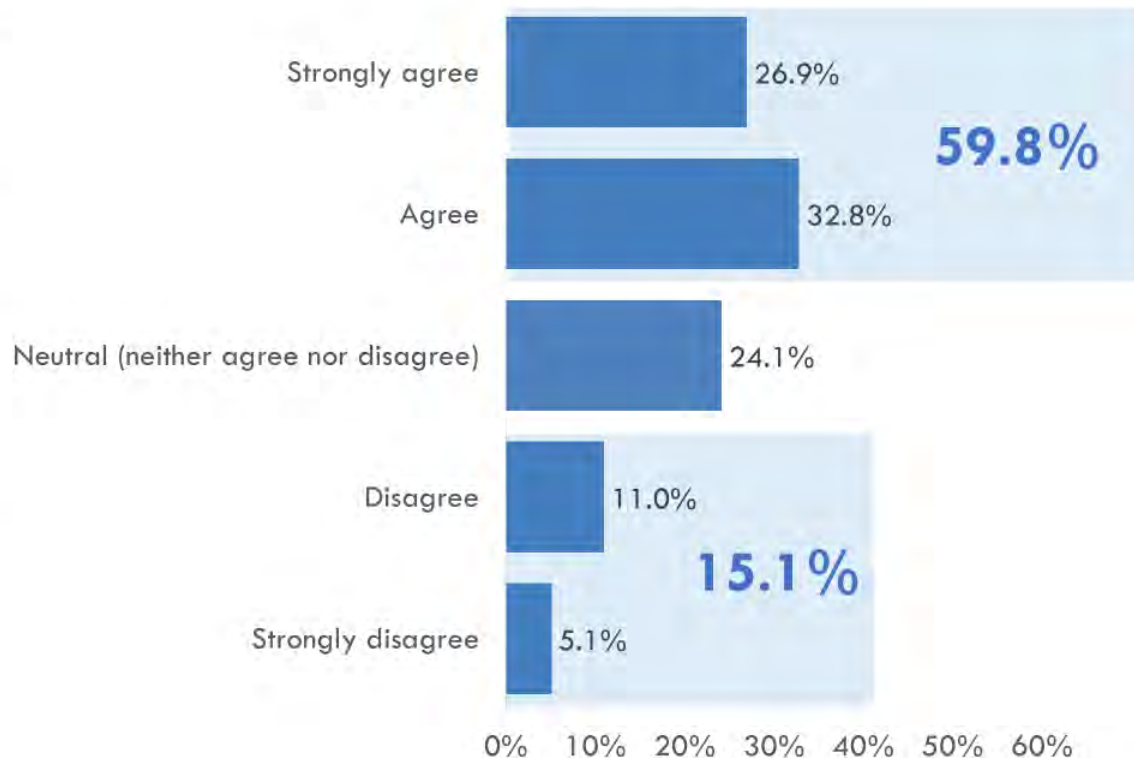
GASOLINE PRICES & TRAVEL DISTANCE FROM HOME

How much do you agree or disagree
with the following statements?

Question: If gasoline prices don't
come down, I'll be staying closer to
home on my road trips this
spring/summer?

(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)





Gas Prices, War & Risks for the Recovery of Travel

Published 3/16/22

share this post: t f in e

» See the blog, [“The End & the Beginning,”](#) that assesses the recovery of travel (January 2022)

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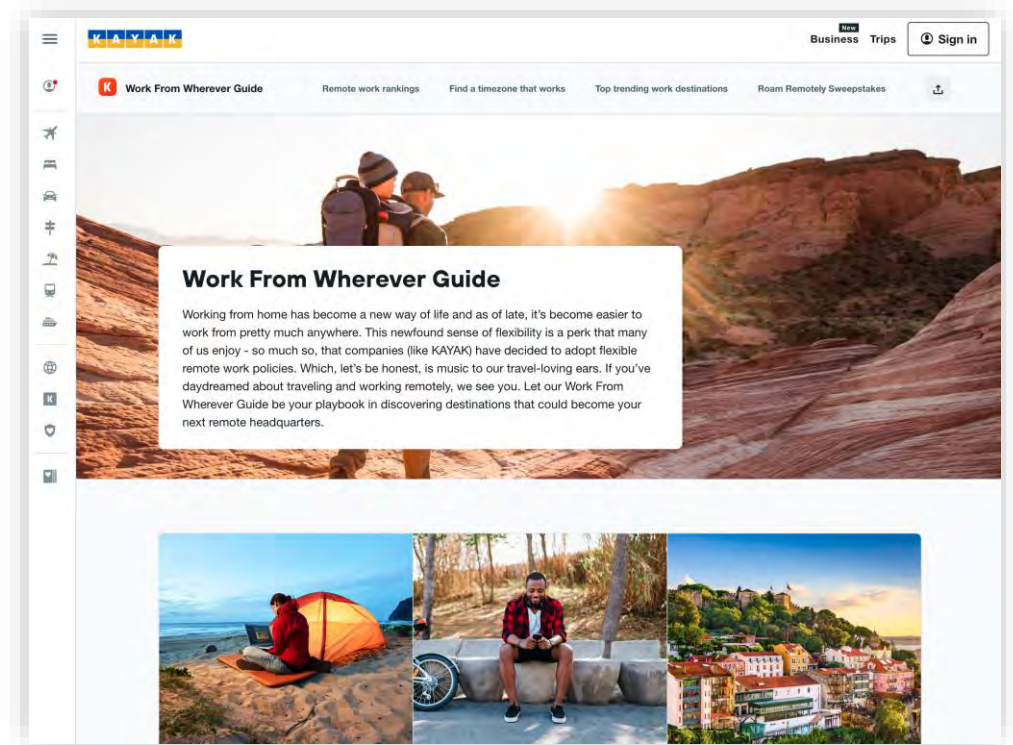


