Future International Travel Trends 2022
Visit Finland 22.12.2021
The global Visit Finland team has updated weak signals and stronger trends that indicate changes in the travel industry, and presents here the top three megatrends influencing travel to Finland. We believe these are the trends that should be considered when planning and marketing products in the 2020s. They are Finland’s strengths as we move towards the post pandemic international travel market. Read more about travel foresight, trends and signals.

The top three future megatrends to be aware of and develop to increase international travel demand are:

1. Digitalisation & Technology
2. Sustainable Travel
3. Nature & Outdoors Travel

It is foreseen that travel within Europe will recover to pre-pandemic levels sooner than long-haul Asian travel markets due to travel restrictions and quarantine measures. Read more about statistical forecasts and information in the markets.
1. Digitalisation & Technology
International visitors are looking for digital services that cater to their specific needs

Digital development is eventually all about customer centricity: developing customized digital services that help the visitors or potential ones reach what they are looking for – buying services, getting information, enjoying experiences. Expectations for uniqueness, tailorability, automation, and smartness of digital services are growing.

Platform economy is a game changer and big winner in the travel sector as the players are online savvy and able to adapt to consumer needs quickly. Advanced digital tools enable tracking of audiences in real time and adapting offers to consumer needs as they surf towards conversion.

Compiling data on demand and supply digitally enables knowledge-based management of travel organizations and services. The role of big data and artificial intelligence in knowledge creation and analysis is constantly growing, and the tools for data management and utilization become more sophisticated and effective.

Read more about travel foresight, trends and signals
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2. Sustainable Travel
Sustainable travel is about considering the impacts of one’s choices to the surroundings in the long-term.

Ever more conscious and responsible travellers will take both environmental and social issues more seriously, rewarding businesses that use their profits for good post-pandemic.

For tourism, accessibility to and within Finland by air, land and water is crucial, as Finland is located on the edge of Europe and the distances are long. There will be more possibilities for consumers to make sustainable travel choices in the future, as new environmentally friendly sources of energy become more widely used. Also route optimisation and preferring direct connections as well as longer stays add up to the possibilities of more responsible ways of travelling.

International visitors travelling to Finland value genuine encounters, hoping to enjoy the natural and cultural surroundings in their most authentic form, living like a local. Responsible tourism is about using tourism to make better places to live and visit: bring profits and jobs for the local communities, while respecting its original culture and nature.

Read more about travel foresight, trends and signals.
Sustainable travel is about considering the impacts of one’s choices to the surroundings in the long-term.
3. Nature & Outdoors Travel
Nature is Finland’s most important touristic attraction for international visitors

Nature and outdoors is what international visitors most often know about and are expecting to experience in Finland. Wild nature, especially snowy winters, are becoming more rare on Earth, and thus also more appreciated.

For nature-loving luxury travellers, Finnish nature can offer the surroundings for making their dreams come true. As global wealth grows, luxury is acquiring a new meaning that is taking it away from material possessions and social status towards having intangible experiences that are authentic, exclusive and tailored. International visitors are increasingly looking for meaningful and transformative interactions with locals and the natural environment on their trips. Travelling is a significant part of self-actualisation and learning.

In the post-pandemic world, health and wellbeing is more appreciated than before. Experiences in the nature offer not only covid-safe surroundings for enjoying free time, but also maintain good physical and mental health, and could even offer healing and spiritual experiences for visitors.

Read more about travel foresight, trends and signals
Nature is Finland’s most important touristic attraction for international visitors

**Luxury Travel VF**

Summary | 2020–2040  
Crowdsourced: 2028

Travelers looking for a luxury trip want their dreams to become reality. They look for something unique, above their expectations with superb service where their needs and wants are fulfilled. This includes exclusivity, privacy, and everything from relaxation to adventure, with pampering and extras. As global wealth expands, and new inbound and outbound markets continue to emerge, the luxury travel industry faces disruption from a new generation of well-educated, highly demanding travel consumers.

**Meaningful travel VF**

Strengthening | 2020–2028  
Crowdsourced: 2021

The tourists are increasingly expecting gaining meaningful, immersive and personalised experiences from their trips. Travelling has become a significant part of self-actualisation and learning. This is part of a wider trend towards the growing importance of significance in work, leisure and relationships. The search for significance will increasingly strongly guide individuals’ choices, concerning both work and leisure.

**Health & Wellbeing in Travel VF**

Summary | 2020–2040  
Crowdsourced: 2025

The importance of physical and mental wellbeing is increasing, as people live longer and want to stay in good health. People are more willing to engage in activities like mindfulness, that are perceived to benefit their inner feeling of calm and happiness. This trend will also be more and more felt in the travel industry, as people will be looking for experiences, which help them to enhance their mental wellness. For example, nature therapy, guided relaxation activities and various kinds of retreats are likely to see a rise in demand.

Read more about travel foresight, trends and signals
Interested in planning travel products for future international consumers?

Take part in Visit Finland Academy Foresight Hackathon workshop (in Finnish) with a group of companies.

Useful links:
“Rethinking Future Travel” Radar > Matkailun ennakointi
Traveller 2030 Scenarios > Matkailun julkaisut
Statistical Travel Forecasts > Matkailun julkaisut
Market Information > Toiminta markkinoilla
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