

Henley Centre Model of Holidaymaking

A British Consultancy of Futurology, Henley Center has divided the tourists into four phases –

- **Phase I- Bubble Travelers** – They do not have much money as well as knowledge. They prefer packaged tours. They long to observe different cultures without being a part of it. They travel mostly out of curiosity.
- **Phase II- Idealized Experience Seekers** – They are confident tourists with the experience of foreign tours. They are flexible and comfortable. They prefer tour offers made for individuals.
- **Phase III- Seasoned Travelers** – These tourists are more affluent than the idealized-experience seekers. They are more confident to experiment and experience different places and environments. They are more adventurous and prefer individualistic tours.
- **Phase IV- Complete Immersers** – These tourists have an intention of immersing completely into the foreign culture, heritage, culinary experience, and language. Their holidaying is well-planned but not well-structured.

In the above phases, the tourist goes through different phases and therefore also seeks different tourism options or destinations.