



2021

TRENDS & STATISTICS

That are shaping a new future in North America and beyond

- 
- ❄ RETAIL
 - ❄ RESTAURANTS
 - ❄ DOWNTOWN
 - ❄ TRAVEL
 - ❄ MARKETING

RETAIL

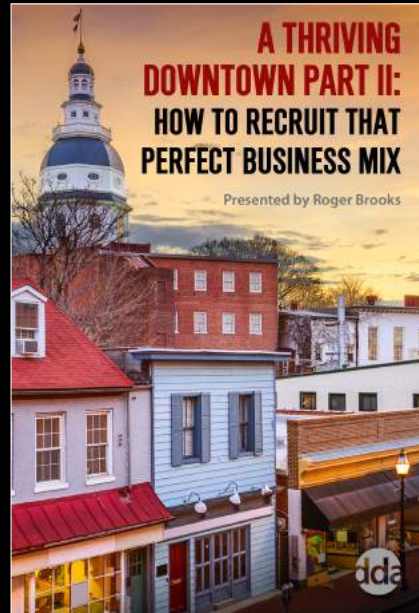


Good news for downtowns:
Shop Small is big and growing

86% of consumers:
Preference is to shop local,
shop small



Downtown business mix: Etsy - not Macy's







WHAT TO DO

Recruit a growing, changing business mix:

- Coffee shops
- Small eateries | deli's | specialty foods | ethnic
- Work with property owners: local pop-up retail
- Things you simply can't buy on Amazon
- Think of downtown as a business incubator



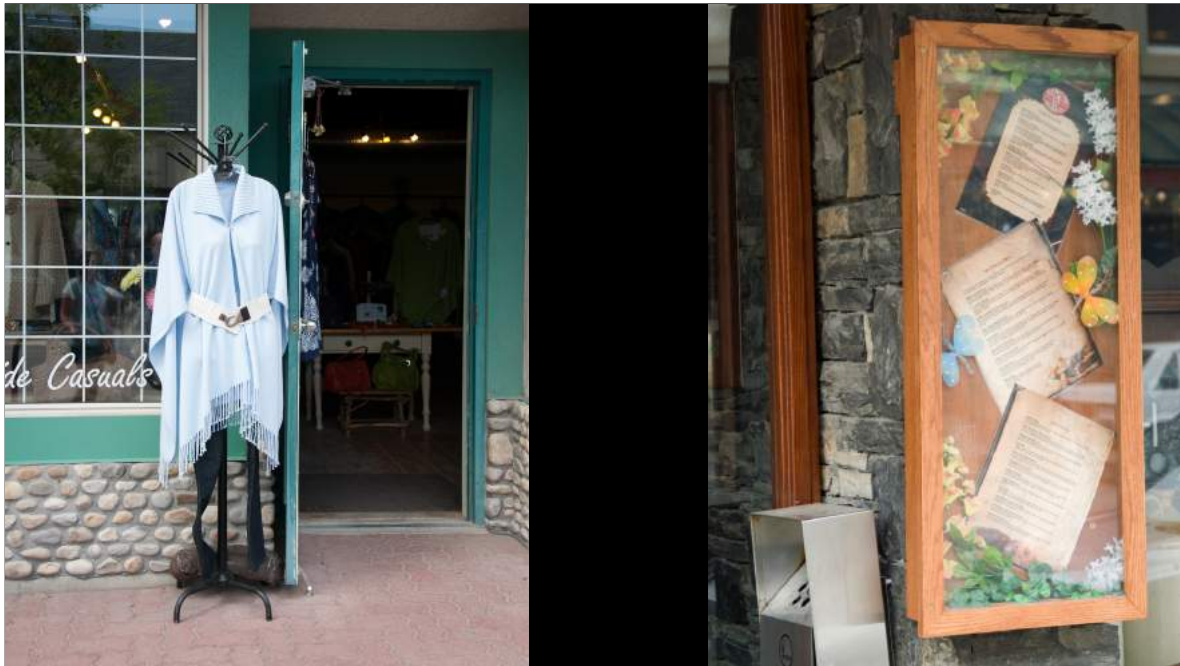
Retail merchants:
Curb appeal dramatically increases sales



70% of first time sales can come from curb appeal









This is in Port Elgin, Ontario. December. No excuses!



Erin, Ontario - Mid-December







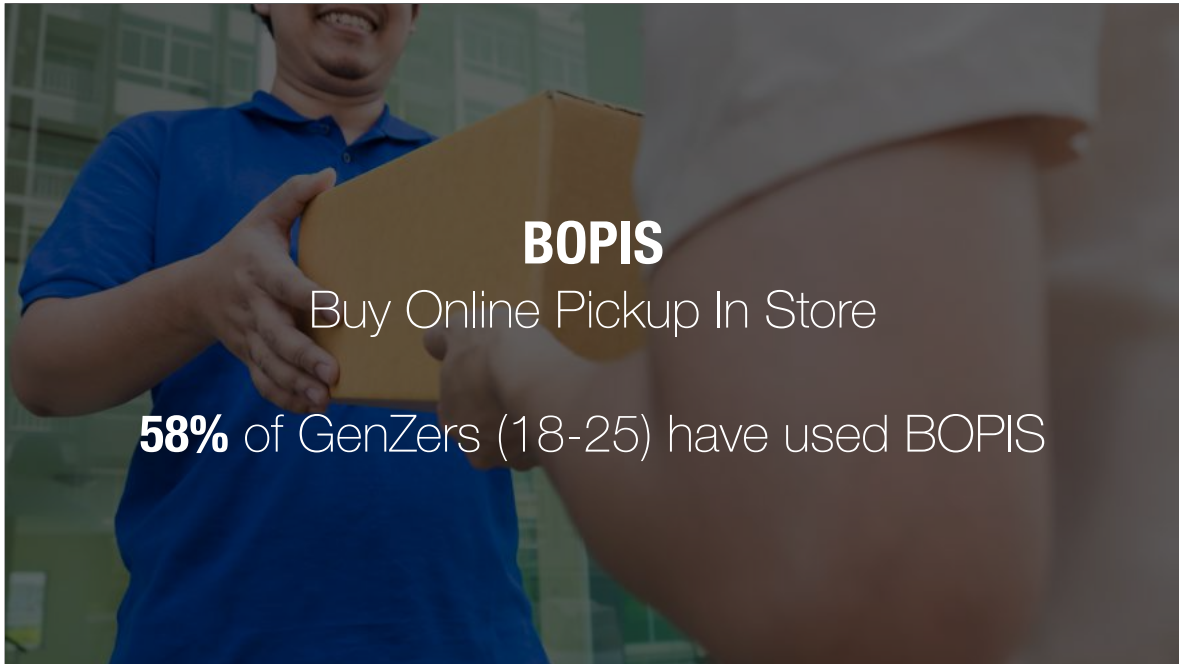
WHAT TO DO

Work with downtown merchants:

- Create a beautification buying co-op
- Make sure merchants understand the power of curb appeal
- Pots, planters every few feet, benches at the facade facing pedestrian traffic



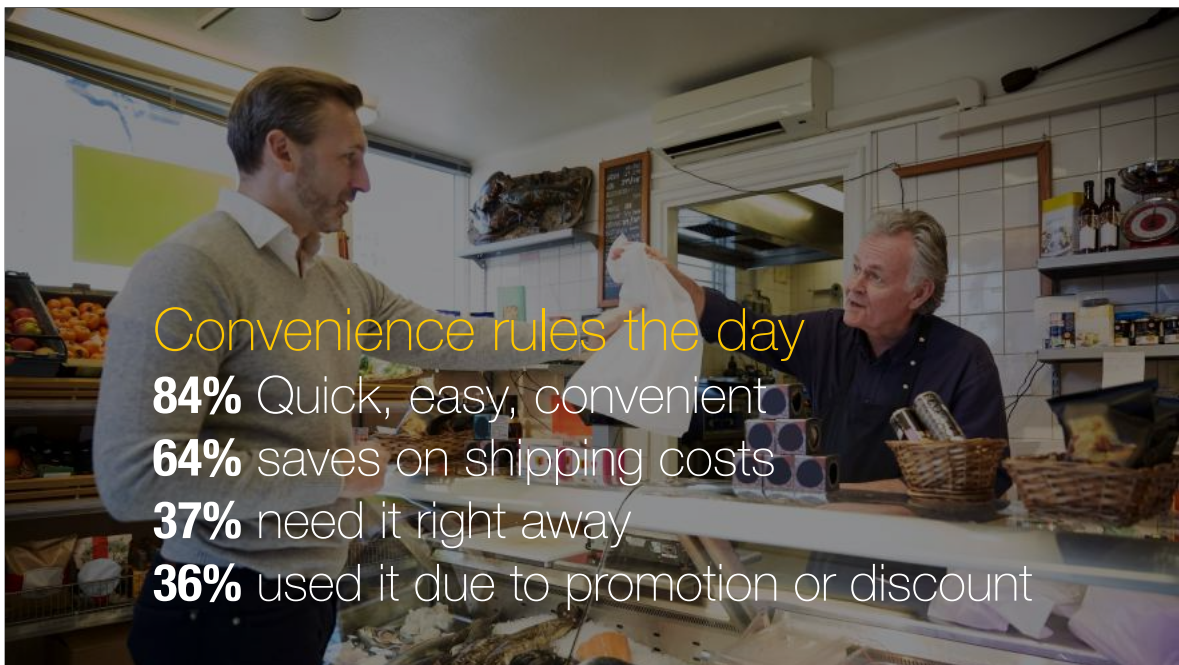
BOPIS going strong & will continue
after the pandemic



