

A photograph of a bright orange tent and a tripod on a snowy landscape at sunset. The tent is illuminated from within, casting a warm glow. The tripod is made of dark poles. The background shows a blue sky with a hint of orange from the setting sun, and a dark horizon line.

Rethinking Future Travel 2030 Results from Signal Sessions in Europe, USA and Asia

Anna Grabtchak
Futures Platform
15.12.2022

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Director of Visit Finland

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Project's main steps followed

Business Finland's Foresight Scouting Process

0. SCOPING

(ideation)

1. SCANNING

(identification)

2. SCREENING

(prioritization & clustering)

3. PROBING

(focusing, selection, concretizing)

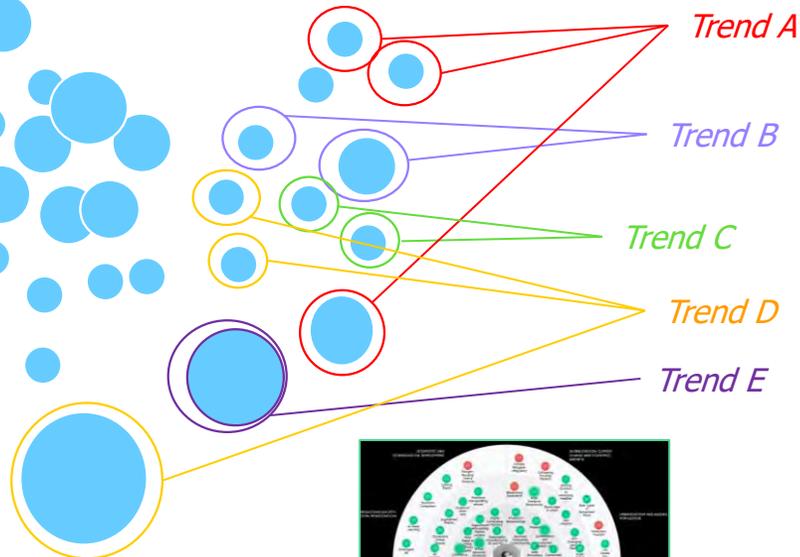
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1. Vote for the trends you see as vital ones from the travel industry perspective.
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1.2. Search results analysis:

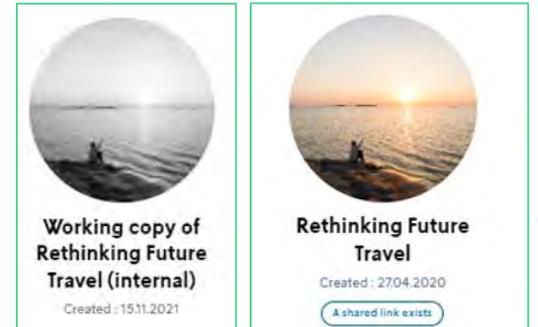
Conducted by Futures Platform



Results interpretation



New trends & updated radars



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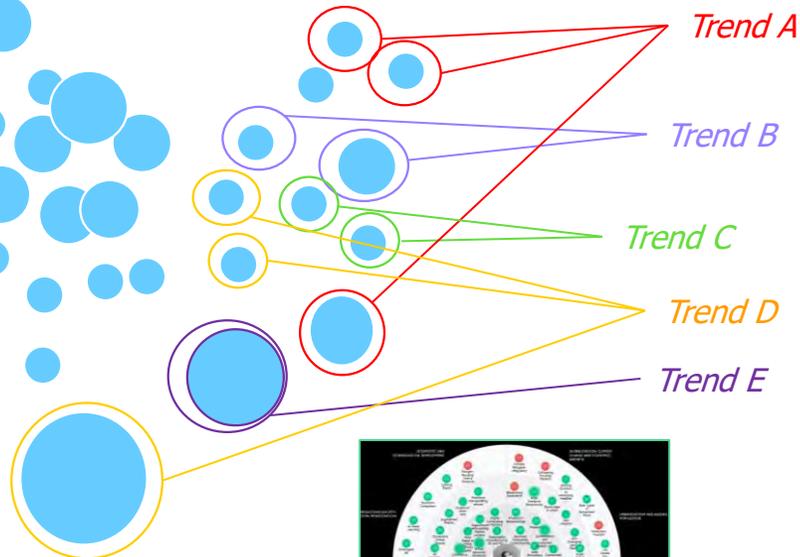
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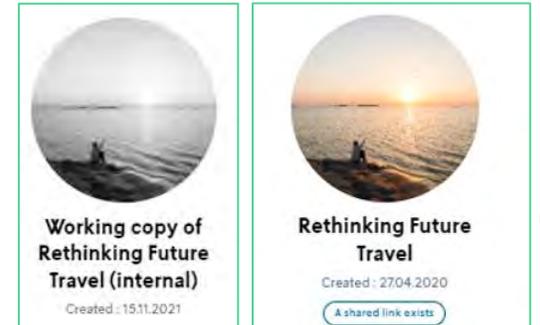
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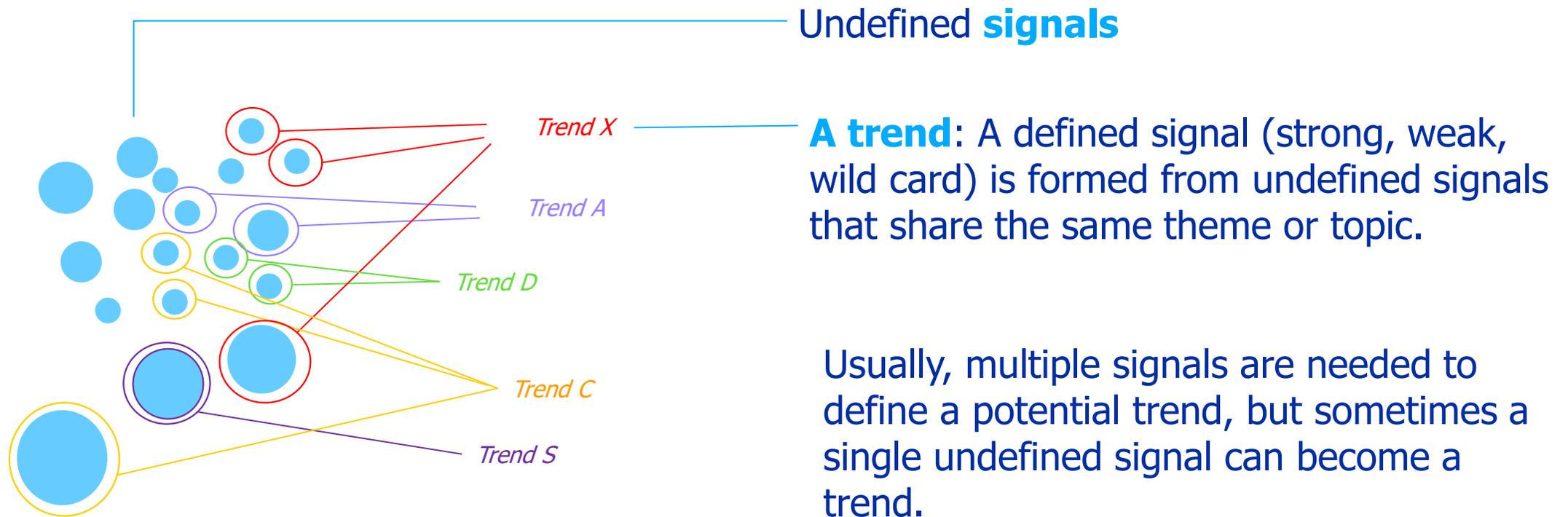
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New trends & updated radars



