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

Anna Grabtchak Futures Platform 15.12.2022



## VF SEURAA MAAILMAN TRENDEJÄ YHDESSÄ HUIPPUVERKOSTONSA KANSSA



## 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)

*Focus:* Futures of travel industries

/isit Finland

 1.1. Main tasks:
 1. Vote for the trends you see as vital ones from the travel industry perspective.

2. Search for 2-3 new signals per participant.

**1.2. Search results analysis:** Conducted by Futures Platform

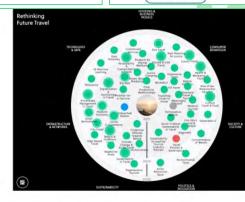
#### Results interpretation





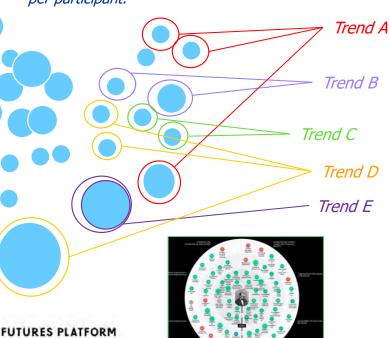
New trends & updated radars



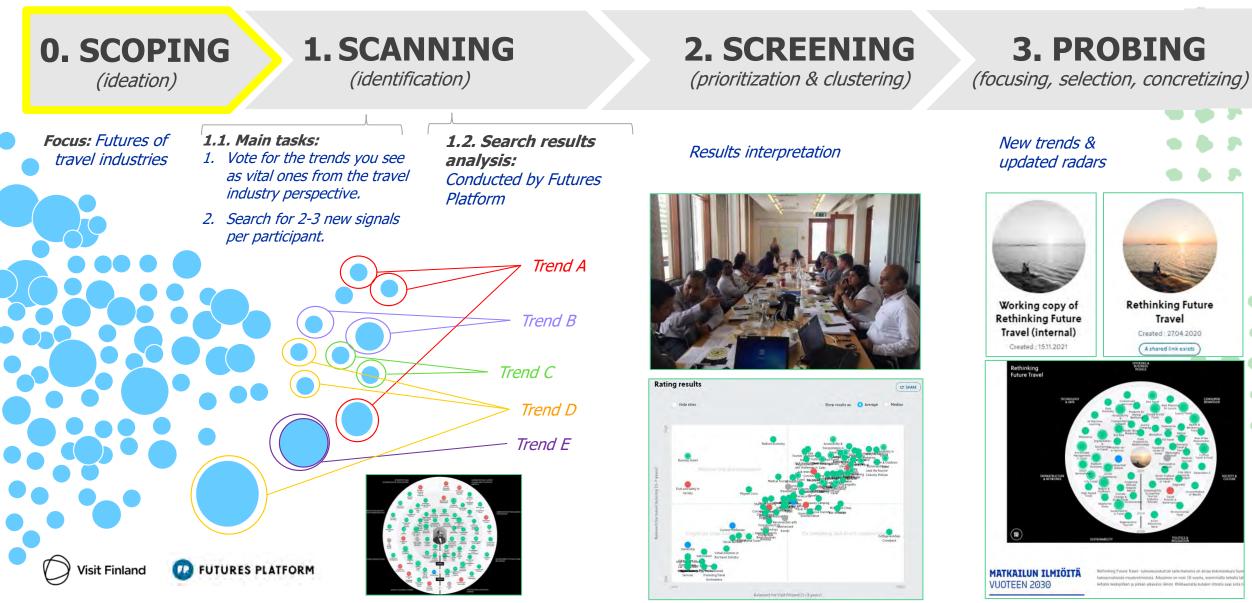


MATKAILUN ILMIÖITÄ VUOTEEN 2030

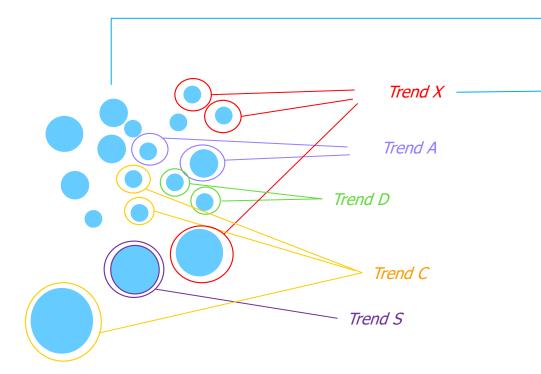
ne Travel -tulevaisuuskartan tarkoituksena on antaa kokonaiskuva Suon a muulovilmioistä. Aikuvänne on noin 10 vuotta, sisemmällä kehällä lah kan ja jutkan aikuvätin ilmiet. Khikkaamälta kutakin ilmiottä suat viita ti



## Project's main steps followed Business Finland's Foresight Scouting Process



## About signals and trends



### Undefined **signals**

**A trend:** A defined signal (strong, weak, wild card) is formed from undefined signals that share the same theme or topic.

Usually, multiple signals are needed to define a potential trend, but sometimes a single undefined signal can become a trend.

