STATE OF THE INDUSTRY CONFERENCE

10-12 October 2012
“The Changing Face of World Travel & Tourism”

Presented by
Val Kempadoo
Kittitian Hill
Sustainability

Sustainability is a simple principle: it creates and maintains the conditions under which ALL life can exist in productive harmony, that permit fulfilling the cultural, social, economic and physical requirements of present and future generations.
It is the Kittitian Hill philosophy that Art & Culture, the Social Landscape, Economic Prosperity, and the Physical Environment; are all key principles of sustainable development.
Luxury Customer
“Luxury is always about exceptional quality… and part of quality is now ethical”

Marc Cohen, Ledbury Research
“In this more rigorous, active context, urging guests to turn off their lights when they leave their room is no longer enough... **don’t sell green... try to inspire guests by showing them a different way**”

*Financial Times; How to Spend it*
“Tourism engages local communities by way of employment; it involves outsiders by the promise of a unique, transformative experience.”

Paul Lister
“Consumers are seeking a greater sense of purpose and satisfaction and luxury experiences fulfill those wishes more strongly than do purchases of luxury things”

Boston Consulting Group
“Do more than just be hyperlocal: celebrate everything about what is around your inn to give your guests a compelling sense of place. Use local influences and materials. Choose local art and artists. **Bring local culture to your staff and guest – and recognise them as the connoisseurs they are in all things** ... Be a local community and a cultural hub”

*The Future Laboratory*
The luxury customer:
Our customer

Sample size - 9,250 (across Europe)
The luxury customer: Growth and size (Europe)

Sample size - 9,250 (across Europe)
The luxury customer:
Current ID

Social status

Value orientation

Conservative

Upper Conservative Segment

Affluent Liberal Segment

Postmodern Segment

Responsible, Good Taste

Exclusive Taste, Dynamic, Attractive

Aspiring Acquirer Segment

Authentic, Dynamic, Educated, Unique Taste

Youthful, Unique Taste, Authentic, Attractive

Sample size - 9,250 (across Europe)
The luxury customer: Future ID

Sample size - 9,250 (across Europe)
The luxury customer:
Current Areas of IE

Sample size - 9,250 (across Europe)
The luxury customer: Future Areas of IE

Social status

Upper Conservative Segment
Neighbourhood, Car, Travel, Health Choices
PLUS: Art and Culture, Food

Affluent Liberal Segment
Art and culture, Music, Travel, Food
PLUS: Health Choices

Postmodern Segment
Art and Culture, Sports, Music
PLUS: Clothing / Fashion, Home Decor / Furnishing

Conservative Value orientation Liberal

Aspiring Acquirer Segment
Car, Sports Equipment, Watches, Home Entertainment
PLUS: Travel, Neighbourhood, Home decor

Sample size - 9,250 (across Europe)
Social
- Whole Foods
- howies
- John Lewis
- The Body Shop
- Innocent

Environmental
- National Geographic
- New Scientist
- Soil Association
- Organic Standards
- Ecover

Cultural
- The Independent
- The Man Booker Prize 2006
- V&A
- Institute of Contemporary Arts
- Modern Tate
- Barbican

Financial
- The Economist
- Financial Times
- Inside Track
- The Cooperative Bank

Affluent liberal
By creating an attitudinal brand that communicates our philosophy to our target guest, we are attracting a “responsible tourist”, one that has resonance with our philosophy.
Sustainable Luxury Living

KITTITIAN HILL

St. Kitts West Indies