About signals and trends



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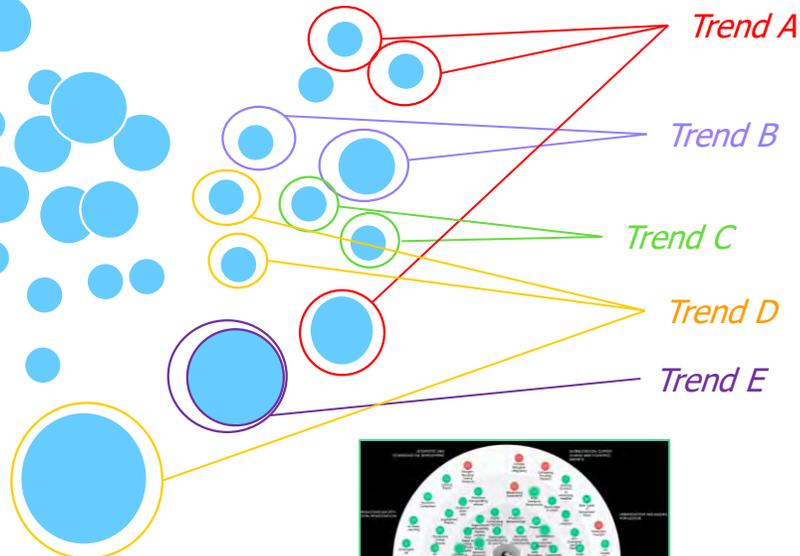
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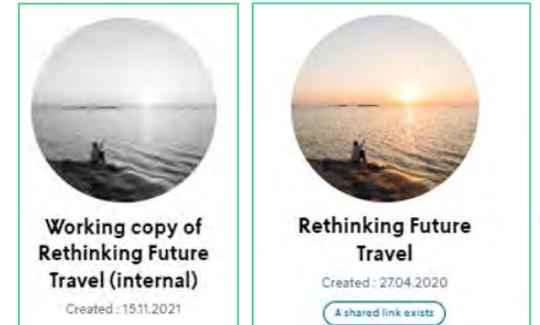
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Results interpretation



New trends & updated radars



Which are the most relevant trends from your market perspective?

Western perspective:

Top-voted Content

SPRING 2022

Order of appearance: total count > "+"voices > alphabetical order

- Luxury Travel 8
- Experience more 7
- Mindful Life 5
- Health & Wellbeing in Travel 4
- Expressing empathy 4
- Flexible Booking and Cancellation Policies 4
- Meaningful travel 4
- Nature and Food as Remedies 4
- Sustainability in Travel 4
- Travelling closer to home 4
- FIT travel 3
- Mobile Travel Experiences 3
- Nature & Outdoors Travel 3
- Pensioner Tourism 3
- Rise of the Responsible Traveller 3
- Arctic Resources Race 2
- Cottage Holidays Comeback 2
- Disinformation 2
- From Products to Relationships 2
- Healing Travel to Break Routines 2
- Hometels 2
- Live Like a Local & Lifestyle 2
- Me, Myself and I 2
- Mid-Sized Cities Prosper 2
- Mono-Destination Travel 2
- Reconnection with relatives and friends 2
- Socio-Cultural Sustainability in Travel 2
- Sustainability to Lead the Tourism Industry Policies 2