#### **Project's main steps followed Business Finland's Foresight Scouting Process 0. SCOPING 1. SCANNING 2. SCREENING 3. PROBING** *(identification)* (prioritization & clustering) (focusing, selection, concretizing) (ideation) 1.1. Main tasks: Focus: Futures of 1.2. Search results New trends & Results interpretation travel industries 1. Vote for the trends you see analysis: updated radars as vital ones from the travel Conducted by Futures industry perspective. Platform 2. Search for 2-3 new signals per participant. Trend A **Rethinking Future** Working copy of Trend B **Rethinking Future** Travel Travel (internal) Created: 27.04.2020 Created : 15.11.2021 A shared link exists Rethinking Trend C **Rating results** Trend D Trend E

/isit Finland 🛛 🕜 FUTURES PLATFORM

MATKAILUN ILMIÖITÄ VUOTEEN 2030

ore Travel -tulevaisuuskartan tarkoituksena on ähitaa kokonaiskuva Soor a muuliosilmioistä. Aikajainne on noin 10 vuotta, sisemmällä kehällä lah Ikän ja jotkan aikavätiin iloisiot. Kiikkaamältä kutaksi ilmiistä saat kiitä ti

### Western perspective:

#### **Top-voted Content**

#### SPRING 2022

Order of appearance: total count > "+"voices > alphabetical order Luxury Travel Experience more Mindful Life Health & Wellbeing in Travel Expressing empathy Flexible Booking and Cancellation Policies Meaningful travel Nature and Food as Remedies Sustainability in Travel Travelling closer to home FIT travel Mobile Travel Experiences Nature & Outdoors Travel Pensioner Tourism Rise of the Responsible Traveller Arctic Resources Race Cottage Holidays Comeback Disinformation From Products to Relationships Healing Travel to Break Routines Hometels Live Like a Local & Lifestyle Me. Myself and I Mid-Sized Cities Prosper Mono-Destination Travel Reconnection with relatives and friends Socio-Cultural Sustainability in Travel