REVOLUTION IN HOW WE **LIVE & WORK**



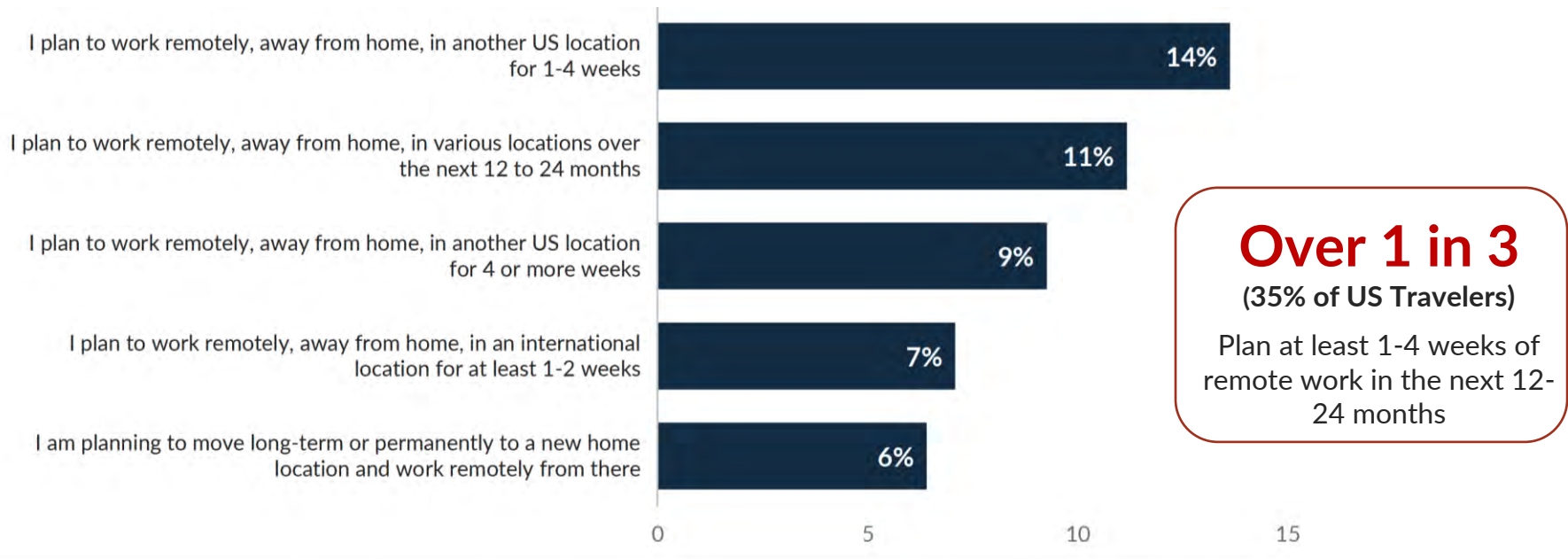
WORKING FROM WHEREEVER

Changing work is fundamentally changing travel and offering blended tourism, economic and community development opportunities



REMOTE WORKING ON THE RISE

Which of the following describes your remote work plans within the next 12-24 months?



MYTH BUSTING

- **Wider age range:** Nearly **three in five** are age 35+.
- **Employed full-time:** Nearly **four in five** have full-time jobs with an employer.
- **Highly educated:** More than **two in five** hold advanced degrees.
- **High earners:** More than **half** earn \$100k or more per year.
- **Senior in careers:** **Three in four** with employers are middle management.
- **Partnered up:** Nearly **three in four** have a significant other.

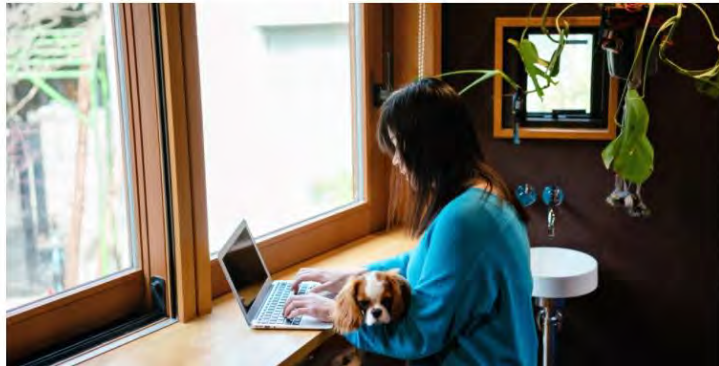
AIRBNB DOUBLES DOWN ON REMOTE WORKERS

How to make your space comfortable for remote workers

Keep your listing competitive by setting up a laptop-friendly workspace.

By Airbnb on Jul 21, 2020 · 4 min read

Updated Apr 28, 2021



Attract guests with the new wifi speed test

Find out how to verify and showcase your wifi speed – a top Airbnb amenity.