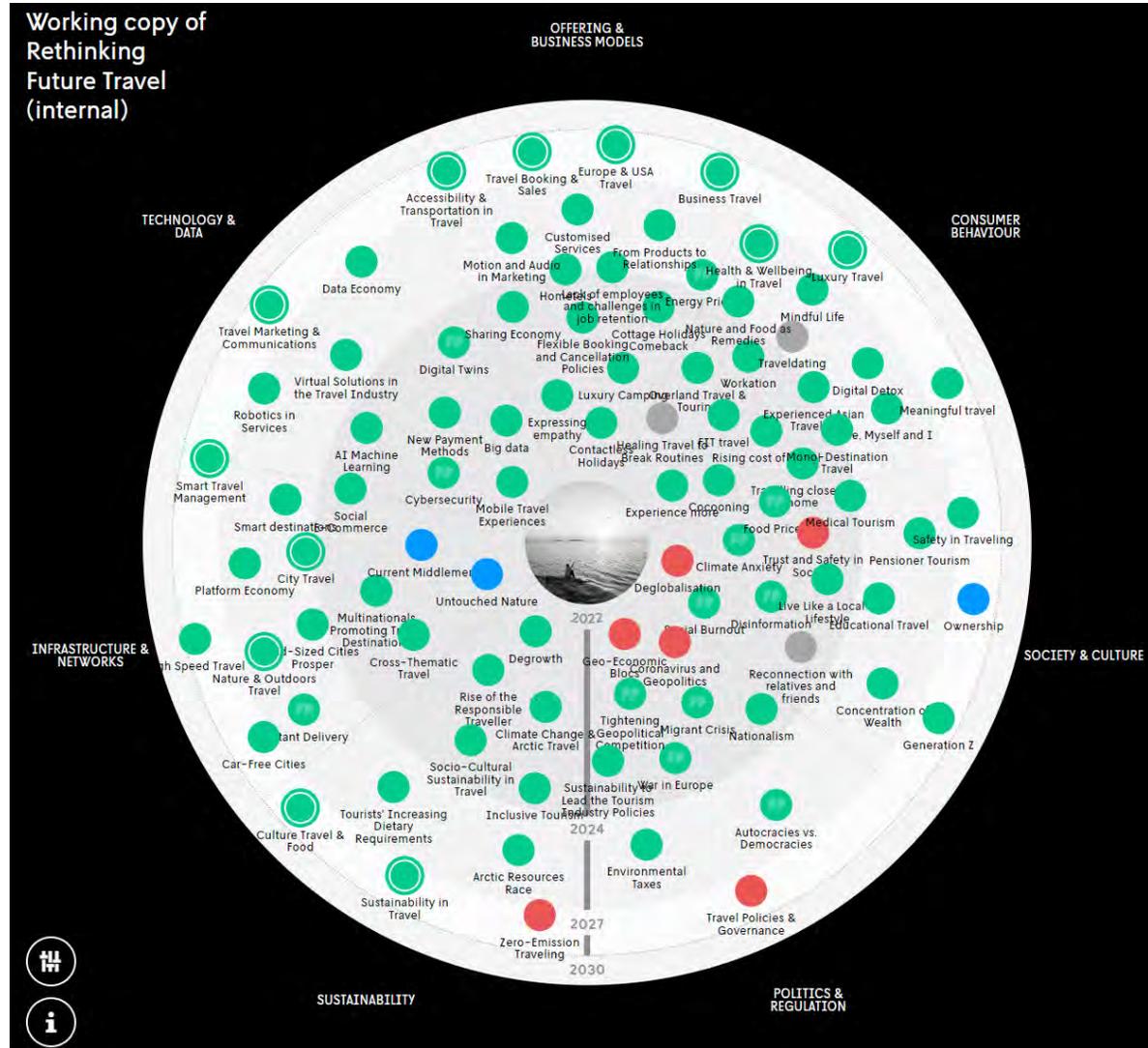
Eastern perspective:

Top-voted Content

AUTUMN 2022

Order of appearance: total count > "+"voices > alphabetical order

- Accessibility & Transportation in Travel 7
- Flexible Booking & Cancellation 6
- Disinformation 5
- Experience More 5
- FIT Travel 5
- Meaningful & Mindful Travel 5
- Business Travel 4
- Customised Services 4
- Educational Travel 4
- Geo-Economic Blocs 4
- Lack of Employees and Job Retention 4
- Luxury Travel 4
- Mono-Destination Travel 4
- Motion and Audio in Marketing 4
- Nationalism 4
- Nature & Outdoors Travel 4
- Sharing Economy 4
- Smart Destinations 4
- Smart Travel Management 4
- Sustainability in Travel 4
- Tightening Geopolitical Competition 4



Which are the most relevant trends from your market perspective?

Western perspective:

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Luxury Travel

8

Eastern perspective:

Top-voted Content

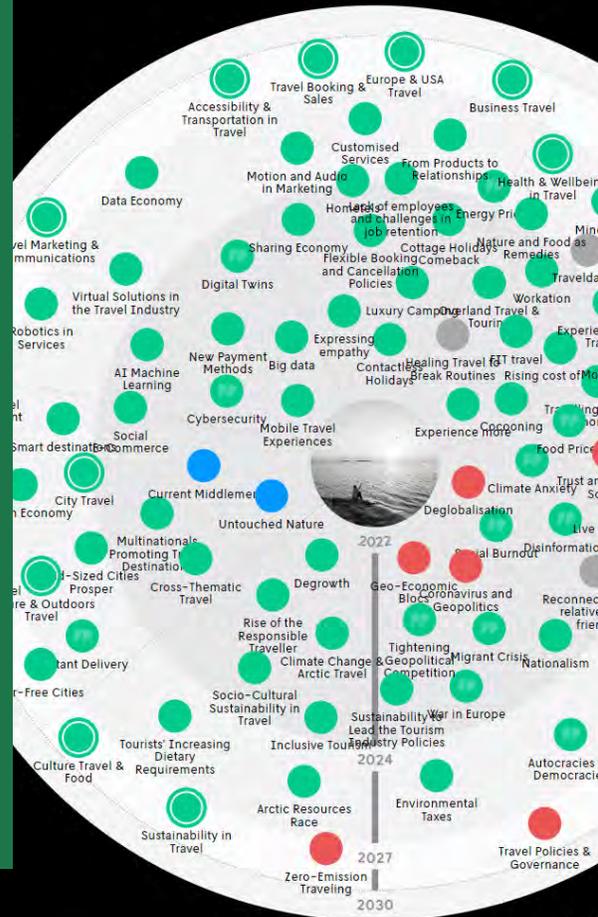
AUTUMN 2022

Order of appearance: total count > "+"voices > alphabetical order

Accessibility & Transportation in Travel

7

Working copy of Rethinking Future Travel



The top 5:

1. Luxury Travel
2. Experience More
3. Mindful Life
4. Health & Wellbeing in Travel
5. Expressing Empathy

The top 5:

1. Accessibility & Transportation in Travel
2. Flexible Booking & Cancellation
3. Disinformation
4. Experience More
5. FIT travel

Mono-Destination Travel	2
Reconnection with relatives and friends	2
Socio-Cultural Sustainability in Travel	2
Sustainability to Lead the Tourism Industry Policies	2



Sustainability in Travel	4
Tightening Geopolitical Competition	4

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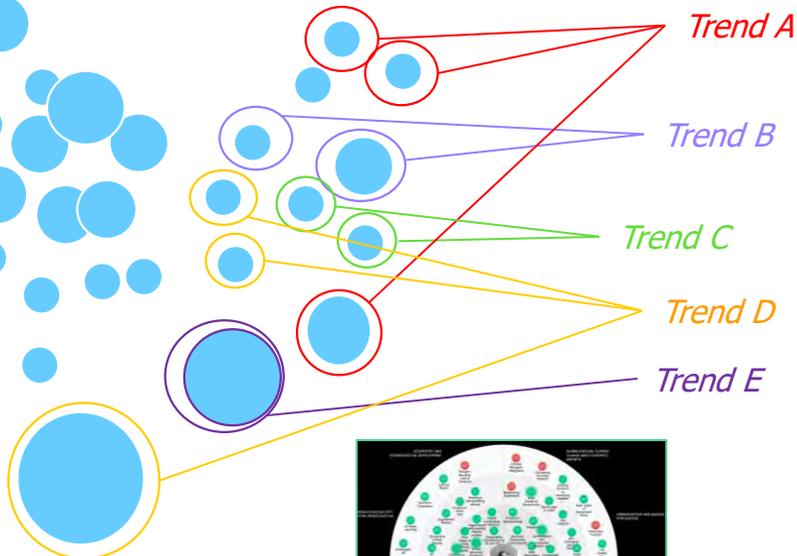
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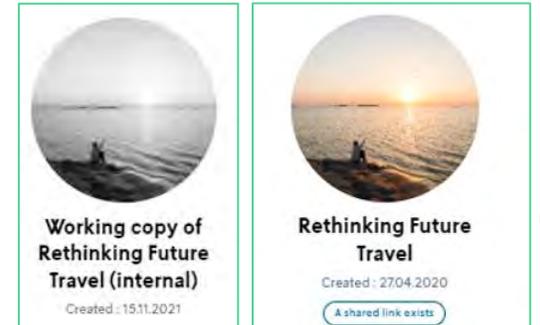
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Results interpretation



New trends & updated radars



New trend cards on the radar

Lack of employees and challenges in job retention

● Strengthening | 2022-2026
Crowdsourced: 2022

The days of long-lasting employee retention as well as passive, hierarchical management styles are definitely gone. "Attracting, developing and keeping the right talent into and within the hospitality industry remains a core challenge."

People are a significant source of competitive advantage, especially in service industries, such as travel. As a result, employee retention has emerged as one of the key drivers for organizational success, alongside reducing unnecessary expenses and improving employees' motivation and capabilities. Employee retention, on the other hand, has been identified one of the biggest challenges in the 21st century, particularly in the hospitality industry. Because the hospitality industry is continuously dealing with the problem of shifting a workforce, retention is an ongoing and ever-evolving endeavor to keep its skilled personnel, and Covid-19 has only increased the issue. It is implied that environmental and social activities in the hospitality industry contribute a lot more to revamping the HR activities, especially when it comes to retaining the employees.

Travel mates & dates

● Weak signal | 2023-2026
Crowdsourced: 2022

Combining people looking for a relationship and travelling is a weak, not yet much utilized signal but an add-on category to those looking for just a neutral travel companion. Dating apps are starting to acknowledge singles looking for partner as a travelling segments.

<https://www.yourtravelmates.com/>



Hometels

● Strengthening | 2022-2025
Crowdsourced: 2022

A hometel is "a hotel that meets home". The impact of COVID-19 has changed almost every aspect of the hospitality industry from guest profiles, to how those guests book their stay, to the services they seek at the property. Blending aspects of hotels and vacation rentals, brands like Sonder and Stay Alfred operate short-term rentals with hotel-style standards and branding plus amenities like concierge service, in-unit laundry, and full kitchens.

Hometel can be seen as a part of same trend as Airbnb: hotels made cozy and experiencing the real culture.

Additional information:

<https://strixus.com/entry/what-is-the-hometel-experience-2769>

<https://www.theeomagazine.com/lifestyle/travel-leisure/room2-robert-godwin/>

<https://www.goodnet.org/articles/this-hometel-raising-hospitality-bar>

<https://www.mews.com/en/blog/room2-testimonial>

<https://www.theeomagazine.com/lifestyle/travel-leisure/room2-robert-godwin/>

Me, Myself and I

● Strengthening | 2022-2038
Crowdsourced: 2023

Desire to travel is back, first as a revenge travel, then as a strive towards hedonistic getaway. According to the recent German study "Reiseanalyse" nearly two thirds of the Germans plan a holiday trip this year. 27% are unsure whether or not they will travel in 2022. Only 12% are definitely not planning to go on holiday this year.



