

10 Trends in Our Favor

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So much
for
geographic
limits:

Small ecommerce
is going big

Services are Rural
Sourcing

Manufacturing is
reshoring

**Customers
are
changing
retail:**

**Big boxes are
getting smaller**

**The switch to small
retailers**

**In 5 years, buying
local will beat online**

Trend 8: Travel motivations are changing

Condé Nast Traveler Research Center

THEN



NOW

- Planned “cultural experiences” → **Local immersion**
- Check sights off a list → **Find new sights off the beaten path**
- Visit museums and monuments → **Visit local artists and artisans**
- Eat typical tourist fare → **Find residents’ favorite hidden gems**
- Go by guidebooks → **Listen to friends and fellow travelers**
- Culture as top motivator → **Need to know, explore, experiment**

**Moving
back to
the
future:**

**Brain gain is just
starting**

**Towns are
becoming
micropolitan**

Bonus items

Finding Time for Social
Media

20 Small Business Ideas
for Small Towns

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