Sustainability to Lead the Tourism Industry Policies

Visit Finland

# Which are the most relevant trends from your market perspective?



### Eastern perspective:

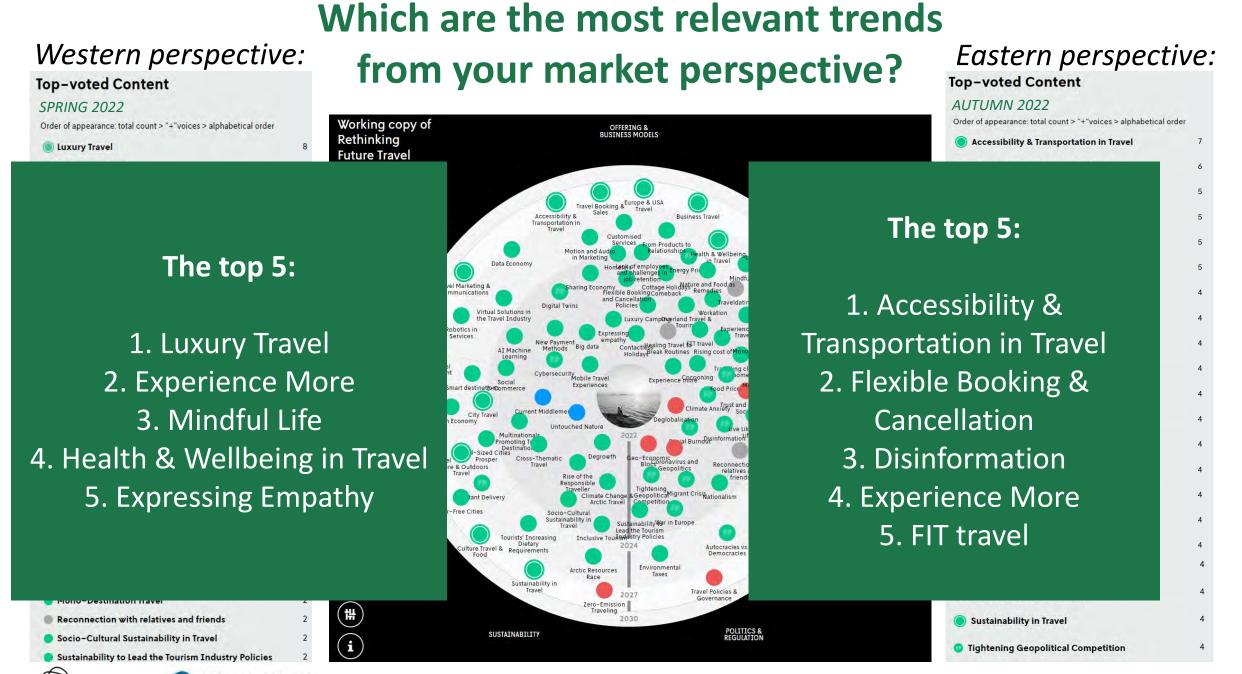
#### **Top-voted Content**

#### **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

7



#### **Project's main steps followed Business Finland's Foresight Scouting Process 0. SCOPING 1. SCANNING 2. SCREENING 3. PROBING** *(identification)* (prioritization & clustering) (focusing, selection, concretizing) (ideation) 1.1. Main tasks: Focus: Futures of 1.2. Search results New trends & Results interpretation 1. Vote for the trends you see travel industries analysis: updated radars as vital ones from the travel Conducted by Futures industry perspective. Platform 2. Search for 2-3 new signals per participant. Trend A **Rethinking Future** Working copy of Trend B **Rethinking Future** Travel Travel (internal) Created: 27.04.2020 Created : 15.11.2021 A shared link exists Rethinking Trend C **Rating results** Trend D Trend E

/isit Finland 🛛 🕡 FUTURES PLA

FUTURES PLATFORM

Anna ng bank unang

Rettiinking Fudwa Italwa tulevaisuuskartan tarkoitaksena on antaa kokonan kansanvalisistä musiivilmiöistä. Aikasione on noin 18 vuotta, sisemmällä inkäätä keskioittaan ja jatkaa aikaska musiitti kuitkäaamatta kutakin leiniötä