By Airbnb on 11 Aug 2021 · 2 min read

Updated 3 Nov 2021



URBAN INSPIRATION AWAITS

OPEN FOR BUSINESS

STAY DATES

Wed, Feb 16, 2022 to Thu, Feb 17, 2022 

ROOMS

1 Room 

GUESTS

1 Guest 

PROMO
CODE

CHECK
AVAILABILITY

SOUTHWARK

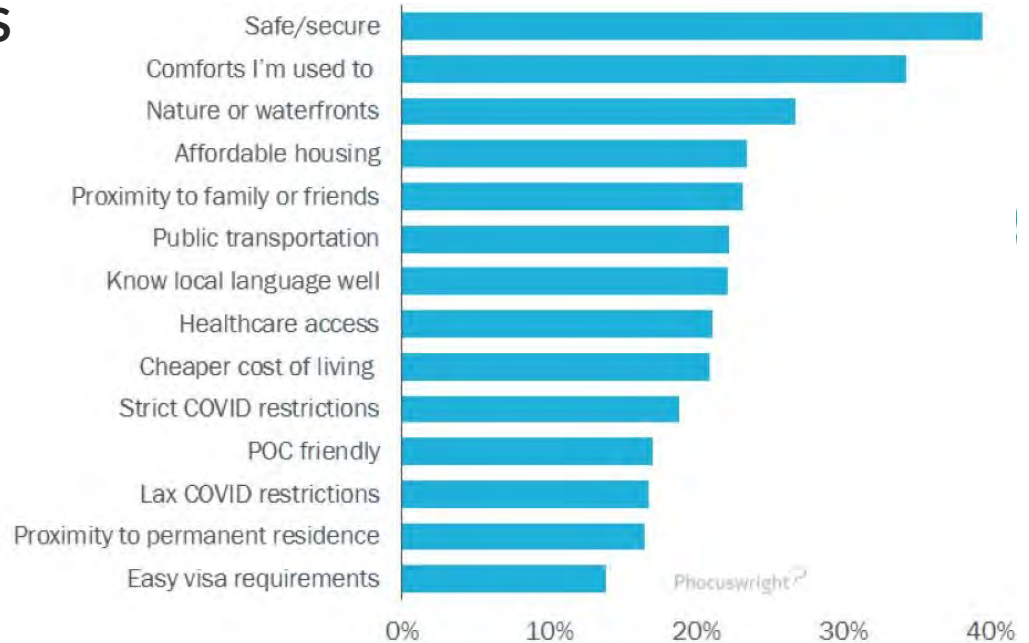
A coworking space that
feels like home.



WHERE PEOPLE WORK REMOTELY

DESTINATION OPPORTUNITIES

Destinations need to seize this opportunity – targeting the right sort of workers and get them engaged in their community and with businesses



Source: Phocuswright's *The New Nomads: Work & Play From Anywhere*, 2021



THE
OFFER

FEATURED
CITIES

ABOUT
ASCEND

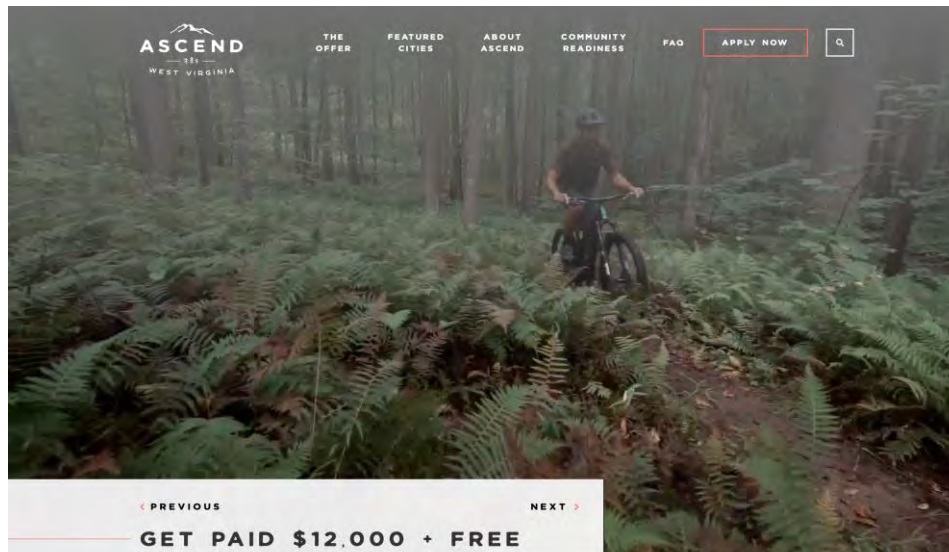
COMMUNITY
READINESS

FAQ

APPLY NOW



WEST VIRGINIA TARGETS TALENT THROUGH REMOTE WORK



With lush landscapes and roaring rivers, life in West Virginia is far from mundane. Break free of the urban confines of remote work and find a breath of fresh air in the mountains of West Virginia. To welcome you to your new home, we are offering some **major incentives**. We will pay you \$12,000 to find a home among our hills and throw in a year of free outdoor recreation. Our free outdoor gear rentals will make lunch breaks a blast. Remote work from the mountains. It really is that simple!

EXPLORE THE OFFER

APPLICATIONS **NOW CLOSED**

Ready to make the move and earn \$12,000 (plus FREE outdoor recreation)? Applications for Ascend Lewisburg have now closed, but applications for Shepherdstown & Morgantown will soon be opening. Learn more about the nation's premier remote work program and sign up for program updates to stay in the know.

START YOUR ASCENT

COMPARE YOUR **COST OF LIVING** IN WEST VIRGINIA

Sources: Sperling's Best Places Index

COMPARED TO

WASHINGTON, D.C.



\$

78.1

WEST VIRGINIA

Cost of Living Index

vs

152.1

WASHINGTON, D.C.

Cost of Living Index



\$96,400

WEST VIRGINIA

Median Home Cost

vs

\$556,700

WASHINGTON, D.C.

