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Travel and Tourism Research Association:  
Advancing Tourism Research Globally

2014 Marketing Outlook Forum - Outlook for 2015

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## Opening and Welcomes

Sheila Flanagan

*Marketing Outlook Forum Chair*

Kevin Langston

*Georgia Department of Economic Development*

William Pate

*Atlanta Convention and Visitors Bureau*

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Flanagan, Sheila; Langston, Kevin; and Pate, William, "Opening and Welcomes" (2016). *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 1.

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Humanizing Travel Intelligence

## 2015 OUTLOOK FOR TRAVEL & TOURISM



### Welcome to the 2014 MOF-2015 Outlook!

As this year's sponsor, nSight is pleased to introduce the 2015 Outlook for Travel and Tourism as part of the 2014 Travel and Tourism Research Association (TTRA) Marketing Outlook Forum. We are thrilled to be part of the TTRA's efforts to enhance the industry's access and application of research.

Like TTRA, nSight is committed to transforming, sharing and applying tourism research worldwide for the advancement of the industry and its economic impact. With the world's largest database of active travel consumers, nSight offers an unprecedented view of online shoppers allowing marketers insight to location, demographics and travel intent. Our unique perspective has created a disruptive influence on conventional consumer profiling and market trends analysis by offering alternatives to traditional practices.

### Global Travel Influences in 2015

- Consumers are shopping longer and going to more websites than ever before, escalating to up to 38 websites\* in the weeks prior to booking.
- With increased use in mobile technology and last-minute booking websites, book-to-stay lead times continue to contract, making it harder for the industry to accurately forecast into the future where rate often seems like the only tool to influence demand.
- Without forward-looking data and systems in place, marketing falls back to traditional decision processes based primarily on past experience.
- Since tourism has no boundaries, organizations need to look at themselves from beyond their own isolated environments to see how they compete on a global stage.

These factors are the foundation for the work nSight does to help the travel industry move forward through enhanced research and analytics. Learn more about us at [www.nSightforTravel.com](http://www.nSightforTravel.com).

We invite you to embrace the wealth of information and resources in the 2015 Outlook. Thank you to the TTRA for assembling this valuable information that will help inform and educate the industry in the coming year.

Regards,

*Rich*

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\* According to a [2013 study](#) by Expedia Media Solutions and Millward Brown Digital