



# Pace Yourself

Strategy for the Long Haul

ODA Conference  
Hood River  
January 2023

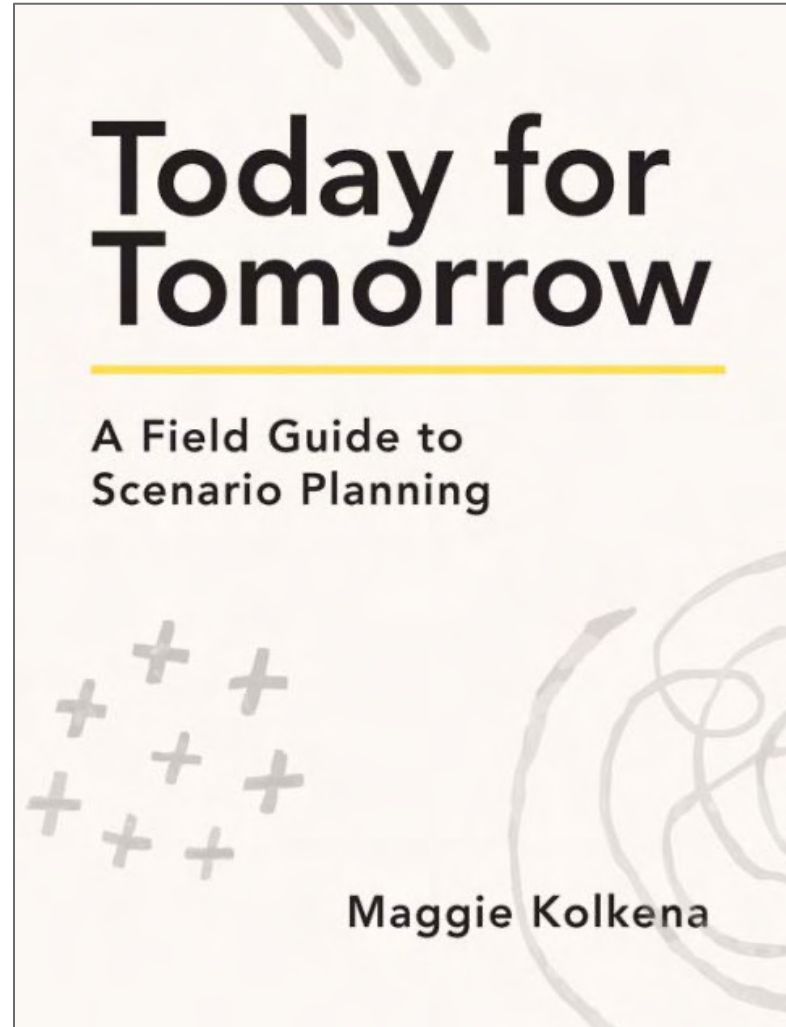






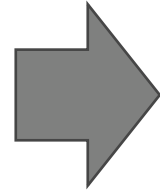


**might  
is right?**

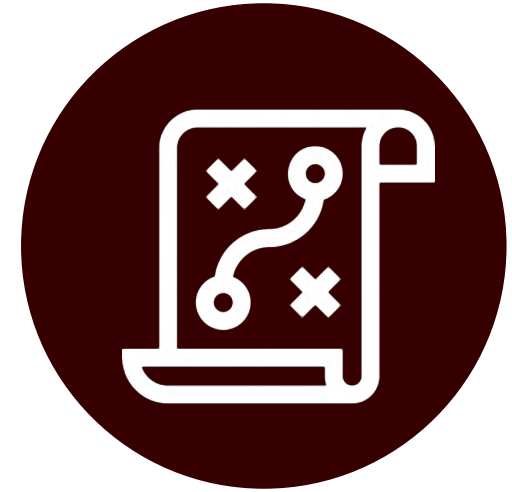
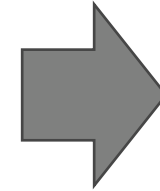




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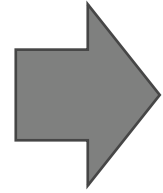
“Listening to others, especially those with whom we disagree, tests our own ideas and beliefs. It forces us to recognize, with humility, that we don't have a monopoly on the truth.”

