

*moder*

**For pioneers of travel.**



How to **take**  
**advantage** of  
digital trends

**\$955 billion** invested in  
**Travel and Tourism**  
**worldwide**

WTTC estimation 2023

# Mega Trends 2023



DIGITAL NATIVES  
RUNNING THE  
SHOW



THE CHATGPT  
EFFECT

# What is Going on?



Social

**GetYourGuide books \$194M at a \$2B valuation with travel experiences back in business**

Ingrid Lunden

@ingridlunden / 6:59 AM

GMT+3 • June 1, 2023



Comment

The SaaS News

Series A to F ▾ Private Equity Funded List Advertise Contact Us

## MeetingPackage Secures \$4.6 Million in Series A

by Kay Aloha Villamor in Series A October 3rd, 2023



MeetingPackage, an Espoo, Finland-based all-in-one sales automation software specializing in venue and group bookings, secured \$4.6 million in Series A funding.

SaaS Investors

Skift



## Vacation Rental Management Platform Hostaway Raises \$175 Million

[Srividya Kalyanaraman](#), Skift  
May 31st, 2023 at 10:55 AM EDT



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**The Travel Tech  
Revolution has begun!**

# Digital Natives and the Covid Hangover

“

**I travel so my life isn't  
disrupted by routine.**





# The new desk!

Remote work is here to stay!



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**13% of workers full time remote**

**28% of workers hybrid**

**16% of companies no longer have a fixed office**

ForbesAdvisor 2023

**How do we book to work?**

**Can your guests book a  
co-working desk for 2 hours  
online?**

# Online Shopping

Your New Point of Sale



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**47% of online  
transactions in Finland  
are tourism related**

Paytrail2018

# The New Search Engine



# The New OTA



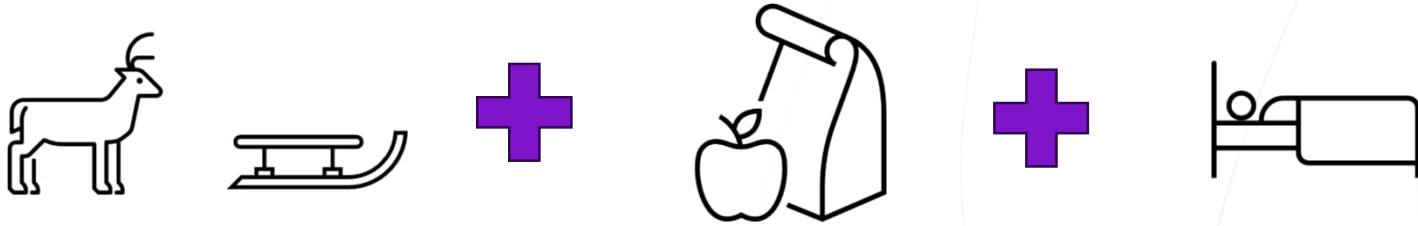


**No More  
Cookies**



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# Can all your website users **book** what they are looking for?





# Don't Touch It!

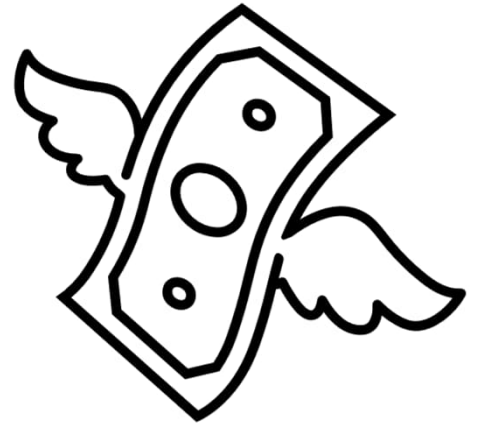
The Contactless Craze

**Contactless payment is the most prevalent payment method in Finland**

**315 million contactless transactions were made in Q1 2023 + 20% higher than same time year before**

**79 million card payments initiated on a computer or mobile in Q1 2023 + 29% higher than same time year before.**

# Get ready for Invisible Payments



# A Digitally Native Multi-tasking Workforce

Look behind you



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**Over 30% of Finland's  
hospitality workforce  
is under 26.**