Median Home Cost

DISCOVER YOUR **QUALITY OF LIFE** IN WEST VIRGINIA

HOW DOES TRAFFIC MAKE YOU FEEL?

- UGH, get me out of here
- You don't even want to know...
- I need an escape... now!

WHAT IS YOUR IDEAL WEEKEND?

- Hitting the trails
- Grabbing a craft brew
- Stopping by a food festival

WHAT IS YOUR GO-TO ADVENTURE?

- A rock-climbing excursion
- Anything on the water
- A peaceful nature hike

HAVE YOU EVER VISITED WEST VIRGINIA?

- Of course!
- I wish, but not yet.
- It's been many years.

*Revolution in how
we*
live & work

Key Take-Aways

1. Work & travel has changed forever
2. Fresh opportunities (& challenges)
3. Confluence of tourism, economic & community development
4. Invest in what is important to remote workers
5. Engage with remote workers:
 - Local job & contract opportunities
 - Investment in, collaboration with local businesses
 - Volunteer &/or donate to local not for profits
 - Build a long term connection

TOURISM WORKFORCE **CHALLENGE**

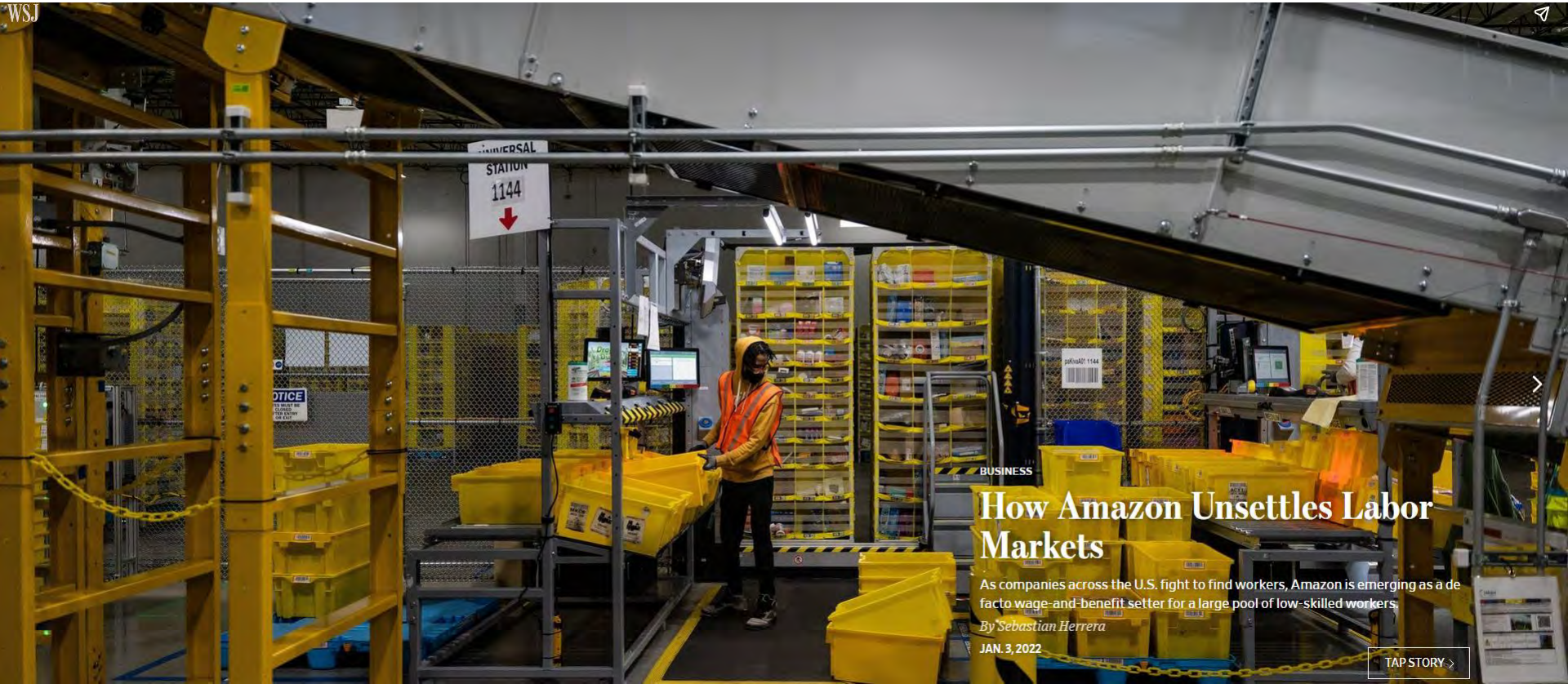


LONG-TERM WORKER CRISIS

The US & many countries have a long-term challenge to recruit and retain talent into tourism



Amazon added **810,000 workers** during the pandemic
5x faster than any other company expanded in US History



How Amazon Unsettles Labor Markets

As companies across the U.S. fight to find workers, Amazon is emerging as a de facto wage-and-benefit setter for a large pool of low-skilled workers.