—Janet Yellen

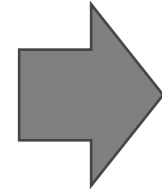




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# Skift.

## MEGATRENDS

### Defining Travel in 2023

[Watch the Event](#)

Destination Analysts'

## The State of the American Traveler™

SEGMENTS EDITION

Summer 2020 | Volume 38



Destination  Analysts

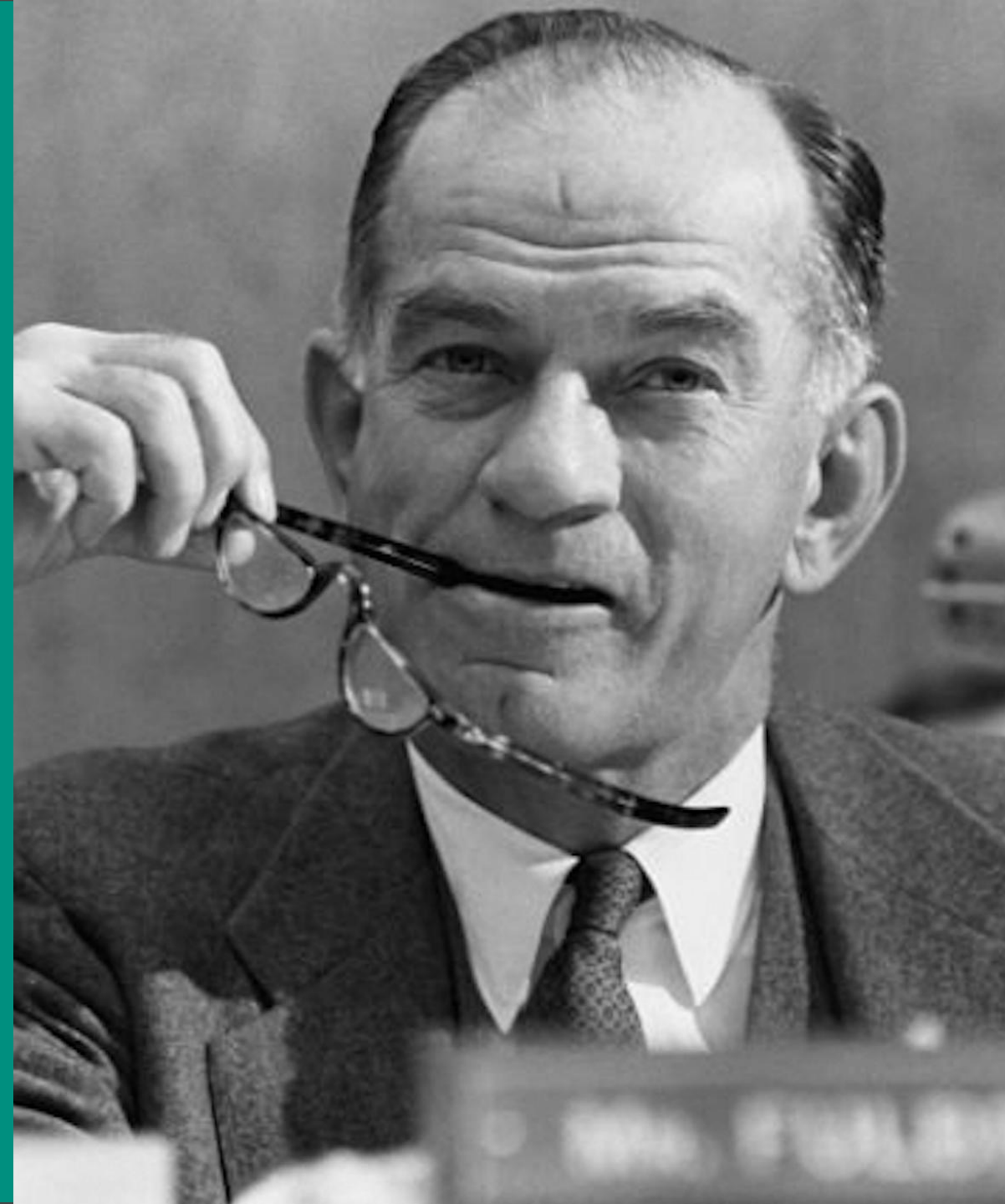
### Segments Edition

The Coronavirus has been a disaster for the travel industry. We have learned that perhaps no industry is more vulnerable to the fear instilled by a pandemic than our industry. The summer edition of The State of the American Traveler is typically dedicated to understanding different traveler segments marketed to by Destination Marketing Organizations (DMOs). However, in the current environment, this data would be of limited value, as DMOs are not engaging with the marketplace in the traditional fashion. As such, we are repositioning this summer edition to first examine traveler sentiment in its historical context,

