Industry Research Report (Step One)

My sector of the hospitality industry will be **tourism**.

Three trends within the sector of tourism include:

* Ecotourism
* Blesiure (business + travel)
* Solo Travel

*Ecotourism:*

Ecotourism focuses around the sustainability of the environment and utilizing resources that could initiate intellectual excursions. This type of travel can pertain to endangered habitats or species, and invoke change within the traveling party. It is a growing trend as stressors on our planet continue to increase, it is considered responsible travel.

<https://www.travelerstoday.com/articles/41678/20170302/why-ecotourism-growing-trend-travel-industry.htm>

*Bleisure (business + travel):*

Common among millennials now, this is a blend of business and travel that promotes a more frugal way of traveling. Many will travel to a place for work related reasons then extend their stay to take in the new environment around them. It promotes a better work to travel balance and saves costs as well for a young employed individual.

<https://www.travelpulse.com/news/car-rental-and-rail/bleisure-is-the-biggest-trend-in-business-travel.html>

*Solo Travel:*

Solo travel is leisure travel and while in many cases traveling is considered a family affair, solo travel is an up and coming trend and continues to increase. While some travel purposefully without a companion, others travel in hopes to find friends and build other relationships along the way. Excursions and hotel activities and can be geared toward solo travelers to prompt further tourism and promote more traveling by one’s self. Cruise ships hold singles cruises to promote the solo travel lifestyle and encourage others to engage as well. There is often a common denominator that groups people together in solo tourism.

<https://www.travelmarketreport.com/articles/The-Unstoppable-Trend-Solo-Travel-Growing-and-Going-Just-About-Anywhere>