By Sebastian Herrera

JAN. 3, 2022

TAP STORY >

Amazon workers earn average of **\$18 per hour** + health benefits and bonuses

Average salary of **\$48,500**



The New York Times Magazine

Account ▾

THE FUTURE OF WORK

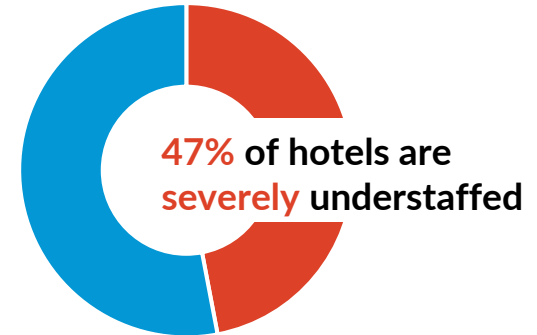
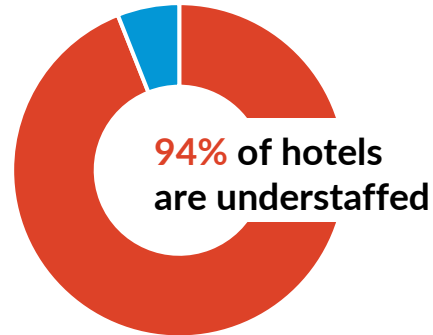
Amazon's Great Labor Awakening

Covid-19 has cemented the e-commerce giant's hold on the economy — but it has also spurred employees all around the country to organize.



LONG-TERM WORKER CRISIS

An October survey from the American Hotel and Lodging Association (AHLA) found 94% of hotels were understaffed and 47% said they were "severely understaffed."



LONG-TERM WORKER CRISIS

We need to start recognizing and rewarding the true value of personal service



Technologies are enabling travel in new & powerful ways – often with less need for staff interactions. However, this will also accelerate the importance & value of **personal service** in the travel experience.

HIGH TECH – HIGH TOUCH

“Personal service”
and “connecting with
locals” were rated
amongst top for the
quality of the visitor
experience

(Destination Analysts, State of the
American Traveler 2021)





#OCTourismCareers

Visit the OC.com/TourismCareers

OC TOURISM
GROW GREAT CAREERS LIVE

THANK YOU TO OUR PARTNERS!

ART

Pharm

Tourism workforce
challenge

Key Take-Aways

1. Workforce challenges are likely long term
2. Remuneration & benefits need to rise
3. Address structural issues: eg: seasonality, housing
4. Focus staff on valuable personal service
5. Value, price & pay for personal service appropriately

BETTER DESTINATIONS **BETTER TOURISM**





[Meet Miles](#) [What We Do](#) [How We Think](#) [Join Us](#)

A photograph of a man in a black jacket and dark pants sitting in a black motorized wheelchair on a wooden dock. He is holding a camera up to his eye, looking across a calm lake towards a lush green forested hill. The water reflects the surrounding greenery. The text "Travelers with Disabilities - Research & Resources" is overlaid in white on the right side of the image.

Travelers with Disabilities - Research & Resources

In partnership with TravelAbility

Miles Partnership is expanding its commitment to work with destinations and tourism businesses to better

Forces at Play 2022: Will the lack of housing reshape tourism destination economies?

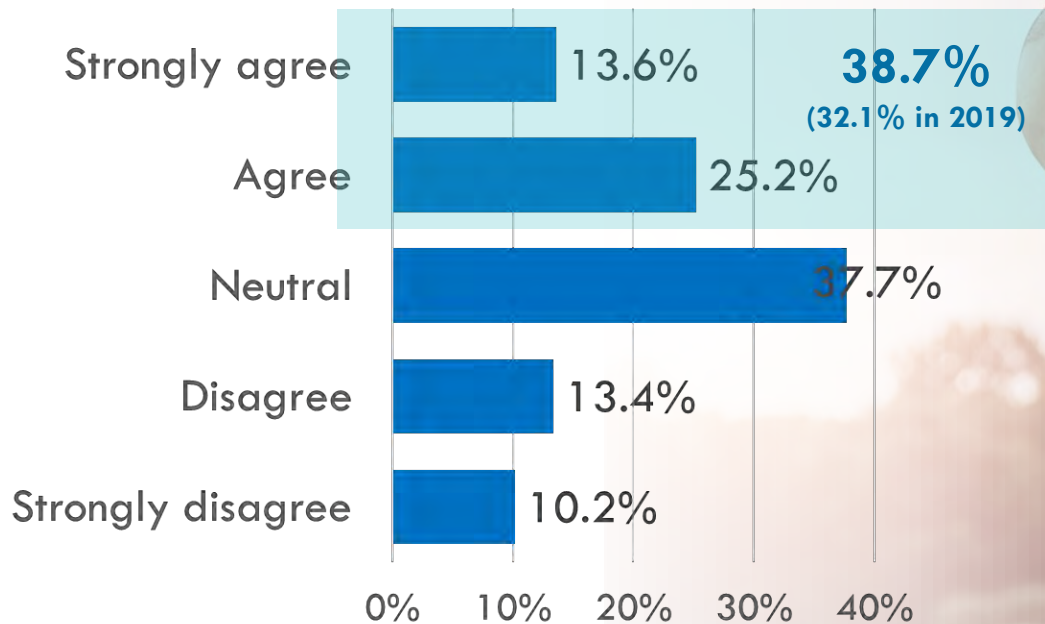
Roberts' bill to fund workforce housing, infrastructure passes Colorado House

The bill would give local jurisdictions more control over use of lodging tax revenue