MATKAILUN ILMIÖITÄ VUOTEEN 2030

fravel and hospitality industry talent management	Hometels	Corona as a Coping Experience	Hedonistic holiday motives on the rise	Family experiences	Social interaction during holidays
RENT SESSION		1.1 The Communities in the data Benchmark and the second second second benchmark and the second second second second benchmark and the second second second second benchmark and second second second second second benchmark and seco			
				-	
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."	Binnding aspects of horteliad viscation horteliad viscation like <u>Sonder</u> and Stay <u>Alfred</u> operate short- term rentals with hotel- style standards and branding plus amenitien- unit laundry, and full kitchens	Corona has changed the societies on different levels – and will continue to do so. Deep crises release changes in the deoper layers of the social and mental. The double function of the crisis: It destroyed something, but It also challenged and encouraged beginnings.	Particularly the motives "treat myself, indulge", "fun, anuscement", "do sth. for my health" and "relaxation" have increased among the Germans since January 2020. More self-centered, decelerating aspects instead of action on new impressions.	Post pandemic need; reunite with "bigger" family. New experiences together. Suitable offering for this type of holidays/clients.	Need for interaction with local people. Learning during your holiday. Meaningful traveiling.
Green & local travel	Desire to travel is bac	k "Tinder Travelling"	Frugality		
Et si on voyage		Your Trevel Mates Trans Har Ware stress barr I an a Dia Trans and Barr Barren oper B and Barr Dar Trans			
	_		0 <del></del> -		
After "local food" trend -> "local travel trend". New products for domestic travellers, new ways of domestic travelling. Construction with	According to the recent German study "Reiseanalyse" nearly two thirds of the Germans plan a holiday trip this year. 27% are unsure whether	Dating apps are starting to acknowledge singles looking for partner as a travelling segments. Combining people looking for a relationship and travelling is a weak.	what and where to	ve	
Goes together with sustainability trend.	or not they will travel in 2022.	not yet much utilised signal but an add-on	ed spend.		
Goes together with "Travelling closer home"	Only 12% are definitely	category to those			



#### **SPRING 2022**

Europe and USA: the signal search resulted in 10 signals in total

- ⇒ 5 were added as market examples to the existing trends in the radar technologies and the second as market examples to the existing trends in the radar technologies and the second as the second as
- $\Rightarrow$  5 formed into new trends:

and	Travel mates & dates	Hometels	Me. Myself and I	Reconnection with relatives and friends
etention	- man appel 1 mail-blas	Constrainty   1222 2023	B produced 1 million	
antian sa wait ya na yay dashtishiy ying Ka sigiti chatiy witanto s	Contracting parater fracting for a matchenistig and traveling in a work, and painwork offlined upped and an odd one subarger to three-builting for parts a forward hand comparests. Detrive builting for parts and the standard programme builting for parts and a streambling segment de- monstrating for parts as a streambling segment de- monstrating for parts as a streambling segment de-	Advanced: in a linear thermore is lowed. The properties COPID- The diverged anere many layer of the longithty model years goes a point, is how these generalisation states and the encounting over at the property. Bindle generic of states, they exact a the property, Bindle generic of states and searcher research, annual the bindle and logo these generas them - new search and the universe term the bindle and loaned guide a searcher that a consisting without, the search loaned guide at the terms.	Descent for the section hands, find a sign overage based, then is a to show the section handwork particular states and the section of the se	Control of the transition of the second seco
A second	Your Drund Mates	Name yor to see a part of one tong to Deba. Note and preparing any part of preval other.		1 stability of articulture and ECE OF Range Young, 1294 of optimized taxes represented that Ray of the neuron intermediate to taken margin bedrauge in the neurol 2 years 2 statements for taken margin bedrauge in the neuron 2 years
In The series are the localized evolving to be a reacting to be a factor of a series of a	interringen Bellingen Bellingen Bellingen	193 Alex - Serie Annuescence - Series -	<u>m.</u> E	8 8 0.0

#### **AUTUMN 2022**

#### Asia: the signal search resulted in 20 signals in total

- $\Rightarrow$  15 were added as market examples to the existing trends on the radar
- $\Rightarrow$  5 formed into new trends:



### Western perspective:

## 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.

isit Finland

#### Travel mates & dates

Weak signal | 2023-2026 Growdsourced: 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.theceomagazine.com/lifestyle/travelleisure/room2-robert-godwin/

https://www.goodnet.org/articles/this-hometel-raisinghospitality-bar

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

https://www.theceomagazine.com/lifestyle/travelleisure/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 marketeers started to see a trendwith 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 panalous the more trajuenty in the cent 2 years than below)



### Eastern perspective:

## 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 miniprogram 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.