BOPIS

Buy Online Pickup In Store

58% of GenZers (18-25) have used BOPIS



Convenience rules the day

84% Quick, easy, convenient

64% saves on shipping costs

37% need it right away

36% used it due to promotion or discount



72%: Both parents work



Home Depot | Lowe's
Ace Hardware | Home Hardware
Canadian Tire
Walmart | Target
CVS | Walgreens
Bed, Bath & Beyond
Apple | Microsoft | Amazon retail
Restaurants (take out)

WHAT TO DO

Work with local retailers:

- Make sure website or social media site has purchase capabilities
- Website must be up to date: shows current inventory
- Start with special sale items | promote in emails to customers



Consumers are looking for a
retail **experience**

Story at Macy's

STORY
a store to explore
inside #TODAY

[Shop](#) [Events](#) [About Us](#) [Store Locator](#)



Hi, we're a new store to explore inside Macy's!

STORY at Macy's is a store to explore that invites you to discover emerging brands and small businesses through ever-changing themes. The well-being of our STORY community is very important to us, so we have temporarily closed our stores. For updates you can follow us on Instagram @STORY.



500 piece puzzles
Basil growing kit
Bad Ideas Journal
Stay Woke coffee mug
Socks in a beer can
Bath bombs
Silk pillow cases
Paint Chip Poetry card game
Collapsible cup
Luggage tag charger
Unicorn snot glitter

Changes every few weeks:
Color
Workshops | tools | supplies



CHAPTER ONE

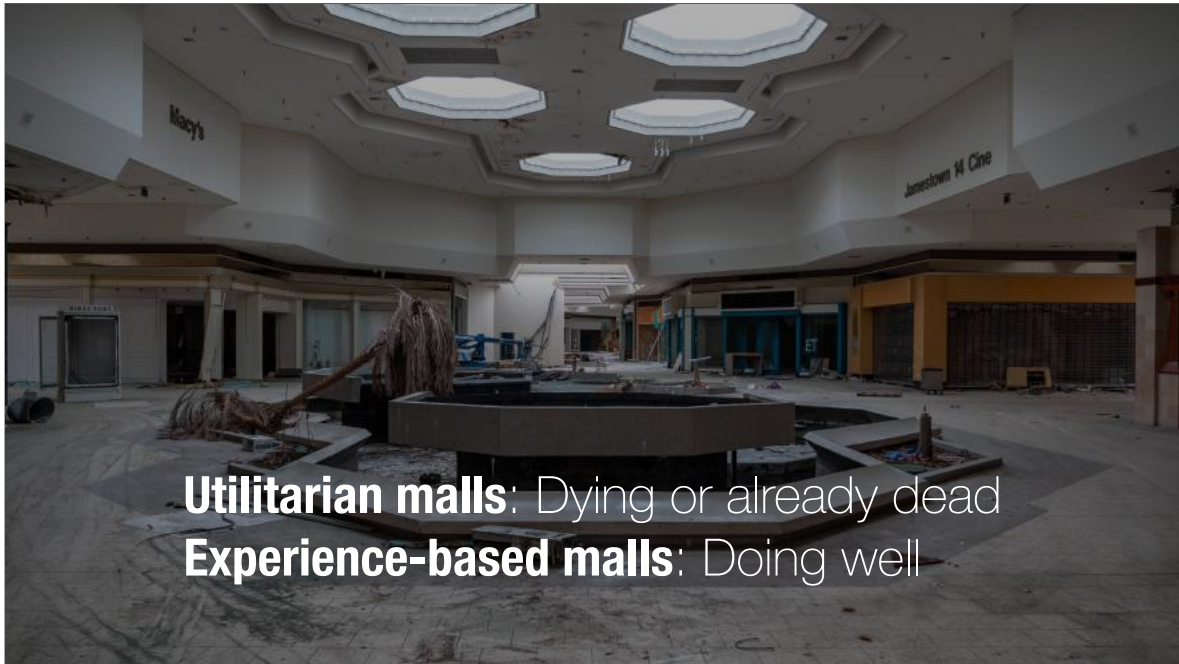
Once upon a time...

<https://bit.ly/StoryAtMacys>

Our founder, Rachel Shechtman believed that shopping could be about more than just buying things – so she wanted to create a different type of store where for example, you could take a yoga class and discover the best water bottle from a small business in Brooklyn. We called it STORY, and unlike most stores, we changed every couple months to bring to life a new editorial theme. One month we were obsessed with all things Color and the next, we completely changed our merchandise, design and events programming to tell a Love STORY. Some other examples of past stories include Remember When, Wellness, and Home for the Holidays. Over the span of seven years, STORY changed over 40 times, worked with over 5000 different small businesses, hosted more than 500 events from book panels to trunkshow by Iris Apfel, and laughed



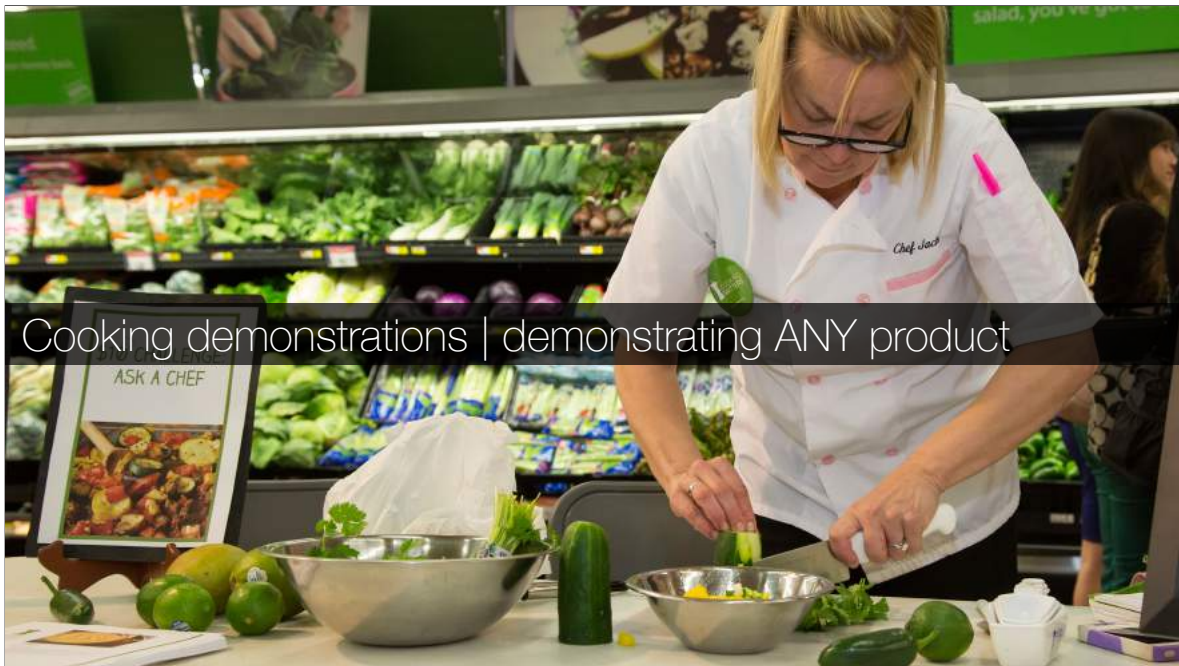
Immersive | Interactive



WHAT TO DO

Work with local retailers:

- Make shopping educational | how to | hands on
- Showcase artists in action
- Add a musician (keyboards | guitar)