Mara.fi

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**1/3 off Finland's  
hospitality workforce  
is seasonal.**

Mara.fi

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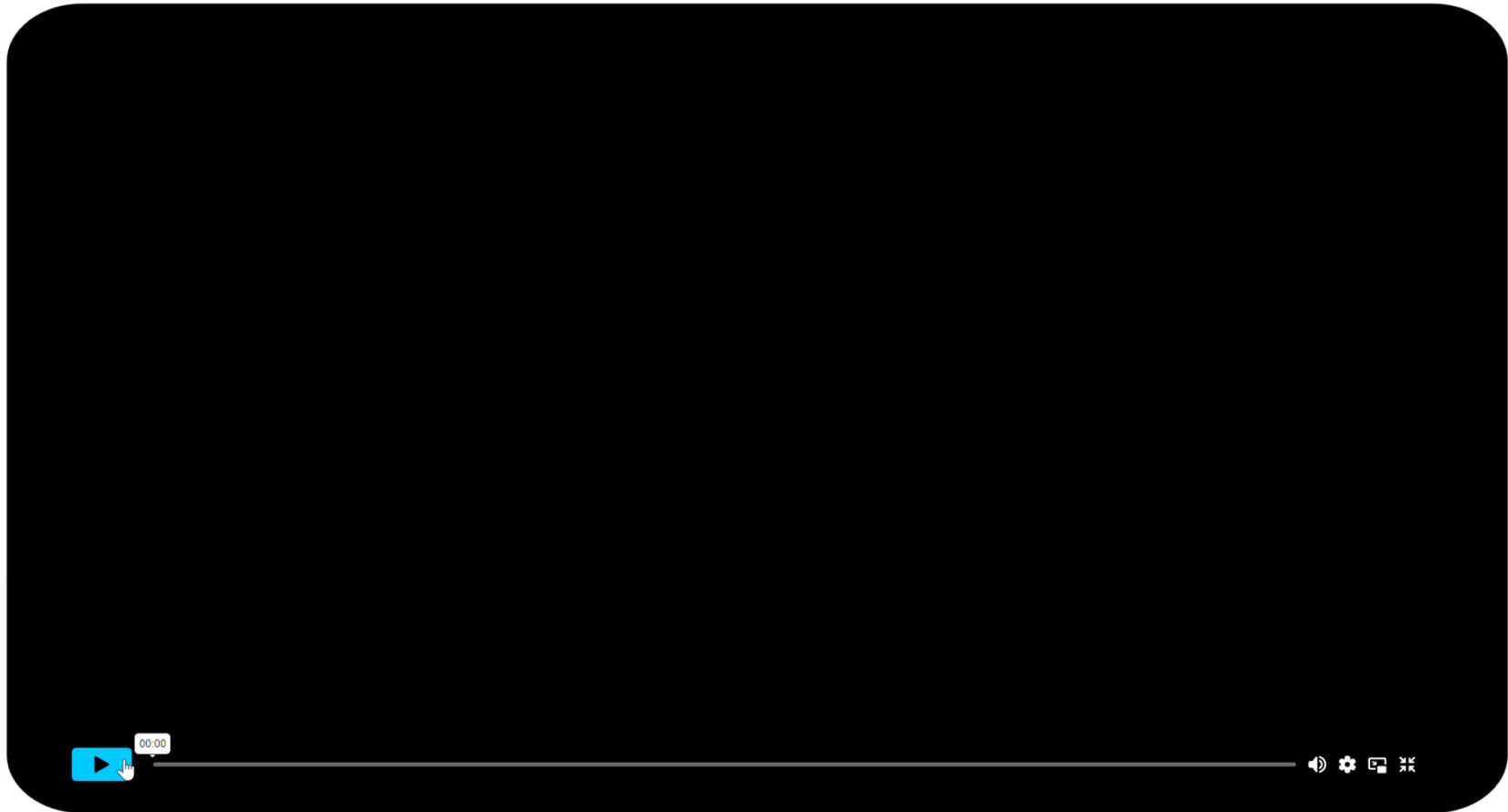
**40% of GenZ are  
Polyworking.**

