

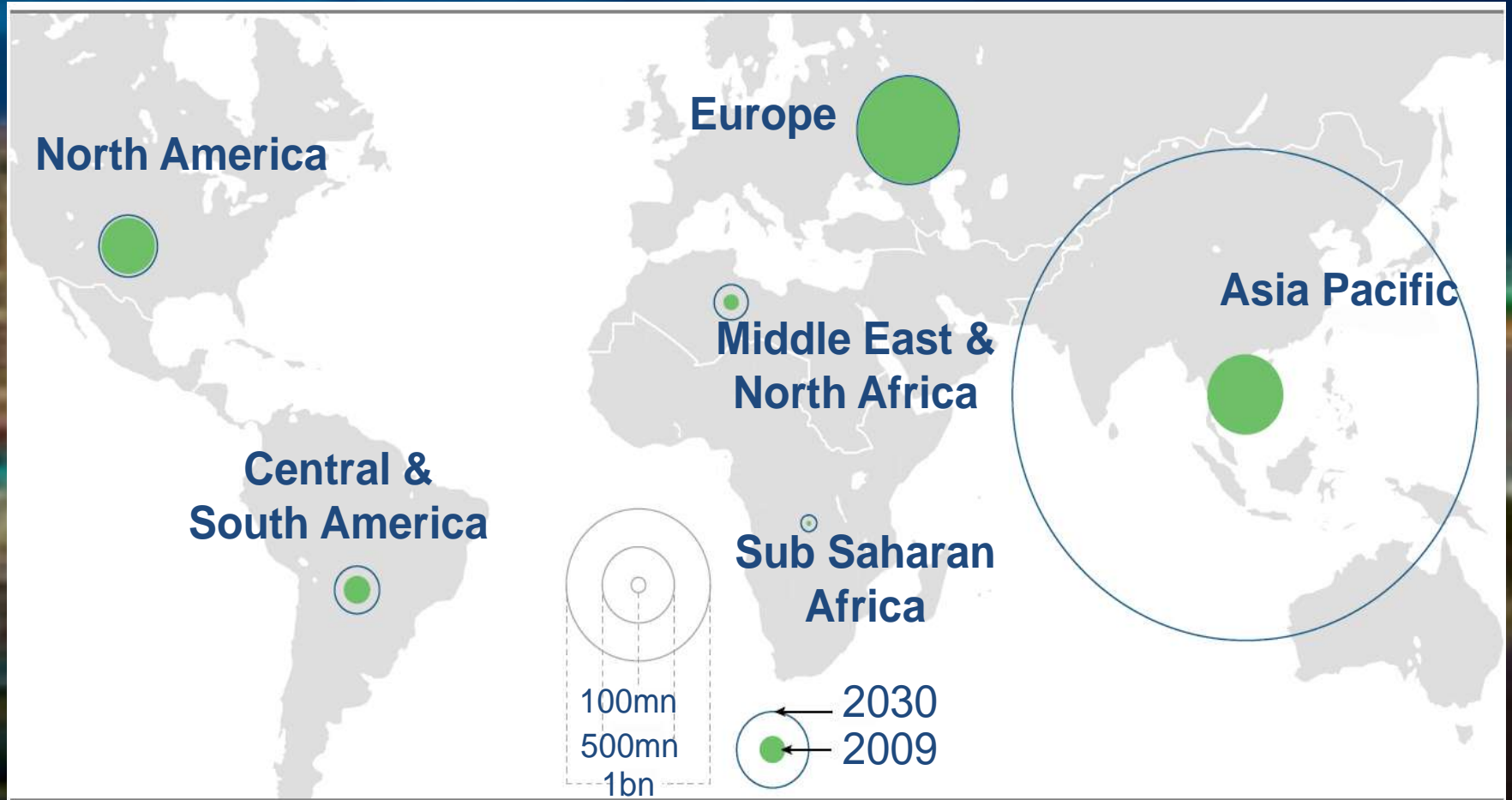
Influence on the Visitor Economy of the Evolution of the New Format of Tourism