Cooking demonstrations | demonstrating ANY product



Hands-on | How to's: educational retail



Costco's food samples



Bring pets to work with you: birds | cats | dogs



Wine tasting | olive oils | hot chocolate & cider | demonstrations



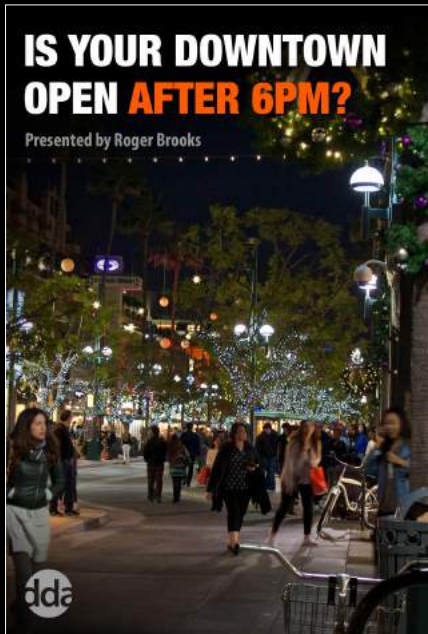
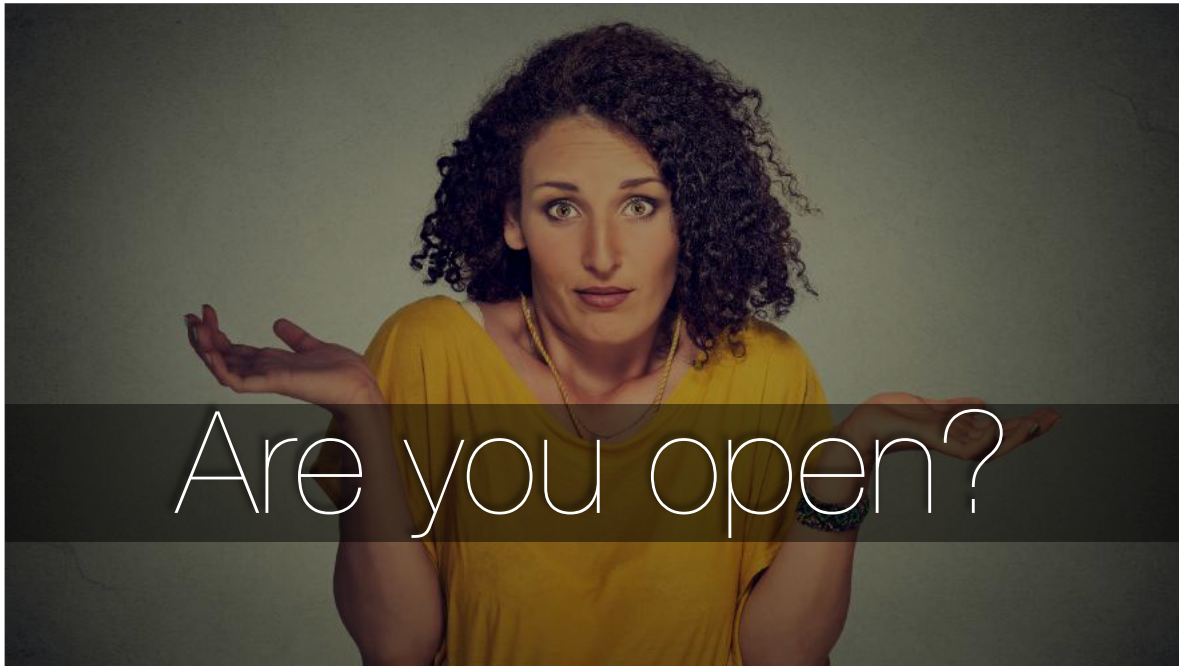
Book signings: No need to be a book store



68% of all retail spending
takes place after 6:00 pm



68% of all retail spending: After 6:00



DestinationDevelopment.org
Resource Library
Product development

WHAT TO DO

Work with local retailers:

- Watch the video, share it virtually with retailers
- Start with Fridays & Saturdays for TWO YEARS
- It takes two-thirds of merchants to work
- Shared-worker program
- Shift hours from 11:00 to 9:00 (or 10 to 8)



Women account for **81%** of all
consumer spending



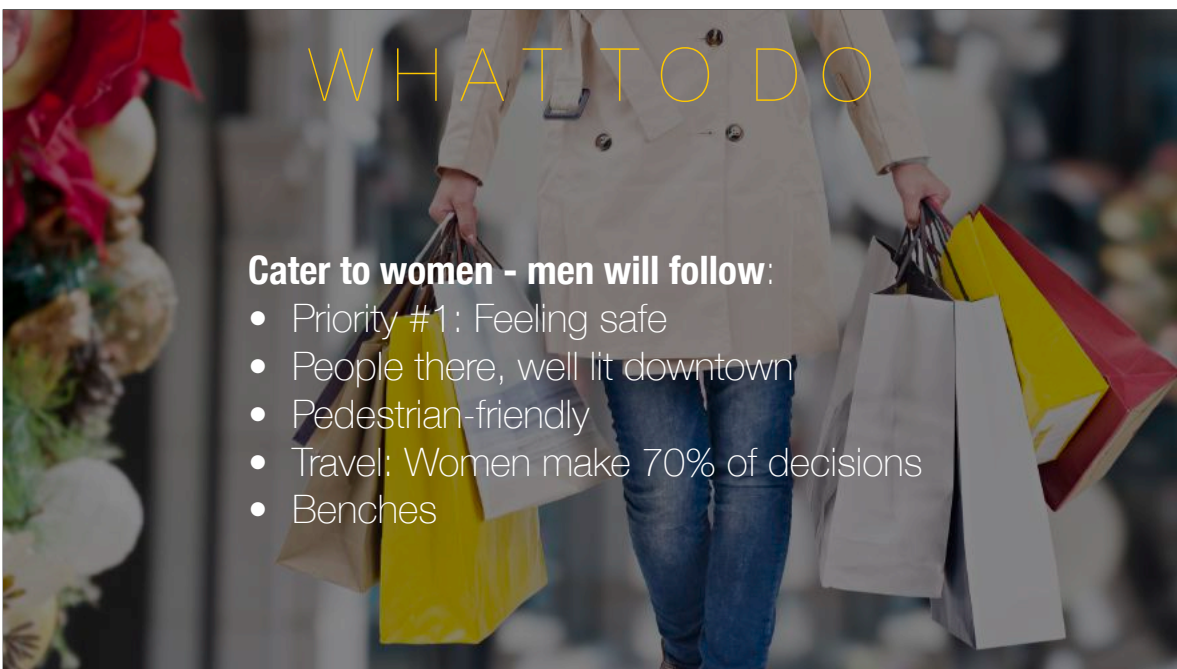
Wickford, Rhode Island



Think benches: Always at the facade, facing the street



Priorities: safe, well lit, full of life, and people



EATERIES



North American families:
Average time for dinner is now 7:00



Average time for dinner: **7:00 to 7:30**

WHAT TO DO

Work with local restaurants:

- Stay open until 10:00 pm! Sheesh!
- Particularly on weekends!
- Make it experiential: music | art | visual |
- Encourage sidewalk dining - year round



Outdoor dining growing in popularity
- and yes, year round!



Nelson, British Columbia





Wolfville, Nova Scotia



Wolfville, Nova Scotia





Take-out meal sales will remain strong **after** the pandemic



WHAT TO DO

Work with local restaurants:

- Add propane heaters and umbrellas during the winter months
- Make it unique: tents, greenhouses, and enclosed spaces
- A great idea for coffee shops - hot drinks

