

Low Season Traveller Tackles the Challenge of Tourism Seasonality

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The inaugural Tourism Seasonality Summit is set to take place on October 8, bringing together thought leaders from destinations, airports, and airlines to explore innovative solutions for sustainable growth beyond peak tourist seasons.

Addressing a Global Challenge

As the global population grows and the middle class expands by an additional 1 billion people by 2030, international visitor arrivals could potentially double from 2019 levels of 1.4 billion over the next decade. In response to these dynamics, the World Travel and Tourism Council's 2024 Economic Impact Report projects that the travel and tourism sector will generate over 12.2% of global employment.

Summit Focus Areas

To address the challenges of sustainable growth outside peak seasons, the inaugural Tourism Seasonality Summit will be co-located with Routes World, the world's leading route development forum. The summit will focus on:

Economic, Environmental, and Social Impacts: Analyzing the effects of seasonality on destinations, airports, and airlines.

Extending Tourist Seasons: Identifying opportunities to attract more diverse visitor segments and extend the tourist season.

Leveraging Technology: Using new technologies to manage tourism flows and enhance the visitor experience throughout the year.

Expert Insights

Steven Small, director of Routes, said: "We are delighted to announce this world-first summit in partnership with Low Season Traveller. For almost 30 years, Routes has focused on providing a platform where airlines, airports, and destinations can collaborate to develop sustainable air services. The challenge of balancing tourism growth to ensure that the positive economic impacts of travel are seen year-round for destinations is apparent."

Small added: "Having previously worked for destinations, I have firsthand experience of this. Collaboration and knowledge sharing will be at the heart of the solution, which is why we will be proud to deliver a platform where destinations can create and share strategies alongside route development decision-makers."

Partnering for Progress

Ged Brown, Founder and CEO of the Tourism Seasonality Summit and Low Season Traveller, said: “It’s an absolute pleasure to partner with Routes World for this inaugural Tourism Seasonality Summit. Low Season Traveller has pioneered the expansion of seasonality for the past 5 years, and it is abundantly clear that this pressing challenge requires aviation and tourism to come together to formulate solutions. There is no better place for these conversations to happen than at Routes World.”

Event Details

The inaugural Tourism Seasonality Summit will take place on October 8 at Routes World in the Kingdom of Bahrain. This event promises to be a groundbreaking platform for addressing the critical issue of tourism seasonality and fostering sustainable growth in the travel and tourism sector.