During the pandemic travel marketers started to see a trend with people planning longer and more expensive holidays as a

Reconnection with relatives and friends

● Weak signal | 2022-2025
Crowdsourced: 2022

Getting back to travelling internationally will be about reconnecting with family and friends who live abroad, or the ones you have not seen for the long time (due to covid). The increased hassle associated with travel could result in more combined holidays which involve visiting family or friends and then tagging on a mini-holiday. A sense of making the most of every trip. This could drive some interest in tailor-made holidays which encompass a variety of activities and tick off many boxes. 23% of millennials have expressed that they'd be more interested in tailor-made holidays in the next 2 years.

Countries that are taking an increased interest in visiting family / friends
(% that plan to do this more frequently in the next 2 years than before)



New trend cards on the radar

B2B Matchmaking Platforms Needed

Strengthening | 2022-2025
Crowdsourced: 2021

Travel agents and tour operators in the distribution channel have lost a lot of resources (clientele, employees and investments) in the past few years. Travel industry is desperate for platforms that would ease the marketing and matchmaking between the different operators. Efficiency pressures, instability and loss of contacts and narrowed network is building a need for travel platforms.



The retailers and consumers are seeking for information/products as they are not as available as it used to be. Online Travel Agents (OTA) have been growing for the domestic tour packages and short haul destinations like Asia and beach resorts. OTA is still struggling with long haul destinations like Europe as consumers find packaged

Private Domain Traffic

Weak signal | 2023-2030
Crowdsourced: 2022

Instead of doing sales & marketing on digital platforms (OTA channels), the service providers (hotels, destinations, attractions, TOs, etc.) try to lead the public traffic to their own chatting groups via social media tools to amplify the sales value, grow customer loyalty, and attract repeating visits. It is essential to utilize the social media marketing, especially co-op with KOL (key opinion leader)/KOC (Key Opinion Consumer), and tools like mini-program or group chat in social media channel to lead the traffic to a "private domain" and convert the sales more towards direct sales. Previous middle-man were sales agents, travel agencies, OTA (Online Travel Agency) channels, but they are now KOL /KOCs who have the influence among consumers on social media channels.

Traditional sales funnel is being replaced by Private User Pool of platform economy.



Traditional: Assumption: Traffic is on public channels where brands address more user traffic that can be attributed to the brand. Primary goal: Increase sales into the funnel, and customer have to go to the goal of the funnel.

Pool: Assumption: We operate in an ecosystem where individuals form a domain that contain most internet users in China. Primary goal: To build a private user pool which will also give the goal by bringing the social network of users to the private pool.

Instagenic

Weak signal | 2022-2025
Crowdsourced: 2021

Instagenic refers to things that look good in a photo or video. Social media platforms, like Instagram, and visual factors might become increasingly important for travel destinations, hotels, restaurants, and other services as they can help to attract tourists. Especially the younger generations are keen on sharing and celebrating their holiday experiences with their followers and use social media to search for travel destinations and tips.



Insta Tourism: Creating Instagramable and Instagenic experiences at Destinations & Hotels. Travel News Digest

Additional information

- "Insta tourism explained: What, why and where". Tourism Teacher. <https://tourismteacher.com/insta-tourism/>

Multi-Local Living

Weak signal | 2025-2030
Crowdsourced: 2023

Multi-local living refers to the lifestyle of people who wish to live their lives in multiple locations. One permanent home is not the preferred choice for this group of people who likes to split their time regularly between different locations, for example, in cities and rural areas. If multi-locality becomes more popular, it may significantly impact the housing market, travelling and service demand. It could also encourage more people to move permanently away from cities.



Moving to the countryside: Is it all it's cracked up to be?. The Telegraph

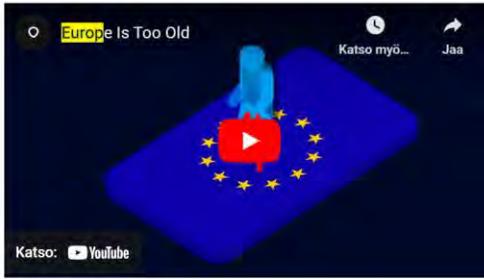
Additional information

- "Japan to offer \$9000 to remote workers in countryside". Nikkei Asia. <https://asia.nikkei.com/Economy/Japan-to-...>

Europe out of Fashion

Weak signal | 2025-2030
Crowdsourced: 2026

There are signs that some Asians perceive ageing Europe, with its long history, as an old-fashioned and traditional destination where you travel to visit places like the Colosseum in Rome. In comparison, the USA, with Silicon Valley and its famous universities, is seen as a more attractive area to do co-operation, study, or visit. There might be a higher need to improve the image of the Europe to remain an exciting continent that attracts cooperation, business and people from Asia and other parts of the world.



Europe Is Too Old, Haag

Additional Information

- "Why SE Asian students choose the UK and US over Europe". <https://www.dw.com/en/why-southeast-asia...>