DOWNTOWN

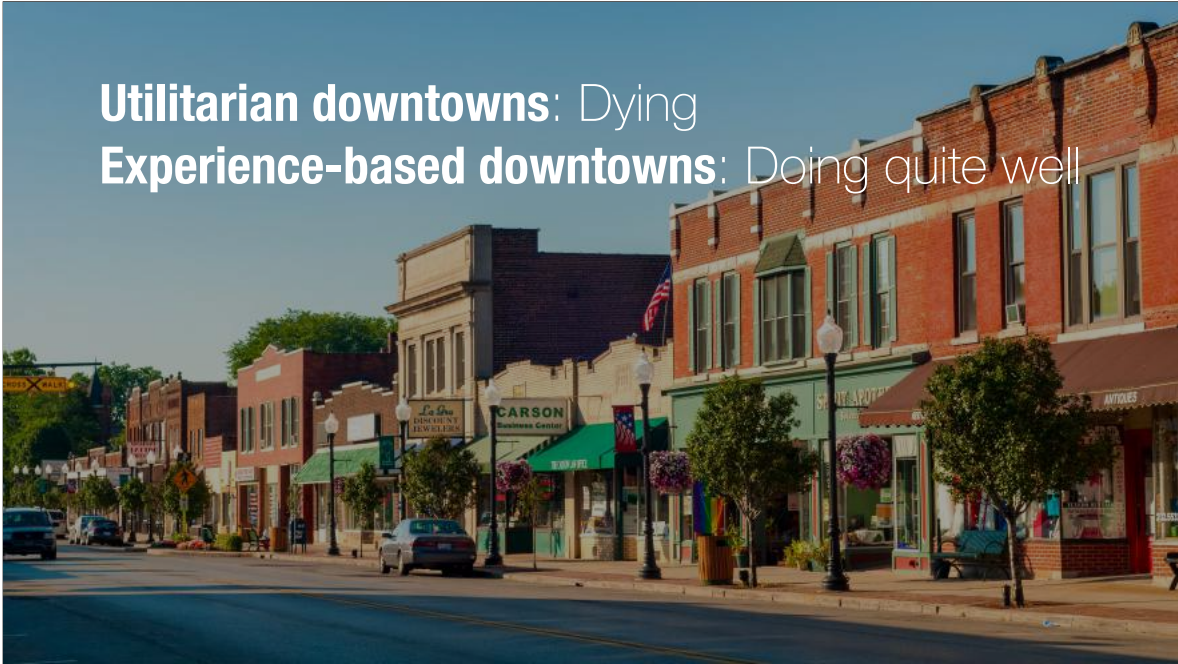


The future of downtowns:
Where we go after work and on weekends

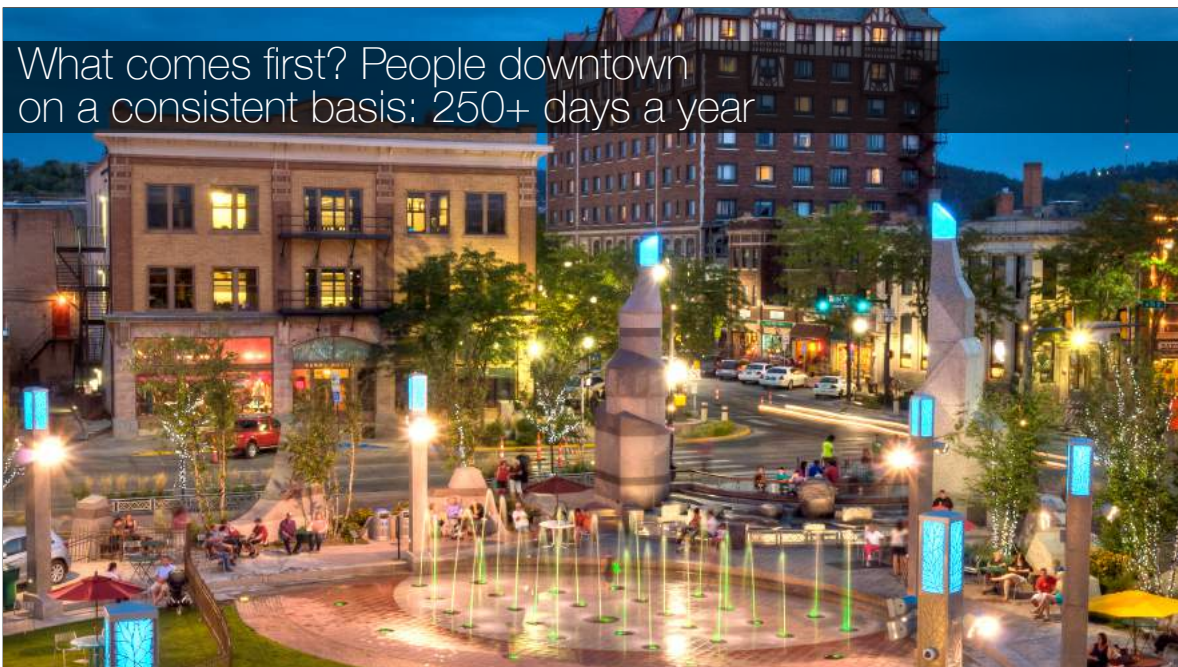


The key ingredient for all
successful downtowns: **programming**

Utilitarian downtowns: Dying
Experience-based downtowns: Doing quite well



What comes first? People downtown
on a consistent basis: 250+ days a year



Studies show...

For retail to be sustainable, they need customers 250 days a year - minimum.

For downtowns: Bringing people downtown will put customers in front of their stores. Then it's up to the retailer to pull them in the door.

The trick: Not to compete WITH your retailers!









How to Design and Develop a Low-Cost Amazing Plaza

Presented by Roger Brooks

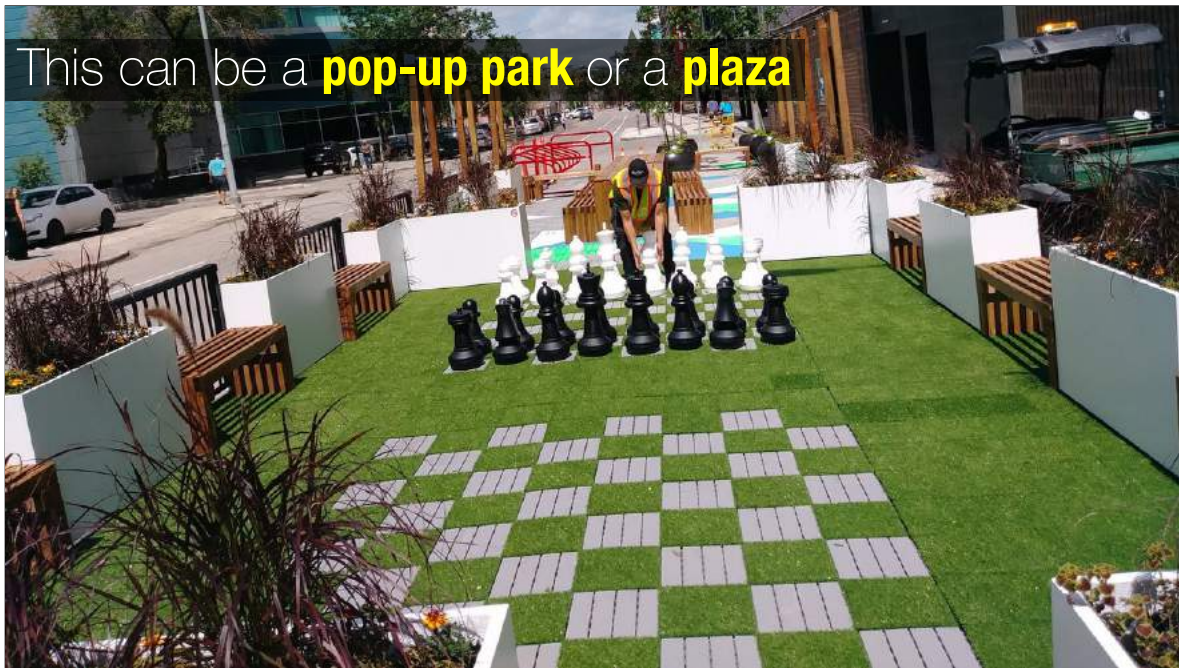


Cities miss the primary ingredient
to an outstanding downtown



Programming







Plaza sponsor menu



Six ECR4Kids 4-to-score giant game set @ \$200 each.
Six Giant Jenga sets @ \$70 each.
Total investment: \$1,250



Four MegaChess w/25" tall King @ \$750 each.
Total investment: \$1,800

Option: 37" tall King \$1,100 each.
Total investment: \$3,500



Four Playcraft Extera Outdoor Foosball tables @ \$1,200 each
And four Joola Nova Outdoor table tennis tables, paddles, and covers, bag of balls @ \$700 each.
Total investment: \$7,600

Plaza sponsor menu



48 qty. US Games standard hula hoops, 36": \$164
 48 qty. Hoop bundle pack 32": \$200
 Three racks @ \$190 each: \$570
Total investment: \$950



Six Magis Spun Armchairs @ \$400 each
Total investment: \$2,400

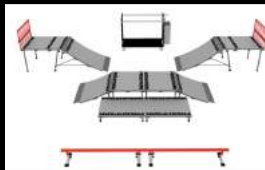


1 harp, 1 Pagoda bells, 1 Melody
 From Freenotes Harmony Park
 or Ensemble Collection (5 instruments)
Total investment: \$7,000 to \$20,000