John Koldowski

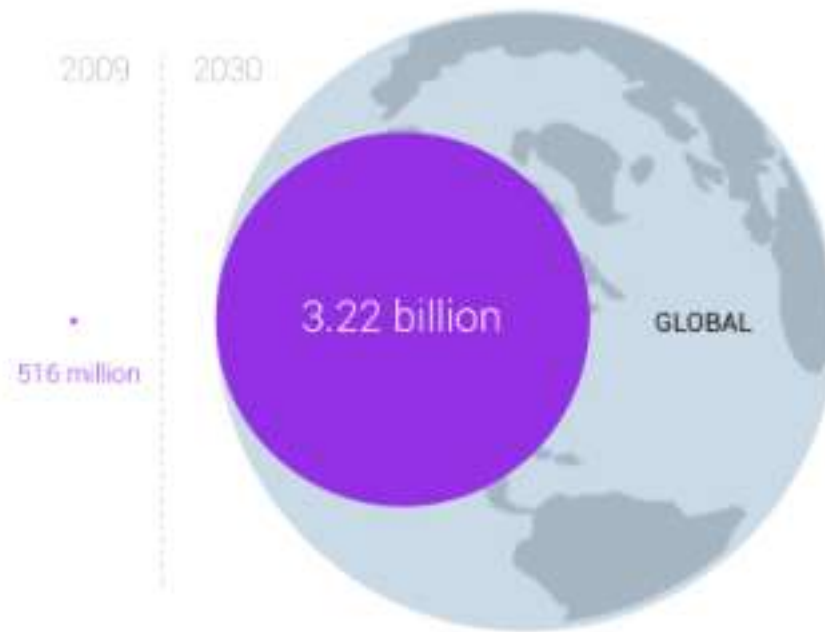
张科德

Trend 1: Demographics

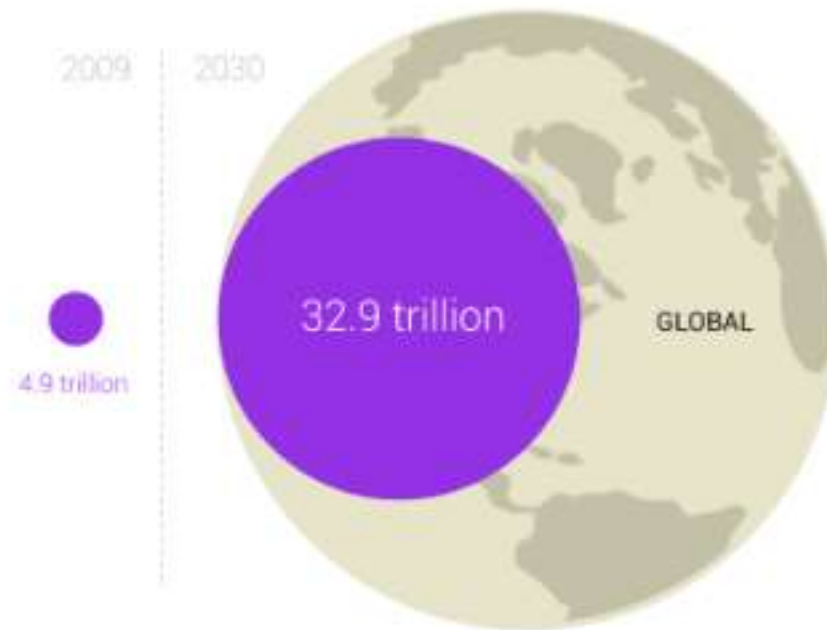
Size of Global Middle Income Class in 2009 & Prediction for 2030