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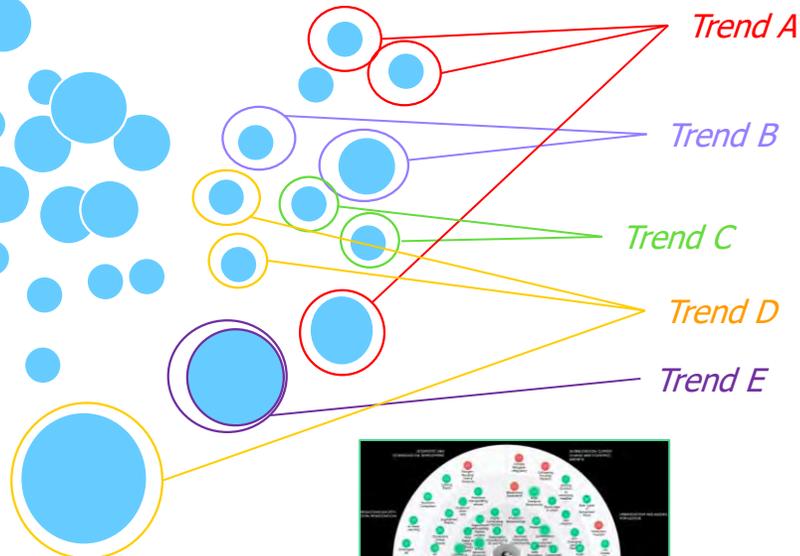
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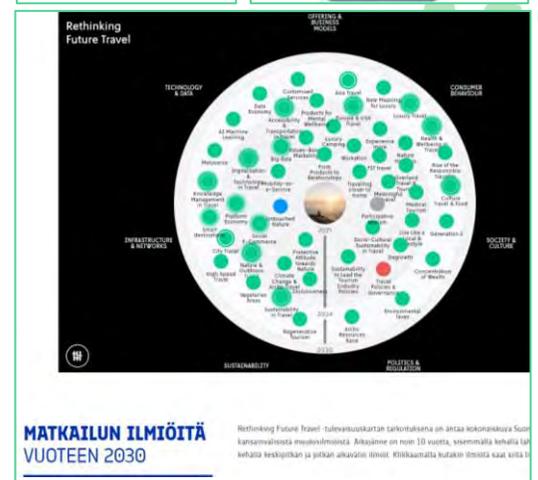
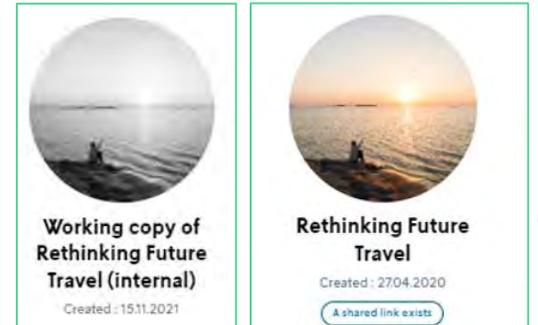
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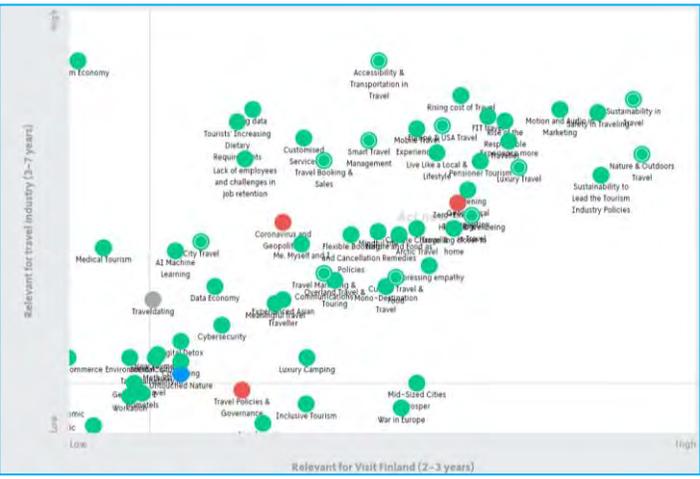
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New trends & updated radars



EUROPE & USA



Sustainability in Travel
Sustainability to Lead the Tourism
Industry Policies
Rise of Responsible Traveller
Zero-emission Travelling
Socio-cultural Sustainability in Travel

Luxury travel
Experience more
FIT travel
Live like a local & lifestyle
Luxury camping
Customised services
Tourists' increasing dietary requirements
Me, myself & I
Traveldating
Culture travel & food
Pensioner tourism

Accessibility and transportation in travel
Rising cost of travel

Mindful life
Digital detox
Cocooning
Meaningful travel
Mono-Destination travel
Overland travel & touring

Nature & food as remedies
Untouched nature
Nature & outdoors travel
Health and wellbeing in travel

Climate change & arctic travel
Experienced Asian traveller

AI machine learning
Data economy
Smart travel management
Lack of employees & challenges in job retention
Big data
New payment methods
Mobile travel experiences
Travel booking & sales
Flexible booking and cancellation policies

City travel
Mid-sized cities prosper
Travelling closer to home

Motion and audio in marketing
Expressing empathy
Travel marketing & communications

Europe & US travel
Corona virus and geopolitics
Tightening geopolitical competition
Safety in travelling
Cybersecurity

New travel destinations and travellers due to global warming and new demand due to growing population.

Sustainability as a growth factor for the travel industry.

Travel business as a smart system: How to make it work seamlessly?
Smart=
fast + easy + on-time + feel good.

Luxury redefined: Fulfilling individual needs & targets. More value for the money spent. Personal travel package. Cultural differences?

Inclusive travelling: Making travel accessible to a wider group of the population.

Urban Staycation: 'Stop the routines' type of fast & easy travel.