EDITORIAL: Tourism numbers indicate a needed focus on workforce

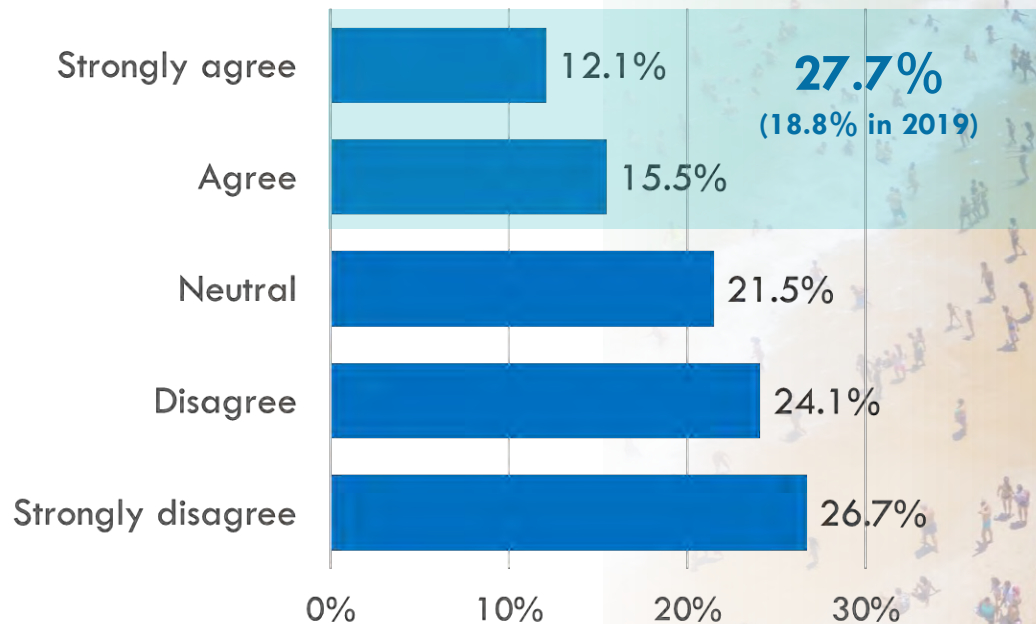
Here are Hilton Head residents' biggest complaints about tourism, survey says

“TOURISM IN MY COMMUNITY MAKES IT A BETTER PLACE IN WHICH TO LIVE”



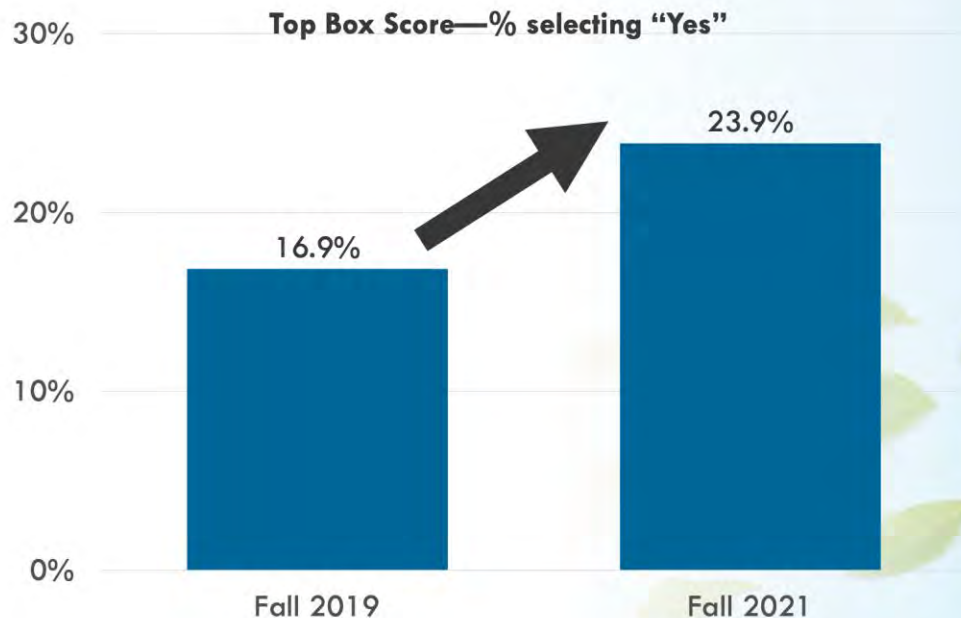
Statement: Tourism in my community makes it a better place in which to live.

"I LIVE IN A PLACE THAT HAS AN ISSUE WITH OVER-TOURISM"



Statement: I live in a place that has an issue with OVER-TOURISM (i.e., a place that has too many tourists)

LEISURE TRAVEL HAVING A NEGATIVE IMPACT ON THE ENVIRONMENT



Question: Do you believe that people traveling for leisure have an overall negative impact on the environment?

Future-Proof Your Destination



North American Edition

TIME FOR

DEMOCRACY



In association
with:



GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT





North American Edition

3 Cohorts



MAJOR CITIES

NYC & Company

Destination Toronto

Visit Anaheim

Destination Vancouver

Los Angeles Tourism & Convention Board

San Francisco Travel Association

Greater Miami Convention & Visitors Bureau

Tourisme Montreal



STATES & PROVINCES

Arkansas

Travel Alberta

Visit Arizona

Maine Office of Tourism

Travel Oregon

North Carolina

MOUNTAIN & COASTAL DMOs

Visit Sarasota

Visit Park City

Breckenridge Tourism Office

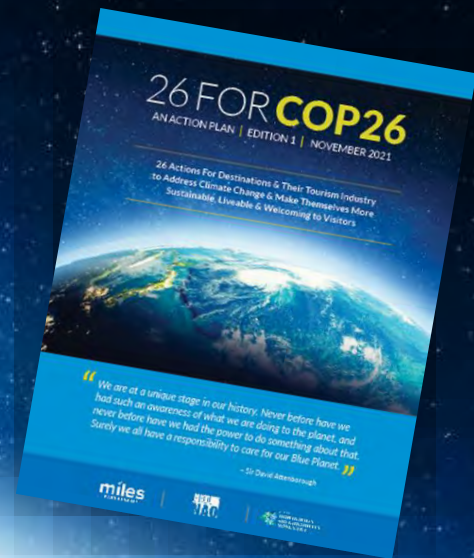
Visit Galveston

Mammoth Lakes Tourism

Visit Estes Park

26 for COP26

26 Actions For Destinations and Their Tourism Industry to Address Climate Change and Make Themselves More Sustainable, Liveable and Welcoming to Visitors