Plaza sponsor menu



8 qty. 10'x10' Ez Pop-up Canopy Tent
 with removable end side walls, roller bag,
 four sand bags with each: \$290 each
Total investment: \$2,500



Park In A Cart Portable Skatepark w/cart
Total investment: \$4,500 or \$9,000 for two



4 quantity Driveway Games all-weather
 corn hole set: \$120 each
Total investment: \$500

Plaza sponsor menu



8 qty. Tacklife Gas Fire Table, 28", 50,000 BTU
Auto-ignition, propane tank, one fill: \$220 each
Total investment: \$1,800

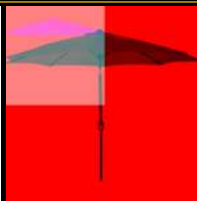


3 qty. (1 for parts) Zume Games portable
badminton set w/freestanding base: \$40
Extra rackets, shuttlecocks
Total investment: \$150

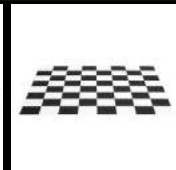


1 Stamina outdoor fitness multi-station: \$240
3 qty. Stamina outdoor fitness striders: \$440
Total investment: \$1,600

Plaza sponsor menu



200 qty. Value Series gray rattan indoor-outdoor stack
chairs @ \$26 each: \$5,200
50 qty. Round Coral steel patio table 32.5" @ \$60 ea:
\$3,000
50 qty. Jordan Mfg. 9' Market umbrella @ \$52 ea: \$2,600
Total investment: \$10,800



4 qty. MegaChess Giant Checkers Set - 10" @ \$200
This uses the same mats as the chess sets.
Four separate mats @ \$65 each.
Total investment: \$1,060



4 full Imagination Playground 105-piece sets \$4,975 ea.
4 storage carts @ \$1,200 ea.
Total investment: \$24,700



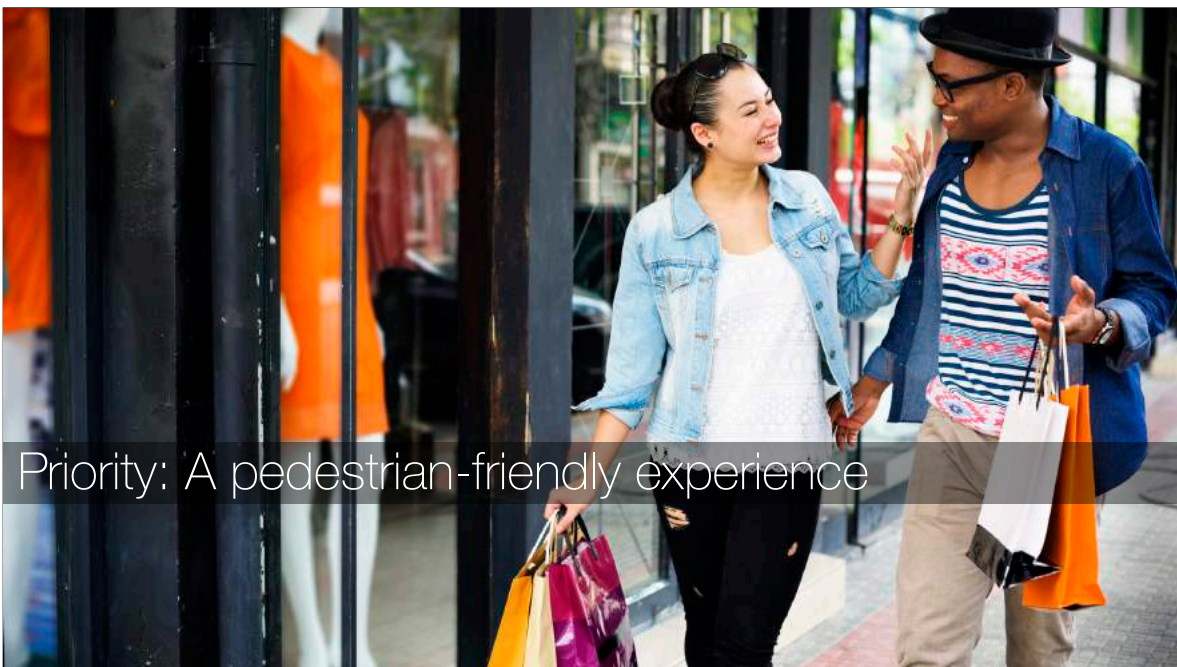
Boomers and empty nesters are moving into downtown loft homes, condos & apartments



Boomers are the group moving into downtowns



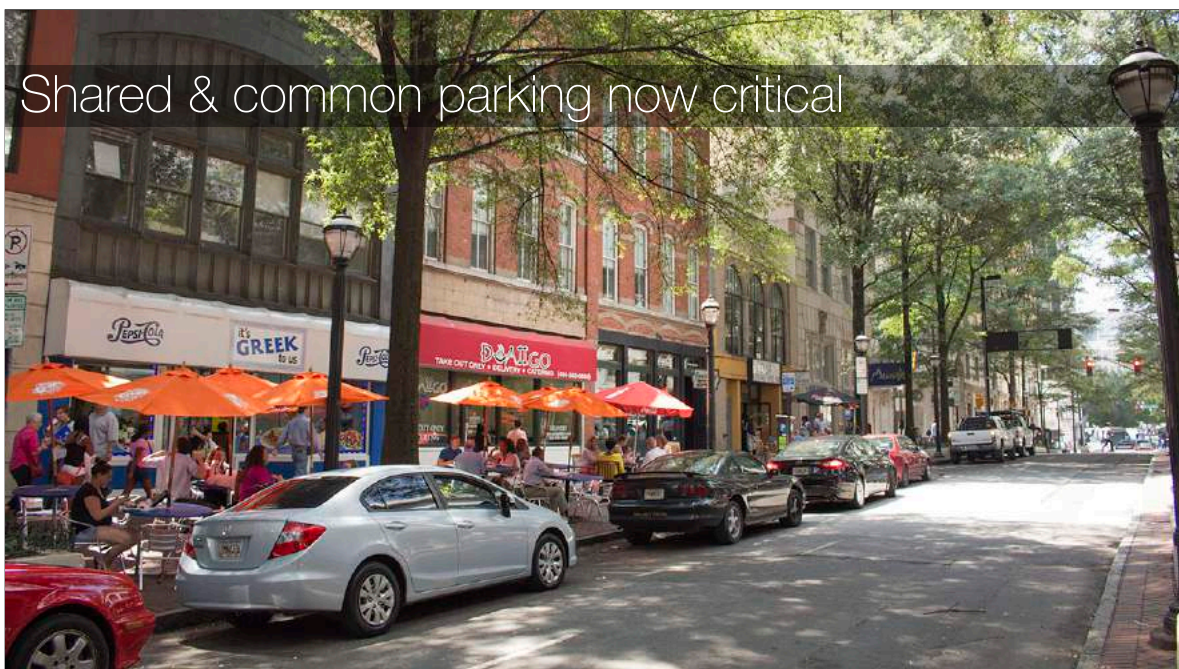
The pedestrian-friendly experience is the driving factor for successful downtowns



Priority: A pedestrian-friendly experience



Only **70%** of Millennials have a drivers license. Age: 24



Shared & common parking now critical



North America is moving to the
“European standard”