Fox Business 2023

**Is your business geared  
up for the "side hustle"?**

# It's all about AI

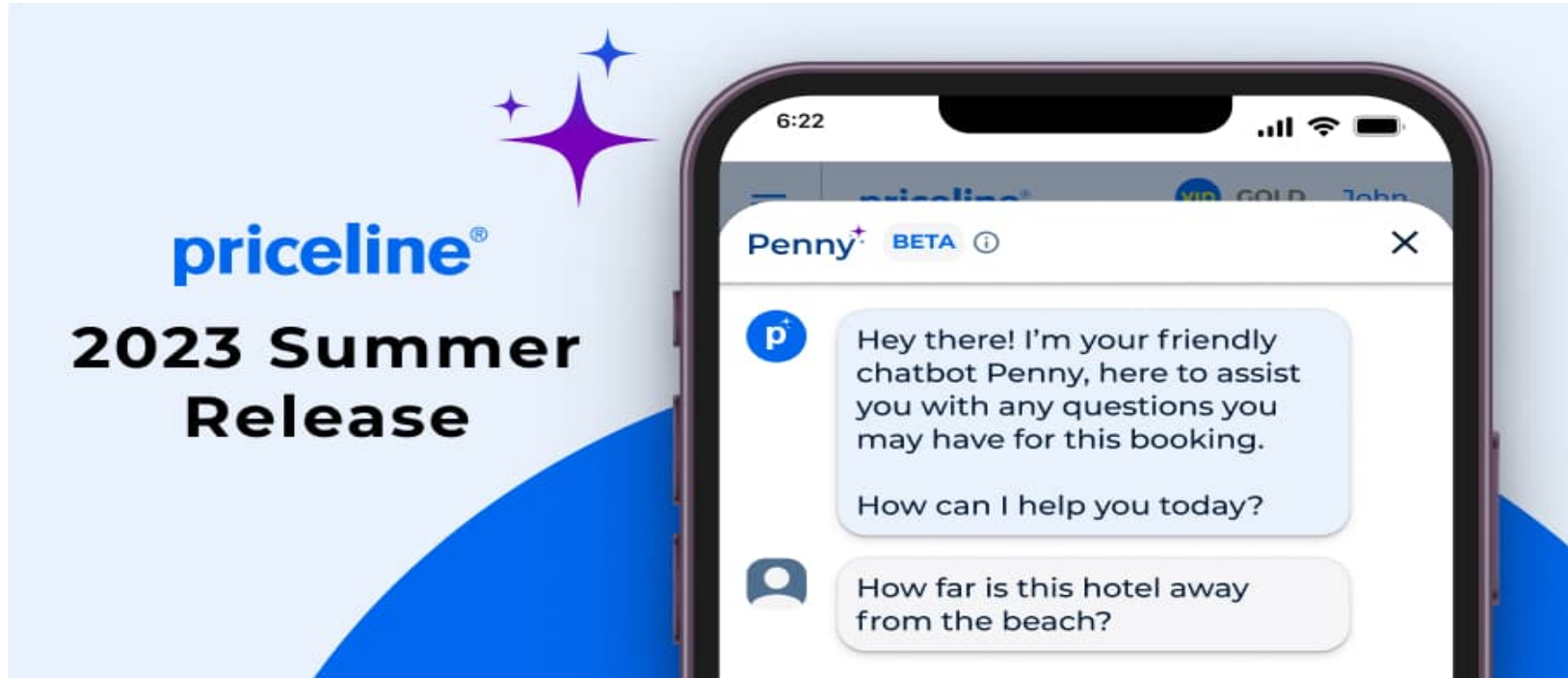
Did anyone say ChatGPT?