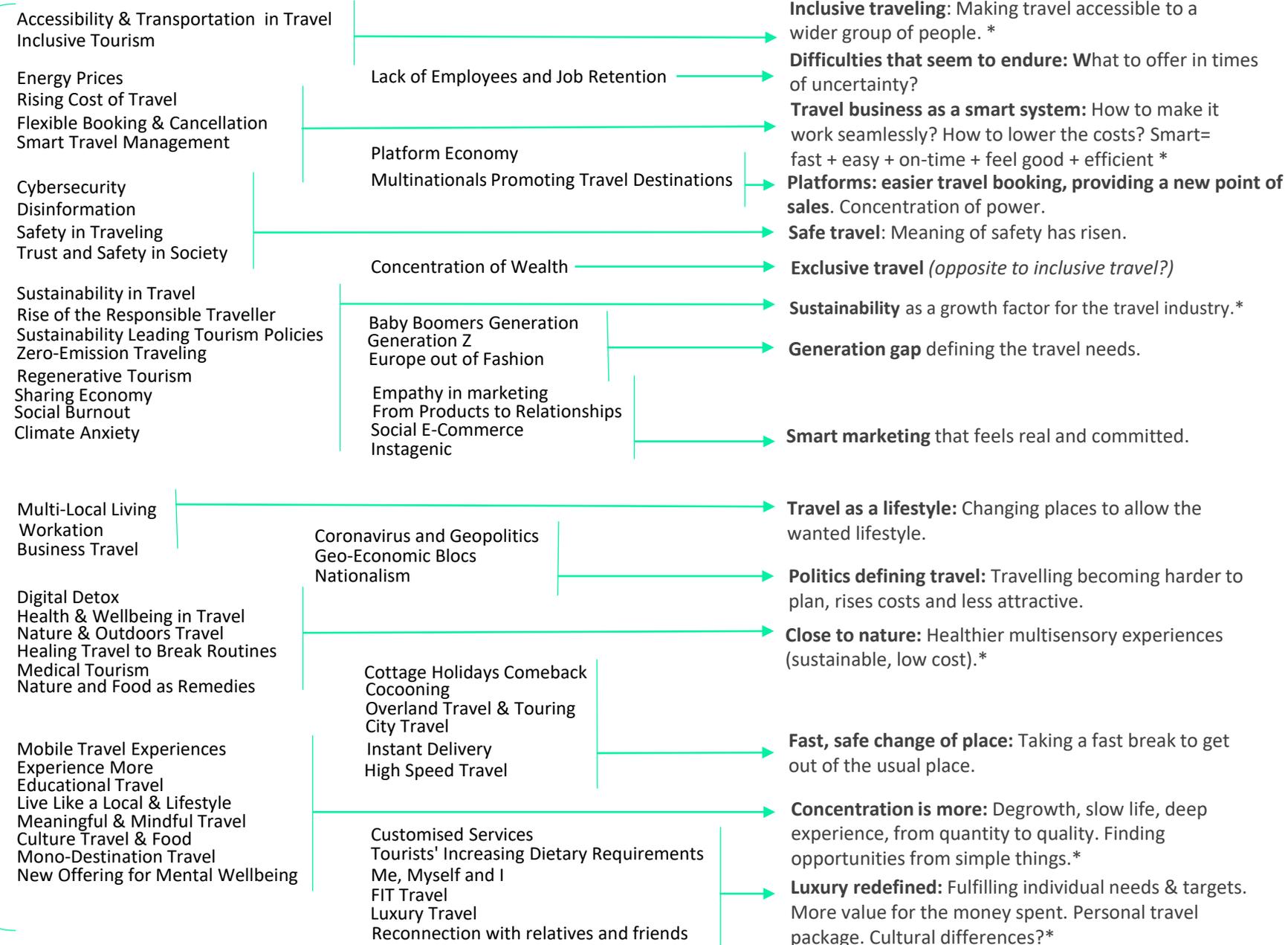
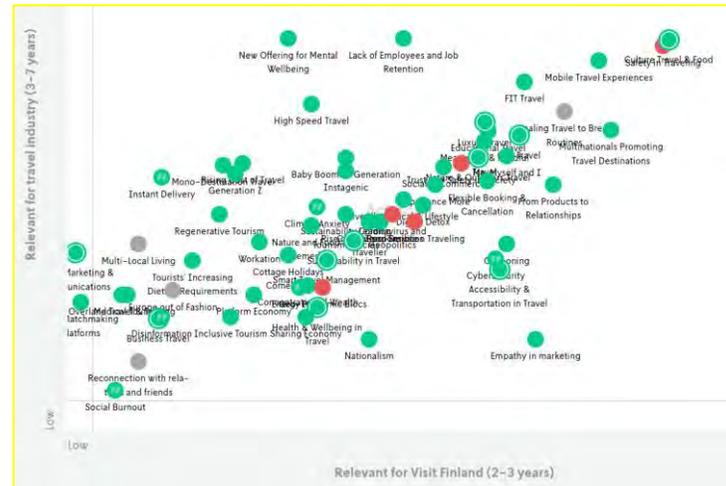
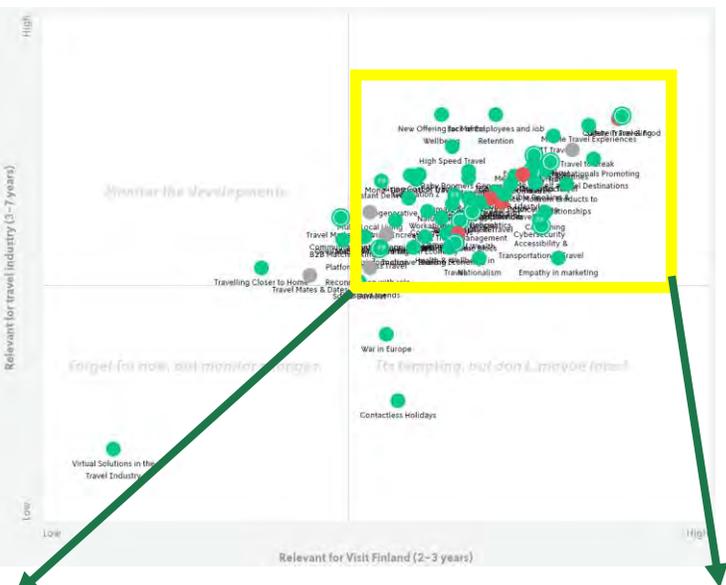
Marketing 2.0:
Feel it, value it, be responsible (cover the risks).