Assumption. There is on paint meaned adopte (parts is alongs, Proof, and Yould Think has be alreaded to the Amongstinet the opportuni of int descention induced ingoarm a diamont that sampler must impress tastes in Orig wanty goal he hade a private your minor over wit star many gait, benefit more send into the faired, and and grive the start by breezering the same interest of an entities there is at to the and of the Long?

#### 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/



#### 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 multilocality 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.



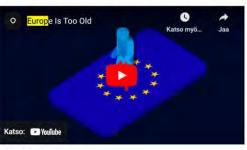
#### Additional information

· "Japan to offer \$9,000 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 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, Hood

#### Additional Information

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





## Project's main steps followed Business Finland's Foresight Scouting Process 0. SCOPING (ideation) 1. SCANNING (identification) 2. SCREENING (prioritization & clustering)

Focus: Futures of travel industries

/isit Finland

*1.1. Main tasks:* 1. Vote for the trends you see as vital ones from the travel industry perspective.

FUTURES PLATFORM

2. Search for 2-3 new signals per participant.

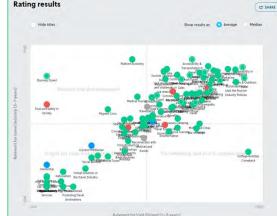
you see he travel e. signals

> Trend A Trend B Trend C Trend D Trend F



Results interpretation

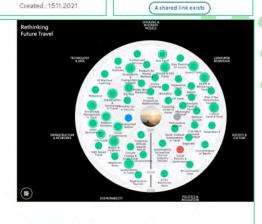




New trends & updated radars

Working copy of Rethinking Future Travel (internal)

Rethinking Future Travel Created: 2704.2020



MATKAILUN ILMIÖITÄ VUOTEEN 2030 oore Travel -tulevaisuuskartan tarkoituksena on antaa kokoraiskuva Suor tä muuluvilmioistä. Aikusiöne on noin 10 vuotta, sisemmällä kehällä läh itkan ja jutkae aikuvatiin ilmiöt. Kliikkaamätta kutakin itmiötä saat uiitä Ir

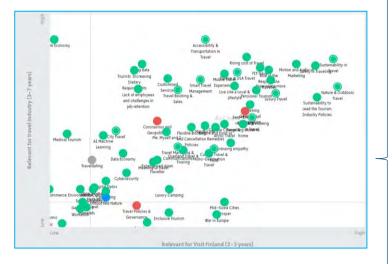
#### Rating results (individual exercise):

#### Trends rated as high from the travel industry and Visit Finland relevance perspective:

#### Potential themes 2023-2024 for VF:







UTURES PLATFORM

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

Al 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.

*Trends rated as high from the travel industry and Visit Finland relevance perspective:* 

Potential themes 2023-2024 for VF:

#### ASIA War in Europe ۲ Travel In Relevant for Visit Finland (2-3 years) ۲ New Offering for Mental Lack of Employees and Job Wellbeing Retention Sulterya Travelet Food obile Travel Experiences High Speed Trave Travel to Bre Willtinationals Promoting Travel Destinations yself and I A of Jrave Resible Booking from Products to ncellation Relationships Multi-Local Dinity arketing 8 Cyber Accessibility & Transportation in Travel out of Fashionlatforms Bisinformation Inclusive Tourism Sharing Econom 0 Empathy in marketing Nationalism 6 Reconnection with relaand friends Social Burnout Low Relevant for Visit Finland (2-3 years)