Third Street Promenade | Santa Monica, California



New York City



Pearl Street Mall, Boulder, Colorado





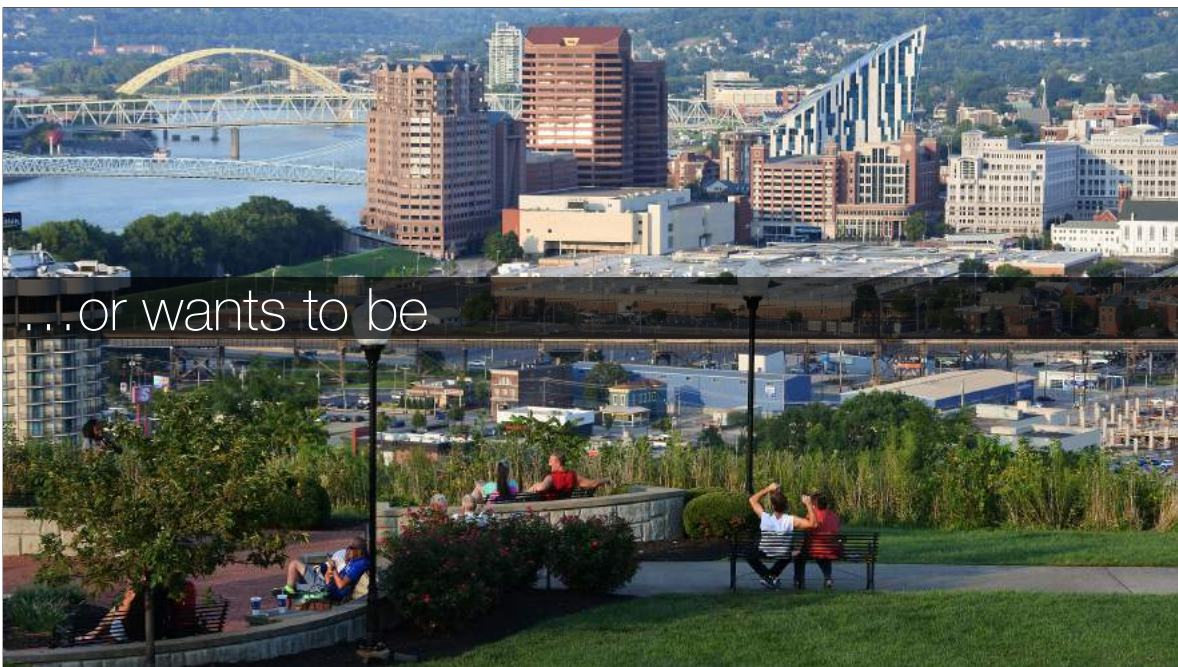
Revelstoke, British Columbia



For the first time:
Quality of life is leading economic development



Jobs are going where the talent is...



...or wants to be



WHAT PEOPLE WANT

Those in their 20s, 30s, and 40s

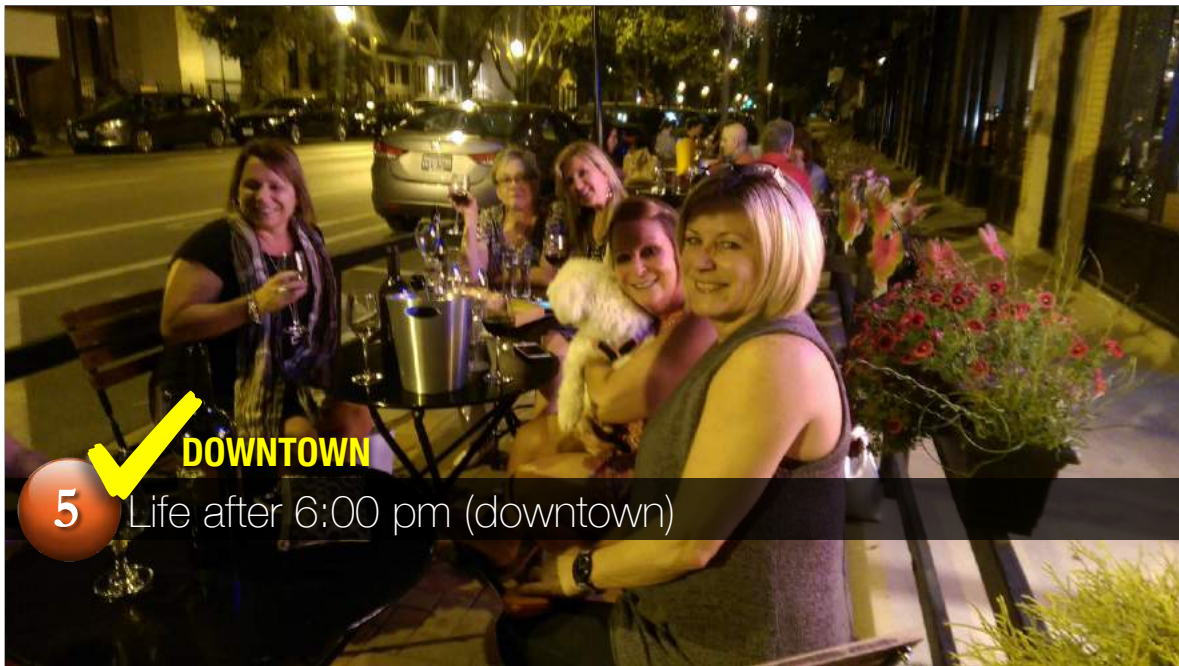


1 Safety (particularly for kids)



2 Good educational system & child care





5 **✓ DOWNTOWN**
Life after 6:00 pm (downtown)



6
Top-notch recreation (surpassing other areas)





7

Health (particularly for kids)



8

Transportation: Transit | bike lanes | ride share | schools



9

Affordability & quality



Starter homes | move-ups | nice neighborhoods | downsizing



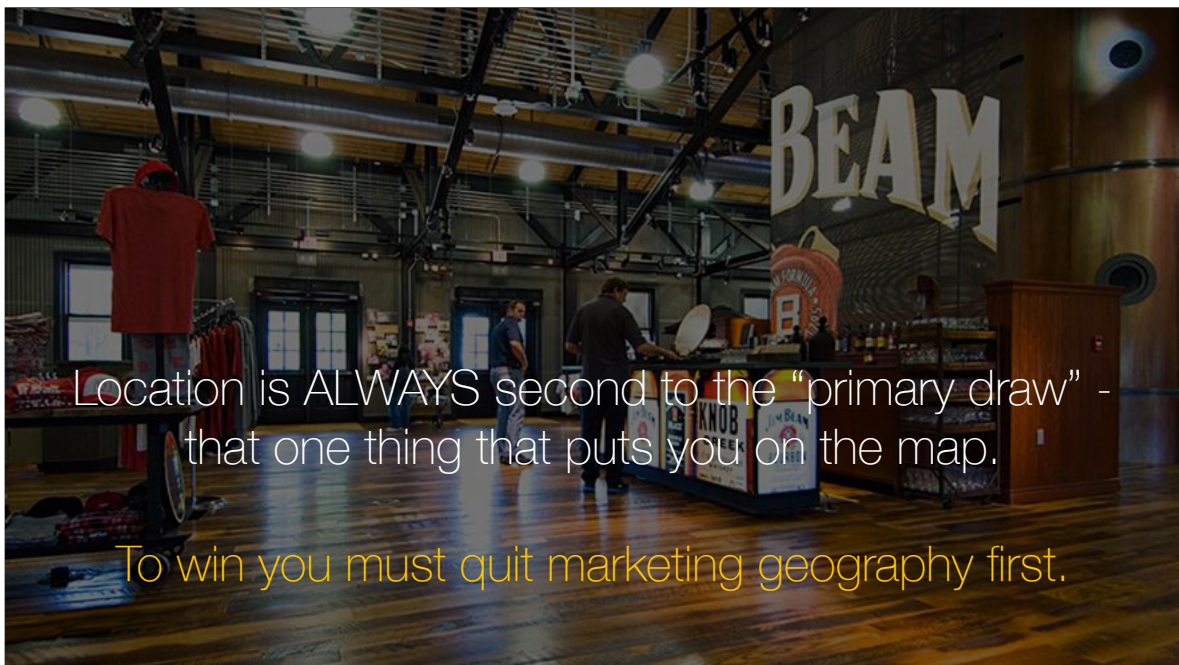
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Secure jobs **or** specific entrepreneurial opportunities