2 PART WHITE PAPER SERIES

miles
PARTNERSHIP

In association with:

C
coraggiogroup

GROUP
MAC



DESTINATION
SUSTAINABILITY
MOVEMENT

LEARN

Electric Vehicles

RENT AN ELECTRIC CAR

Perfect for clean, green, whisper-quiet journeys

As part of our dedication to personalized service and seamless travel, we now offer the largest electric vehicle (EV) rental fleet in North America. Our huge selection of quality electric rental cars – the vehicles of tomorrow – lets you choose a greener way to travel with models from [Tesla](#), Ford and more available.

Our innovative EV fleet options are as practical as an equivalent gas-powered car, boasting ample power and advanced onboard features that make every journey comfortable and convenient. We also offer a range of hybrid cars that offer the best of both worlds. And with no tailpipe emissions, EVs are helping to make the air in our towns and cities cleaner.

Browse our fleet of electric vehicles below, [find out how they work](#) and reserve online or on the Hertz app today.

Infrastructure Opportunities

Oregon's electric byways





Tourism Taxation & Funding Report, Slides, Recording & Resources

www.MilesPartnership.com/FundingFutures2021





The American Rescue Plan Act of 2021



Better Destinations

Better Tourism

Key Take-Aways

1. The pandemic has amplified concerns about tourism's "social license"
2. Increasing concerns about "over-tourism"
3. Workforce, affordability & housing are all tightly related but far bigger 'hot button' issues
4. Recovery funding presents opportunities
5. Better tourism - Better destinations

FIRST PRIORITIES



How Internet Privacy Is Changing The Online Advertising Market



Denis Litvinov *Forbes Councils Member*

Forbes Technology Council COUNCIL POST | Membership (Fee-Based)

Innovation

What Apple's New Privacy Push Means for Your Digital Advertising

Anthony Hyatt | Sep 09, 2021





AD TECH


How will Google's new privacy policy impact digital advertising

KARUNA SHARMA | MAR 5, 2021, 10:42 IST

Some of the challenges that marketers might face in adjusting to the new way of digital advertising

FIRST PRIORITIES







Alaska Airlines launches first-ever flight subscription service in the US – say yes to more adventures with Flight Pass

Flight Pass benefits for travel lovers include a flat fee, peace of mind, and more flexibility to explore California and major West Coast destinations

Sign Up Now!



Log in

A flat fee for flexible, frequent flights from **\$49** per month.

Sign up

From
SAN DIEGO

To
FRESNO/YOSEM
MONTEREY
SACRAMENTO
SAN FRANCISCO
SAN JOSE
SAN LUIS OBI
SANTA BARBAR
SANTA ROSA



Wyndham Destinations Acquires Travel + Leisure Brand from Meredith Corporation in Strategic Alliance; Wyndham Destinations to Be Renamed Travel + Leisure Co.

IMPORTANCE OF 'OWNED MEDIA' TO FIRST PARTY DATA

Your "owned media" such as Email Lists, Visitor Guide Subscribers provide a powerful opportunity to build first party data with high value, repeat visitors and locals.



The background is a dark, semi-transparent collage. It features a laptop with a website on its screen, a smartphone displaying a travel app, and several Polaroid-style photographs of various travel scenes like mountains, people, and landscapes. The overall theme is travel and technology.

Destination  Analysts

STATE TOURISM WEBSITE

USER & CONVERSION STUDY

2018-2019 Research Study. Final Summary of Aggregate Findings.
Jan 2020

FIRST PARTY DATA - SUBSCRIPTION OPPORTUNITY FOR DESTINATIONS

Visitor Guide Users are Highly Attractive Travelers

- **30% higher** average Household Income (\$104,041 vs. \$81,483)
- **2x** feel now is good time for them to spend on leisure travel (57.9% vs. 27.4%)
- **2x** expect to spend more on travel in the next 12 months (52.4% vs. 26.1%)
- Almost **3x** researched travel ideas online in the past week (45.3% vs. 18.2%)
- **Far** more interested in new travel experiences or destinations (7.7 vs. 5.9 11-pt scale)
- Almost **4x** visited a National Park during a trip in the past month (23.0% vs. 6.5%)