then presenting a segmentation analysis that examines what types of travelers are currently ready to travel. It is our hope that this simplified edition can yield value to the DMO community, while not straying too far from this research's customary foundation. In short, our hope is that this market intelligence can help the DMO industry to shape its big picture thinking as we move through these extraordinarily challenging times. As always, if you have questions or ideas for future survey topics, we welcome you to message us: [info@destinationanalysts.com](mailto:info@destinationanalysts.com) or [@DA\\_Research](https://twitter.com/DA_Research).

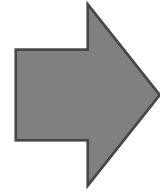
“We must dare to think 'unthinkable' thoughts. We must learn to explore all the options and possibilities that confront us in a complex and rapidly changing world.”

—J. William Fulbright

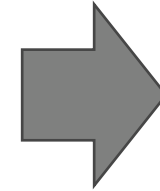




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**takeover of  
autonomous  
vehicles**

**MASS MOVEMENT**

- Visitors arrive in autonomous group vehicles
- Group activity asset development
- Creation of multiple automated itineraries

**POD PEOPLE**

- Visitors arrive in autonomous on-demand electric cars
- Reduced need for parking
- All participants can see sights
- Promote relaxing experience

**death of the  
personal vehicle  
road trip**

**LAND CRUISERS**

- Group tours in driver-operated buses
- Provision of well-trained tour guides as drivers
- Market enrichment of the road trip; educational opportunities

**BORN TO BE WIRED**

- Classic road trip culture, but electrified
- Still need parking lots, but with charging infrastructure
- Market individuality and freedom of the open road

**electrification of  
the road trip**

**persistence of  
driver-operated  
vehicles**

# Born to be Wired

Anil and Surya arrive from India via solar-powered airship. Although the journey over the Pacific took nearly a week, it was an incredibly relaxing time and the couple had a chance to reconnect away from their busy lives. But they are now ready for adventure, and they know that a cherry-red 2035 Corvette EV convertible is waiting for them at the rental agency.

Both of them are fans of American culture, and Anil is particularly focused on American car culture—he has dreamed of driving the Pacific coast since he was a boy, and his 35<sup>th</sup> birthday provided the impetus. Although there were many pre-programmed itineraries available, the couple has chosen to go their own way—and to make it up as they go along. Their only plan is to take Highway 30 out to Astoria and then head south from there, stopping where they want to stop and finding accommodation when they're tired. They have a full ten days before they need to be back at the airship terminal, so they know they'll have plenty of time to explore.

As they sink into the lab-grown leather seats in the Corvette, Surya tethers her mobile device to the car's speaker system and starts the Classic Rock playlist with a little Steppenwolf...

“Often the difference between a successful person and a failure is not one has better abilities or ideas, but the courage that one has to bet on one's ideas, to take a calculated risk—and to act.”