TRAVEL

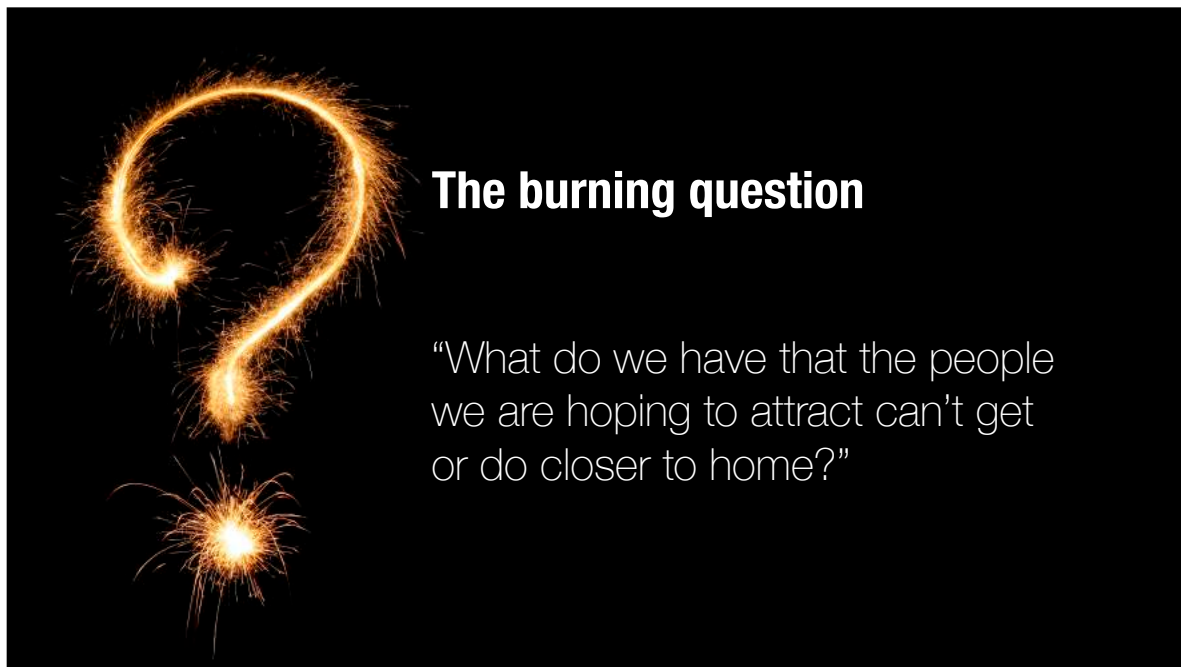
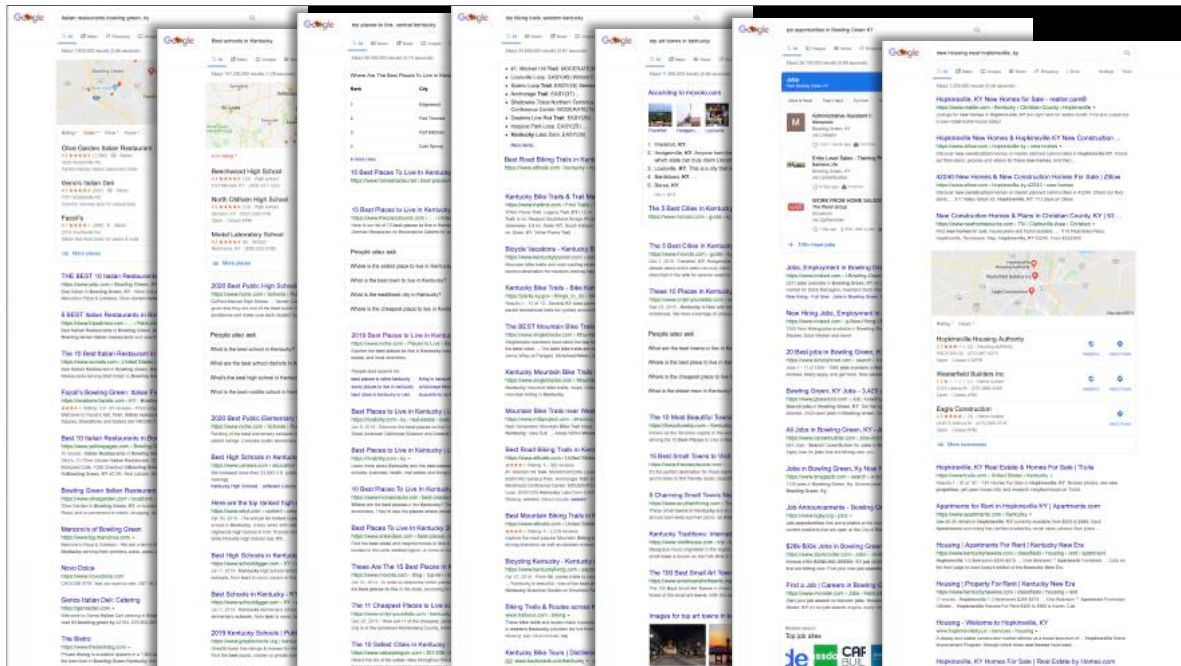


People are looking for specific experiences
not cities, towns and counties



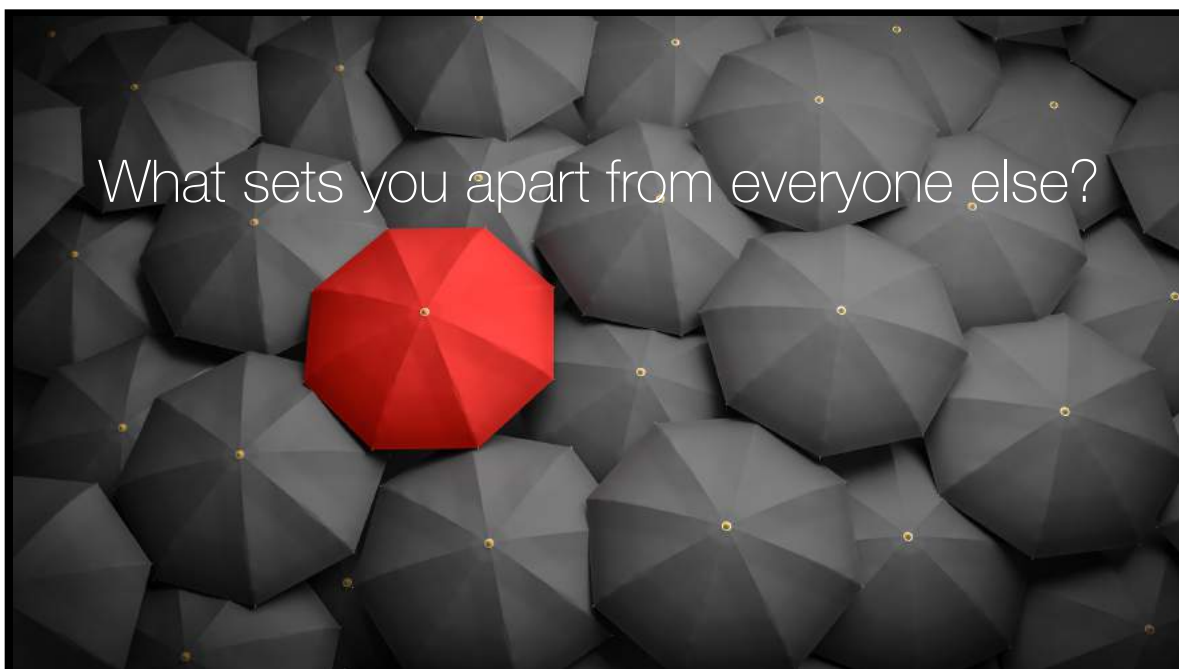
Location is ALWAYS second to the “primary draw” -
that one thing that puts you on the map.

To win you must quit marketing geography first.



The burning question

“What do we have that the people we are hoping to attract can't get or do closer to home?”





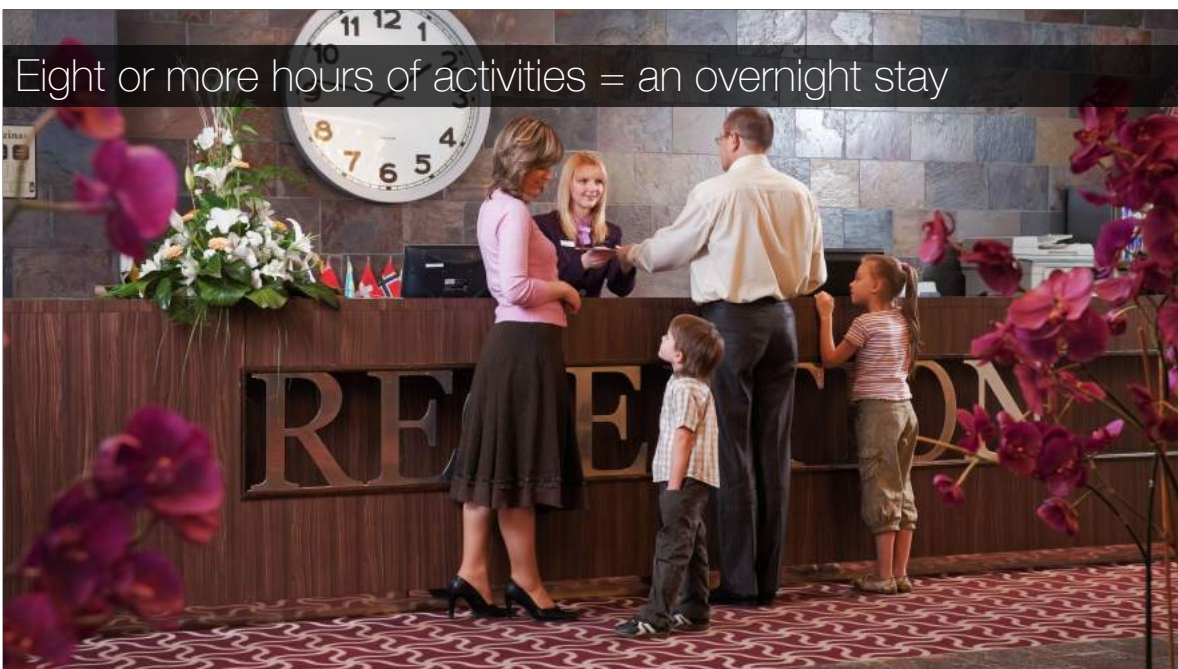
The 4X rule:
people will travel where activities captivate
them four-times longer than it took to get there