Source: OECD, Standard Chartered Bank; Courtesy IATA

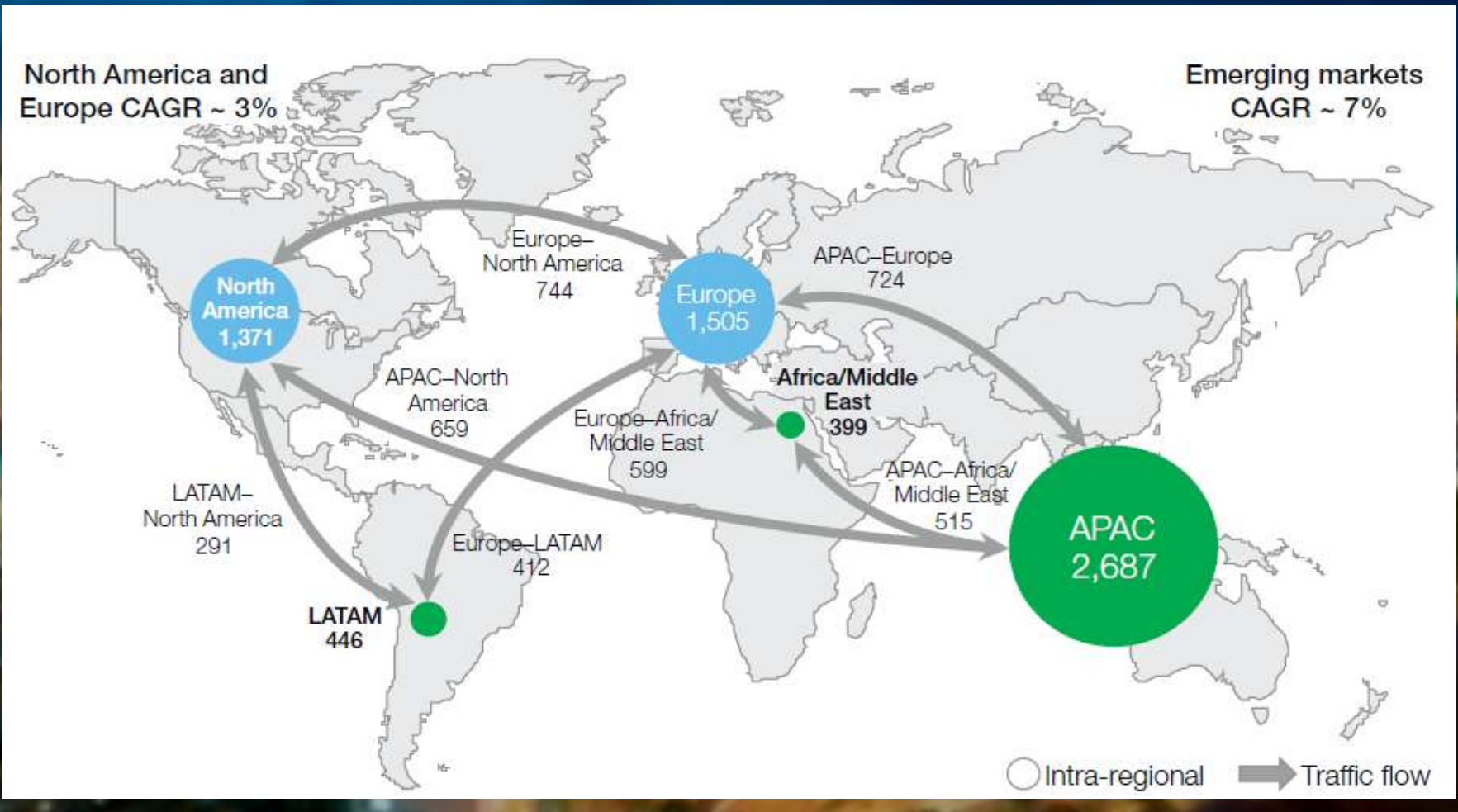


The APAC middle-class population is estimated to grow from 516 million people in 2009 to 3.22 billion in 2030, when it will comprise 66% of the global middle-class population.



The total middle-class spending in APAC is estimated to grow from USD 4.9 trillion in 2009 to USD 32.9 trillion in 2030, when it is projected to comprise 59% of global middle-class spending.

Passenger Air Traffic Forecast 2025



Source: Airbus (2011); Courtesy IATA

New Metrics

f {numbers, nights, spend,
dispersion, footprint}

MASSCLUSIVITY

From masstige to MASSCLUSIVE:
middle-class premium consumption
evolves in Asia.

Mastige to Massclusivity

Mastige = Mass Market + Prestige Products

- Those with a taste for the finer things in life but without (so far) the budget to extend to real luxury.
- Becoming too commonplace and crowded, and many products/services lose much their status position as a consequence.

Mastige to Massclusivity

Massclusivity = Mass Market + Exclusive

- Those seeking alternate forms of premium products/services.
- Combination of tasteful, rare, experiential & compellingly storied
- Driven by the increasing sophistication and evolving tastes of the middle-classes.

Some Examples

Jeans by Kamine Zoo

Limited-edition jeans 'made' by zoo animals in Japan

MASSCLUSIVITY is: extreme & storied limited edition (here from Japan, but ripe for adaptation in other Asian markets!).

June 2014 saw the [Kamine Zoo](#) in Japan's Hitachi City debut a special fundraising jeans collection. Available for men and women, the jeans were made from denim which had been scratched, bitten or torn by the zoo's animals, including lions, bears and tigers. The limited-edition jeans were auctioned off, with funds donated to the zoo and the World Wildlife Fund.



Vogmask

Pollution masks launched at Hong Kong Fashion Week

MASSCLUSIVITY is: stylish functionality.

Unveiled at Hong Kong Fashion Week in July 2014, US-based **Vogmask** collaborated with Chinese body painting collective Face Slap to launch a collection of pollution masks. Priced from RMB 180 (USD 29), each of the masks has been individually designed by a different artist. Vogmask's masks filter almost 100% of air pollution and gradually mold to a wearer's face over time.