Less is more: Degrowth, slow life, deep experience, from quantity to quality. Finding opportunities from simple things.

Close to nature: Healthier multisensory experiences (sustainable, low cost).

Safety measures are here to stay: Finding new easy & efficient solutions would protect from future events also.

ASIA



Which themes are raised by both the Western and Eastern perspectives?

Travel business as a smart system: How to make it work seamlessly? How to lower the costs? Smart= fast + easy + on-time + feel good + efficient.

Concentration is more: Degrowth, slow life, deep experience, from quantity to quality. Finding opportunities from simple things.

Sustainability as a growth factor for the travel industry.

Close to nature: Healthier multisensory experiences (sustainable, low cost).

Luxury redefined: Fulfilling individual needs & targets. More value for the money spent. Personal travel package. Cultural differences?

Inclusive traveling: Making travel accessible to a wider group of people.

What is the Future of (global) travel? Why do we travel?

TO EXPRESS AND EXPLORE

What if travel individualism would lead away from usual tourist packages and lure to unique experiences?

Luxury redefined

Fulfilling individual needs & targets. More value for the money spent. Personal travel package. Cultural differences.

Inclusive travelling

Making travel accessible to a wider group of people (physical restrictions, high-cost related issues, available travel routes, cultural issues).

Close to nature

Healthier multisensory experiences (sustainable, low cost).

Concentration is more

Degrowth, slow life, deep experience, from quantity to quality. Finding opportunities from simple things.

Travel business as a smart system

How to make it work seamlessly? How to lower the costs?
Smart= fast + easy + on-time + feel good + efficient.

Sustainability as

a growth factor for the travel industry.

TO BE MORE CONSCIOUS

What if travelling is away to take a real break or have a quick trip to enjoy one destination at a time? What is mindful deep-dives in local cultures become more appreciated than easy/care-free tourist packages? What is physical work that benefits local nature becomes a remedy for an office worker?

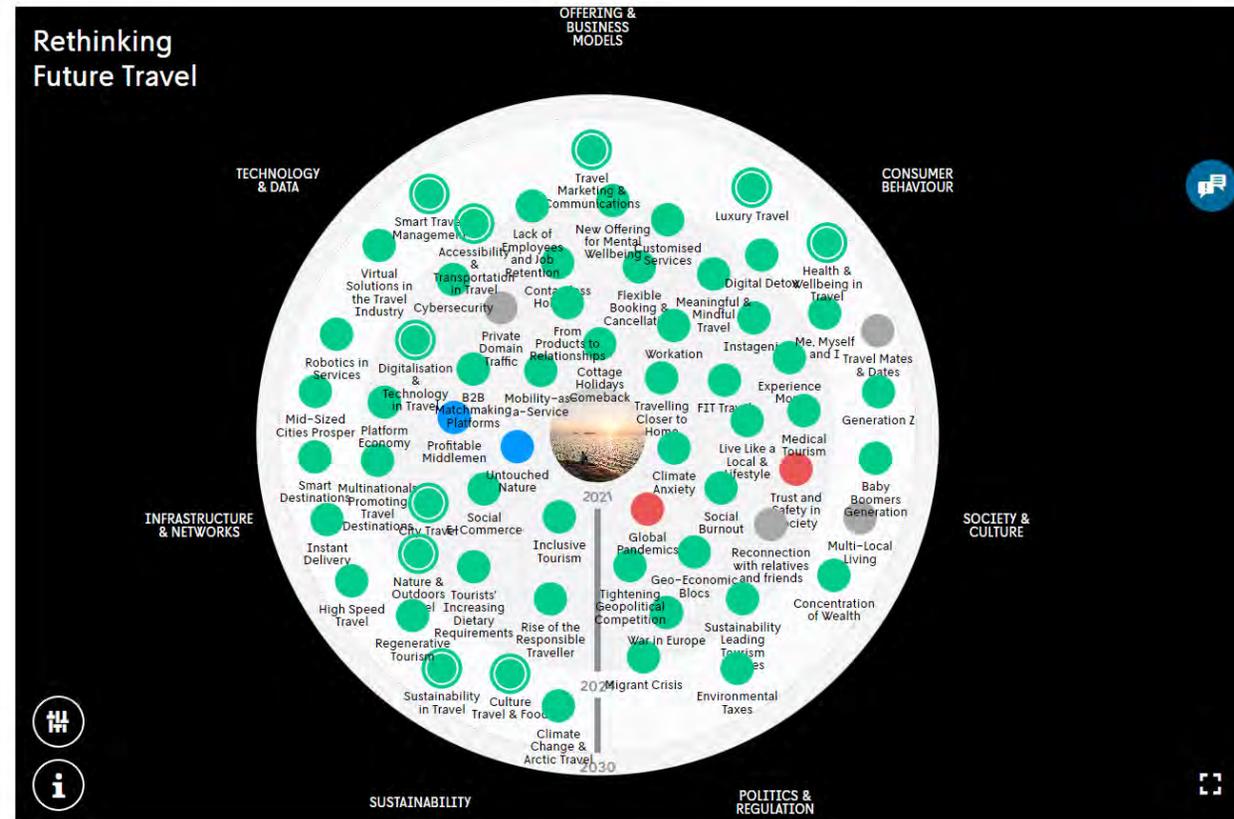
What if travel were offered to employers as a cost-efficient way to prevent burnout and as a benefit to tempt employees?

TO DO BUSINESS

Interested to know more?

You can read the details on Visit Finland's public radar.

<https://www.businessfinland.fi/suomalaisille-asiakkaille/palvelut/matkailun-edistaminen/tutkimukset-ja-tilastot/matkailun-ennakointi>





FUTURES PLATFORM

Thank you!

For further questions, please contact:

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