Art fairs | farmers markets | movie theaters | recreation



Eight or more hours of activities = an overnight stay





Visitors: Captivating them for two-hours:
Spending doubles





Overnight visitors spend three times that
of day visitors





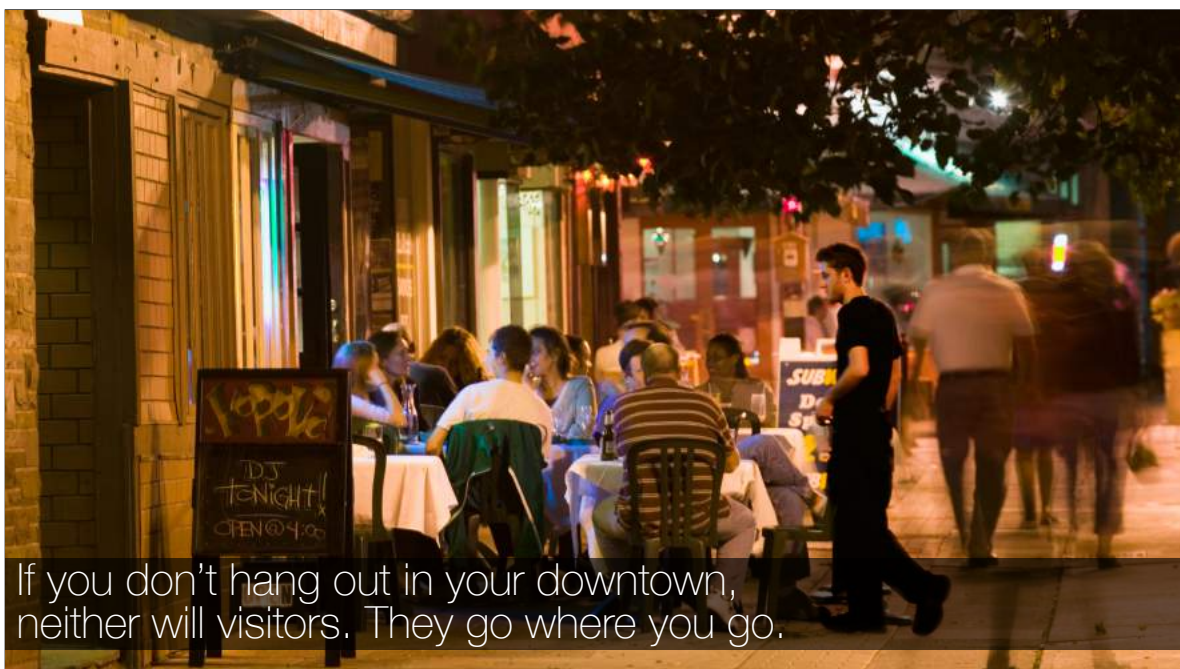
The top activity of visitors in the world:
Shopping, dining & entertainment



...in a pedestrian-friendly intimate setting



This is where **80%** of the non-lodging spending takes place



If you don't hang out in your downtown,
neither will visitors. They go where you go.



RVing is a \$114 billion industry
in just the U.S.

Marketing to RVers

**The Fastest, Cheapest, Easiest Way to
Get Your Tourism Economy Rolling Again**





MARKETING



Shopping and buying via SmartPhone
is dramatically increasing

- U.S. adults: more than 4 hours a day
- More than spent on television
- Smart-phone based retail: +40% pre-pandemic & growing





Printed brochures passe? Not!

Before we travel: **32%**

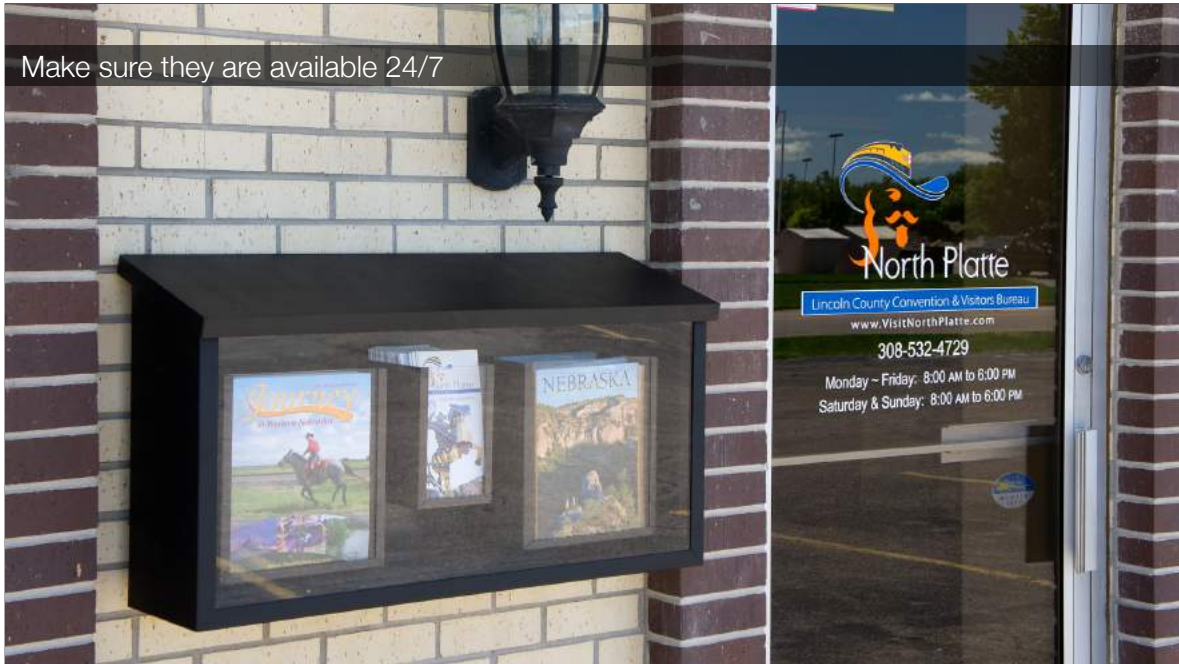
Once we arrive: **#1 at 81%**

Always promote your
anchor tenants. Create
"The Very Best of Our
Town"

Success breeds
success.



Make sure they are available 24/7



Over the next week you will get all of the
Social Media posts for each of these trends

Here's to capitalizing on the hottest trends that will be driving our local economies for years to come!

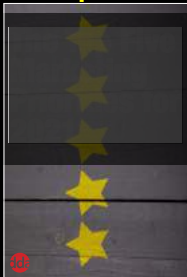
For more how-to resources join us
DestinationDevelopment.org

Destination Development
Association

The 2021 webinar lineup



January



February



March



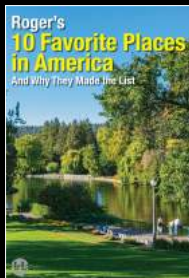
April



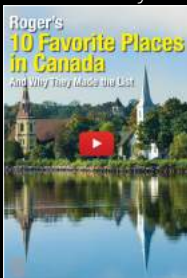
May



June



July



August



September



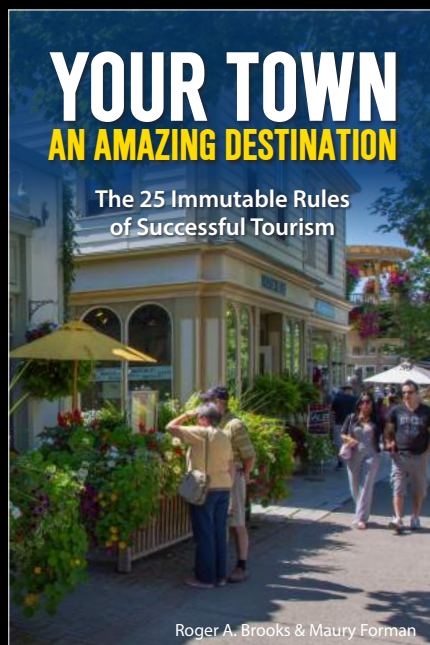
October



November



December



Totally re-written and updated

A great gift available on amazon.com

Print edition: \$39.95

Ebook edition: \$9.99

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