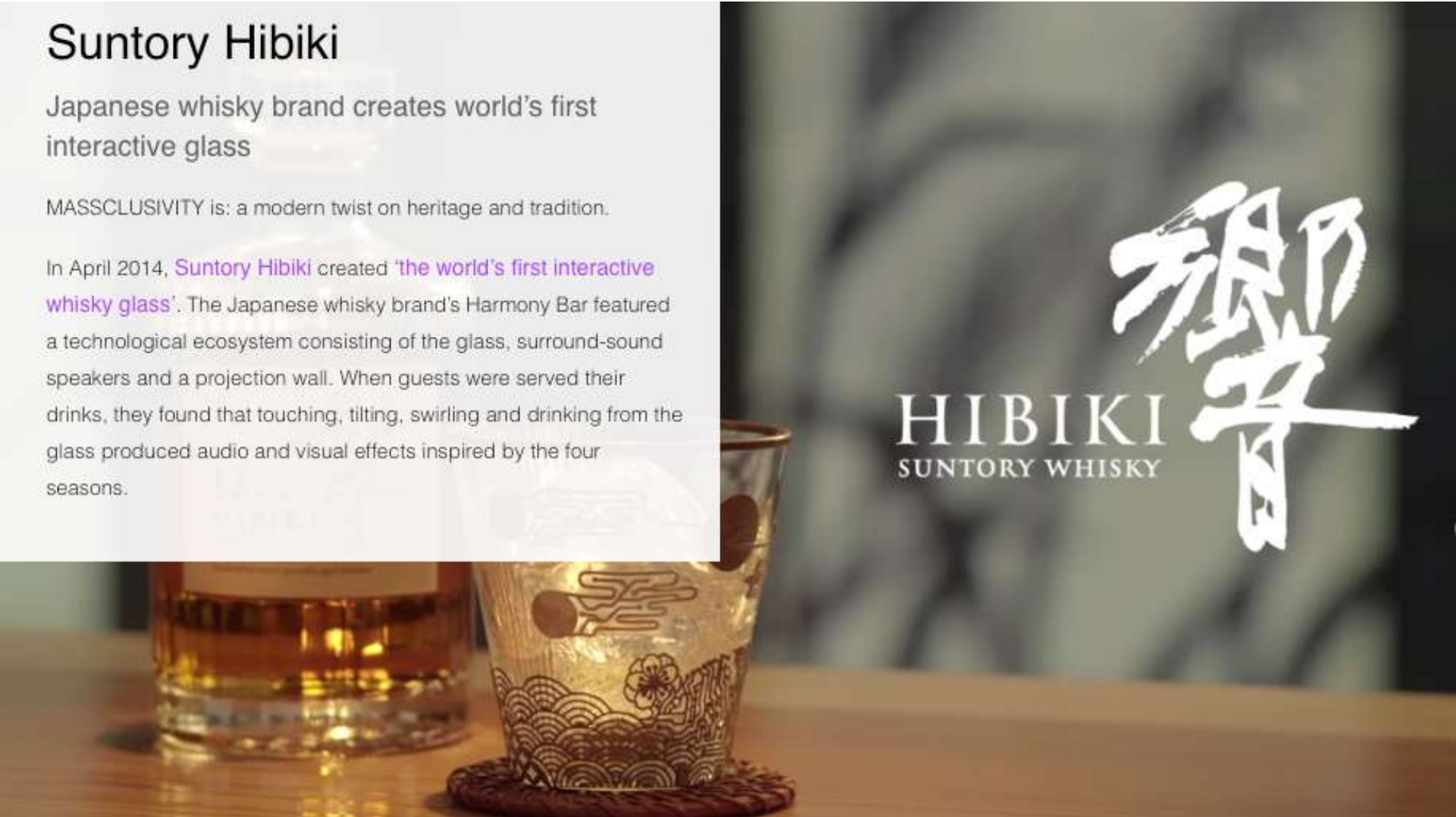


Suntory Hibiki

Japanese whisky brand creates world's first interactive glass

MASSCLUSIVITY is: a modern twist on heritage and tradition.

In April 2014, **Suntory Hibiki** created 'the world's first interactive whisky glass'. The Japanese whisky brand's Harmony Bar featured a technological ecosystem consisting of the glass, surround-sound speakers and a projection wall. When guests were served their drinks, they found that touching, tilting, swirling and drinking from the glass produced audio and visual effects inspired by the four seasons.



How do we begin?

Go from drab to FAB

MASSCLUSIVE innovations are all about moving beyond product 'upgrades' and thinking more broadly about premium.

How can you offer something truly different that will mark your customers out from the (ever-growing) middle-class crowd?



1. DETAILS are FAB

A premium consumer experience can often be created via attention to details.

Extravagant service design, such as recreating a Silk Road village from the Middle Ages down to the very last detail, is one way to do it. But even the smallest individual detail can pay dividends if you pay it attention: just look at how Suntory Hibiki innovated around whisky glasses.



2. STORIES are FAB

Surprising, compelling, unique. And Instagrammable :) These always turn drab into FAB. Especially when they provide an outlet for self-expression and let consumers shout about it to their peers.

Jeans 'made' by zoo animals that also let consumers contribute to the WWF? Definitely a shareable story.



3. EXPERIENCES are FAB

In the sea of dime-a-dozen masstige offerings, one-of-a-kind experiences are spelled P-R-E-M-I-U-M.

A two-day festival celebrating specialty coffee? A unique drinking experience beyond the usual 'premium' bar and sake? Definitely FAB.



谢谢

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