Visit Finland

<b>.</b> .		· · · · · · · · · · · · · · · · · · ·	
Accessibility & Transportation in Tra Inclusive Tourism	ivel	<ul> <li>Inclusive traveling: Making travel accessible to a</li> <li>wider group of people. *</li> </ul>	
Energy Prices Rising Cost of Travel	Lack of Employees and Job Retention	<ul> <li>Difficulties that seem to endure: What to offer in times of uncertainty?</li> <li>Travel business as a smart system: How to make it</li> </ul>	
Flexible Booking & Cancellation Smart Travel Management Cybersecurity	Platform Economy Multinationals Promoting Travel Destinations	<ul> <li>work seamlessly? How to lower the costs? Smart= fast + easy + on-time + feel good + efficient *</li> <li>Platforms: easier travel booking, providing a new point of</li> </ul>	
Disinformation Safety in Traveling		<ul> <li>Safe travel: Meaning of safety has risen.</li> </ul>	
Trust and Safety in Society Sustainability in Travel	Concentration of Wealth	Exclusive travel (opposite to inclusive travel?)	
Rise of the Responsible Traveller Sustainability Leading Tourism Polici	Baby Boomers Generation es Generation Z	Sustainability as a growth factor for the travel industry.*	
Zero-Emission Traveling Regenerative Tourism Sharing Economy	Europe out of Fashion Empathy in marketing	Generation gap defining the travel needs.	
Social Burnout Climate Anxiety	From Products to Relationships Social E-Commerce Instagenic	Smart marketing that feels real and committed.	
Multi-Local Living Workation Business Travel	Coronavirus and Geopolitics	<ul> <li>Travel as a lifestyle: Changing places to allow the wanted lifestyle.</li> </ul>	
Digital Detox Health & Wellbeing in Travel	Geo-Economic Blocs Nationalism	<ul> <li>Politics defining travel: Travelling becoming harder to plan, rises costs and less attractive.</li> </ul>	
Nature & Outdoors Travel Healing Travel to Break Routines Medical Tourism Nature and Food as Remedies	Cottage Holidays Comeback Cocooning	Close to nature: Healthier multisensory experiences (sustainable, low cost).*	
Mobile Travel Experiences Experience More	Overland Travel & Touring City Travel Instant Delivery High Speed Travel	<ul> <li>Fast, safe change of place: Taking a fast break to get out of the usual place.</li> </ul>	
Educational Travel Live Like a Local & Lifestyle Meaningful & Mindful Travel		<ul> <li>Concentration is more: Degrowth, slow life, deep</li> </ul>	
Culture Travel & Food Mono-Destination Travel New Offering for Mental Wellbeing	Customised Services Tourists' Increasing Dietary Requirements Me, Myself and I	<ul> <li>experience, from quantity to quality. Finding</li> <li>opportunities from simple things.*</li> <li>Luxury redefined: Fulfilling individual needs &amp; targets.</li> </ul>	
	FIT Travel Luxury Travel Reconnection with relatives and friends	More value for the money spent. Personal travel package. Cultural differences?*	

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?

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** 

## 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).

## 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.

#### **Concentration is more**

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

### 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? 17

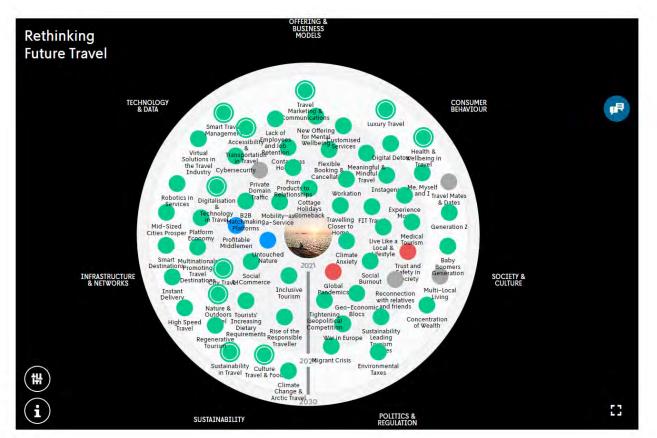


## Interested to know more?

## 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





### MATKAILUN ILMIÖITÄ VUOTEEN 2030

Rethinking Future Travel -tulevaisuuskartan tarkoituksena on antaa kokonaiskuva Suomen matkailuun vaikuttavista kansainvälisistä muutosilmiöistä. Aikajänne on noin 10 vuotta, sisemmällä kehällä lähitulevaisuuden ja ulommalla kehällä keskipitkän ja pitkän aikavälin ilmiöt. Klikkaamalla kutakin ilmiötä saat siitä lisätietoja.



## Thank you!

For further questions, please contact:

Anna Grabtchak anna.grabtchak (at) futuresplatform.com