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IT'S ALL ABOUT AI

# AI powered chatbot



IT'S ALL ABOUT AI

# AI powered itineraries and trip planners



IT'S ALL ABOUT AI

# AI powered photo tours



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IT'S ALL ABOUT AI

# AI powered product placement



The first product powered  
by Sabre Travel AI™

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**Engage with your guests,  
Push profits,  
Sell while you sleep,  
Improve your reviews,  
and even cancel your  
cancellations.**

# Harnessing digital trends in 2024

The Tech Train is Leaving

**Think holistically,**  
**what do your guests need**  
**vs. what does your staff**  
**need?**

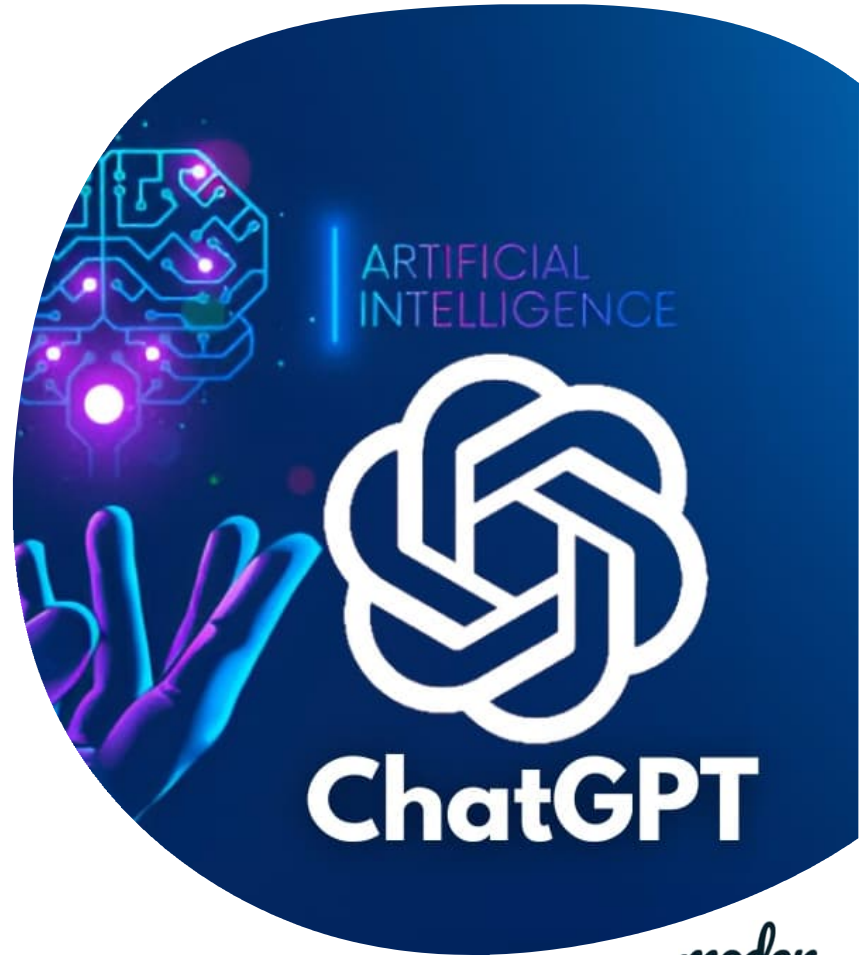
**How can you use AI tools  
to improve your business  
and help your staff?**

**Put your own mask on first!**



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**What can you  
get for FREE**



*morder*

# Take the AI Leap.

These were all trends from 2023.

**AI is now yesterday's news** – 2024 has  
a new story....

Image generated by Dall.e - OpenAI's new image  
generation tool.



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**2024.**  
**All about COP28.**



**Prepare your company to go green— choose tech that  
this thinking sustainably, the climate will not stop  
changing.**

# Welcome to Moder.

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Chief Growth Officer – Moder

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