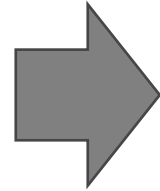
—Andre Malraux



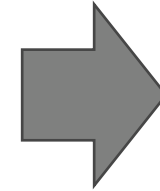




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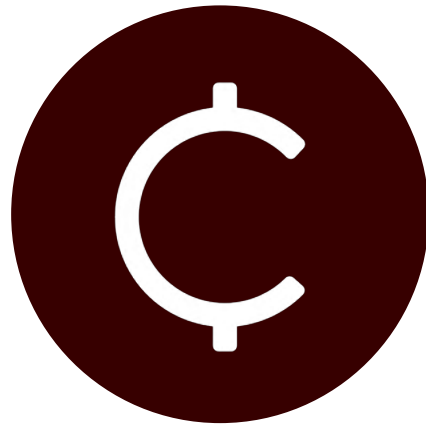
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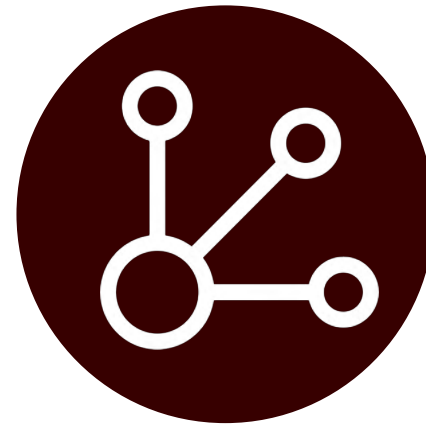
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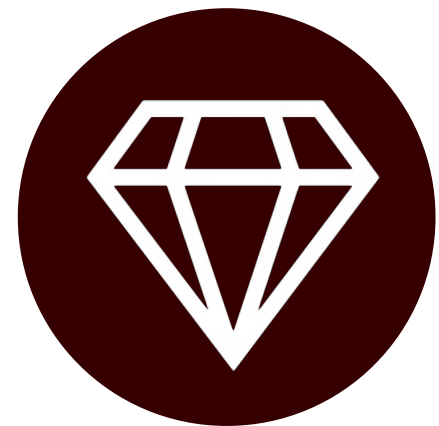
no regret moves



little bets



options & hedges

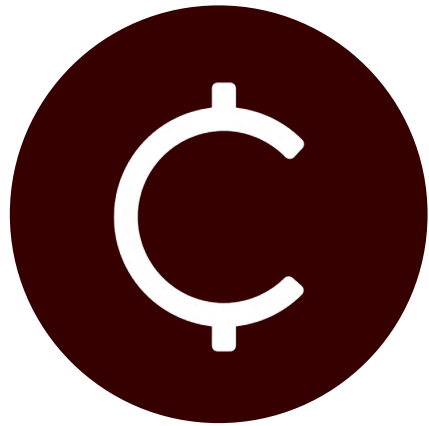


big bets



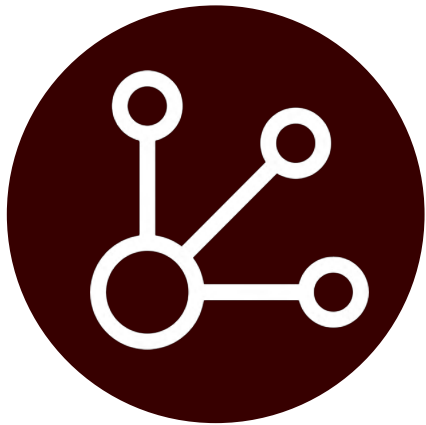
no regret moves

- Perform roadside asset assessment and identify opportunities for improvement
- Update physical and digital wayfinding for your community
- Invest in digital assets highlighting coastal views from the highway



little bets

- Add an electric road trip itinerary to your website
- Partner with tour operators to shape experiential options for groups in your community



options & hedges

- Advocate for advanced charging facilities in your community



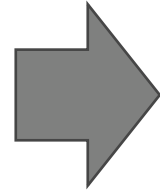
big bets

- Develop a partnership with a rental car company to offer an exclusive EV-only rental facility in your community—the first of its kind—and co-market with the rental car company to promote your community as the EV road trip capital of the world.

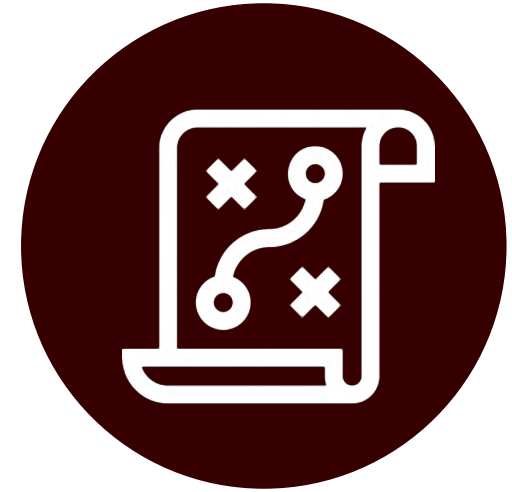
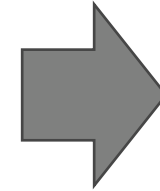




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