



Traveling to off-the-beaten track destinations, driving instead of flying, and going in the off-season are likely to be among the trends of travel in 2020.

2020 to see a focus on sustainability and reducing travel's carbon footprint

By Michelle Martin, Travera

Sustainable travel is at the core of the travel trends that will dominate 2020.

While still a fuzzy concept for most, sustainable travel is actually an easy concept to embrace. There are three main pillars that can be distilled down to **footprint, culture** and **community**. Traveling sustainably simply means supporting local communities; preserving culture and heritage; and doing it all with as light a footprint as possible.

Shoulder and Off-Season Travel

Crowded beaches, monuments and museums make for long lines, limited interactions with locals and sky-high prices. Shoulder and off-season travel offers affordable rates and more authentic connections

with locals. While the weather might not be perfect in the off-season, the positives far outweigh the negatives.

Traveling during off-peak times spreads the economic impact of tourism throughout the year, enabling locals to have a more stable income. Battling your way through tour groups and throngs of other tourists is no fun for anyone and travelers are increasingly aware of that.

Second City Tourism

Overtourism is a buzzword we've been hearing more and more. Crowded scenes from cities such as Venice, Barcelona and Paris highlight the threat of over visiting a destination. A potential solution? Undertourism, or travel to lesser

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Lincoln Home National Historic Site in Springfield, Ill.

Springfield, Ill., seeks 1 million visitors

The Springfield (Ill.) Convention and Visitors Bureau is already planning new ways to draw in an estimated 1 million tourists.

CVB Director Scott Dahl said they are really going to focus on bringing travelers to Springfield landmarks in 2020 and 2021.

From Abraham Lincoln to visiting Route 66, Dahl said this city has a lot to offer.

"We've just got a wealth of history here in town."

It's all part of a plan to market Springfield to more than a one-day experience.

Dahl said his team will launch their living legends program on Route 66.

"There are businesses along Route 66, and really we'll be highlighting the owners."

Restaurants like the Cozy Dog Drive In and route 66 Motorheads Bar, Grill & Museum are included.

Dahl's proposed budget for 2020 is \$3.2 million.

Source: newschannel20.com

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known or off-the-beaten path destination. There's no denying the positive economic impact of travel, but to be sustainable, it needs to be spread throughout a country.

"Second city" tourism will rise to be one of the most popular travel trends in 2020 as travelers seek new, intimate experiences. What does it look like? Instead of Venice, try visiting the less familiar Italian wine region of Friuli that is less than one hour away. Many people have heard of (and probably been to) Iceland, but how about the Faroe Islands?

Less Flying

The benefits of travel are undeniable. Unfortunately, the carbon footprint produced by air travel, specifically, is also undeniable. Travelers are seeking ways to decrease their impact by choosing nonstop routes, purchasing carbon offsets and flying airlines that are using biofuels. But unfortunately, this isn't enough.

The airline industry and governments need to take further action, faster, to make aviation sustainable.

More Ground Travel

Twenty years ago, Eurail passes were the norm for young backpackers exploring Europe. The onslaught of budget airlines changed the game, making it much more affordable to hop on and off flights, in less time. 2020 will be the year train and bus travel make a comeback. As young travelers put the planet first, ground travel will see a resurgence across the globe. Electric trains and comfortable, reliable buses with robust networks



Eurail.com

(like Flix) will embrace a new generation of travelers who can explore with more flexibility. Road trips are also on the rise, enabling journeys to more rural areas and off-the-beaten path destinations.

Slow Travel

Social media has made the world a whole lot smaller and seemingly more accessible. While it serves as a source of inspiration through drool-worthy imagery, it has also fueled a generation of drive-by tourists who visit a destination just to get the 'gram.

Tickling a location off your list with a photograph might impress one's followers but moving through a place too quickly prevents one from truly immersing themselves into the real culture. More and more travelers are opting for slower travel, visiting less destinations and staying put longer. Renting an apartment from a local, visiting the

neighborhood markets and learning about daily life from a shop owner or taxi driver are some of the best ways to connect and absorb the essence of a locale.

Women-Focused Travel

Any global development expert can cite data demonstrating that the economic empowerment of women is one of the best ways to alleviate poverty. We know that when women earn an income, they invest in their families and communities, creating a ripple effect which lifts others out of poverty.

Female-centric travel companies like Wild Terrains are curating trips that are for women, while also supporting women-owned businesses in the destinations they visit. Girls Trip Tours take groups of women to Africa, where activities are focused on female empowerment.

– Via forbes.com