First **priorities**

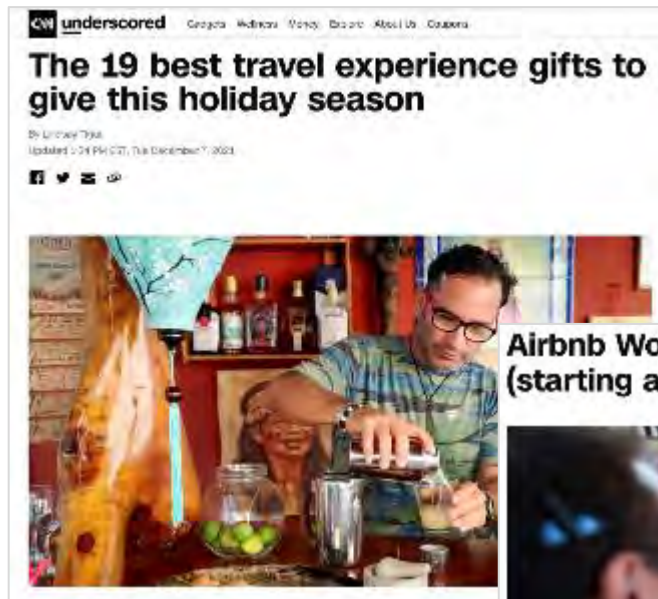
Key Take-Aways

1. Privacy & security is limiting digital advertising
2. Double down on personal connections
3. Long term relationships with repeat visitors, locals
4. Understand “Customer Lifetime Value” (CLV)
5. Prioritize a ‘First Party’ database of contacts

IMMERSIVE TECH



TURNING UP TECH: ONLINE EXPERIENCES



Airbnb World's Top Coffee Masterclass
(starting at \$8 per person; [airbnb.c](https://www.airbnb.com))



Airbnb World's Top Coffee Masterclass

Virtual Experiences are becoming mainstream

Intrepid Urban Adventures Peruvian Pisco: A Virtual Cocktail Class (\$12; [amazon.com](https://www.amazon.com))



Intrepid Urban Adventures Peruvian Pisco: A Virtual Cocktail Class

Department

Amazon Explore

- Personal Shopping
- Culture & Landmarks
- Food & Drink
- Learning & Creativity
- Wellness & Beauty
- Events & Entertainment
- Nature & Outdoors

Location

- ☐ Argentina
- ☐ Australia
- ☐ Canada
- ☐ Costa Rica
- ☐ Czech Republic
- ☐ France
- ☐ Germany
- ☐ Hong Kong
- ☐ Israel
- ☐ Italy
- ☐ Japan
- ☐ Mexico
- ☐ Norway
- ☐ Panama
- ☐ Peru
- ☐ Singapore
- ☐ Slovenia
- ☐ Spain
- ☐ Taiwan
- ☐ United Kingdom
- ☐ United States

Duration

- ☐ Under 30 min
- ☐ 30 to 60 min

CULTURE & LANDMARKS

LEARNING & CREATIVITY

PERSONAL SHOPPING

\$10 EXPERIENCES

FAMILY-FRIENDLY

SHOP LOCAL

Discover new places. Shop local items.

Prime Members, try your first live virtual experience
up to \$50 for **FREE** with code **FREEFUN**

[Learn more](#)

Most popular experiences



Hear legends and tales of the
Spanish Inquisition in Madrid

Vexperio

★★★★★ 12

\$69⁰⁰

30 min session



Explore the colorful culture of
Buenos Aires' La Boca
neighborhood

Signature Tours

★★★★★ 12

\$24⁵⁰

60 min session



Experience Italy's ancient history in
Naples with a local host

tourHQ

★★★★★ 5

\$49⁹⁹

45 min session



Take a rickshaw tour through
Tokyo's Asakusa

Ebisuya

★★★★★ 40

\$19⁰⁰

20 min session



Explor
in Ed

Vexperio

★★★★★

\$69

Experiences by region

VIDEO: Amazon Goes Big Into Virtual Experiences



horizon Worlds

FACEBOOK

TECH • METAVERSE

Companies like Nike and Disney are hiring like crazy for the metaverse—and it's just the start

BY MARCO QUIROZ-GUTIERREZ

February 2, 2022 11:20 AM MST

[HOME](#) > [TECHNOLOGY](#)

Amazon Is Quietly Hiring for the Metaverse

Amazon is hiring a senior product manager for one of its newest growth areas.

VIDHI CHOUDHARY • 7 HOURS AGO

SHOPPING LIST

WINE TV

Suggested Item
Pinot Noir Wine

MY CART

- T-Shirt-M \$6.98
- Green Cabbage \$9.98
- Brown Battery \$3.00
- Fashion Skirt-M \$5.00
- Tomato Sauce

Walmart

Walmart



AGE VERIFIED

\$18.94

Ballard Vineyard
Pinot Noir

Ballard Pinot Noir wine is all about
the S's: silky, smooth, and spicy!
Dark cherry and wild raspberry ge
than grove on next to a brown s



\$5 off Vudu Rental
Datenight? \$5 off Vudu
movie rentals*


00:15

20:33





Andrew

D	E	T
E		T

Mike

Ira

Alex

Kurt







Team Earth has landed.

Some folks these days are fascinated with the metaverse and Mars.

But here on #TeamEarth, we have our gaze fixed a little closer to home.

We believe that business is the greatest platform for change, and success should be for everyone on Earth and the planet itself.

Because the new frontier? It's right here.

JOIN #TEAMEARTH



Our people. Our planet. That's our business.

We believe that companies can do well and do good. Our core values guide everything we do.

In trust we trust.

We are accountable to our stakeholders. We build trust through the integrity of our technology, transparency, deep listening, delivering on commitments, and leading with ethics and integrity.

[LEARN HOW TRUST IS IN OUR DNA](#)



Key Take-Aways

1. Virtual experiences can introduce local travel & products to remote audiences
2. Metaverse – transformational tech or hype?
3. Metaverse empowers hybrid meeting & work
4. Tourism is still all about people & places
5. New technologies boost & do not replace travel

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Thank You!

<https://milespartnership.expert/NMBSummit>



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Head of Research and Insights

Miles Partnership

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