

Future of Travel 2040

June 2020

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Scope

Key findings

WORLD IN 2040

Pandemic to dominate the global agenda in the short to mid term

Asian century: economic power will continue to pivot east

Disposable income takes a hit but will recover after three years

Urbanisation all the way, despite health risks from over-crowding

Income slowly gravitates to younger generations

Digital transformation to pick up the pace for emerging regions

Consumer behaviour: identifying permanent shifts (1)

Consumer behaviour: identifying permanent shifts (2)

SUSTAINABLE FUTURE FOR TRAVEL

Brief timeline of a sustainable future

Travel recovery post-COVID-19 to take minimum three years

Big data, analytics and AI to shape the future of travel businesses

Climate emergency and health crisis collide to drive purpose

Closing the gap between experiences and sustainability

BEST IN CLASS

Opportunity to reset and focus on the triple bottom line

Faroe Islands: immersing visitors during the global shutdown

Red Sea Development Company: double-down on smart sustainability

Marriott International: adapt and diversify revenue streams

Svart : giving back more to the local community

Uber Air: innovation to tackle environmental impact head on

Intrepid: sustainability is a journey over the long haul

MSC Cruises: embracing new technology to deliver on SDGs

Case study: Enface - personalised climate impact tracking

FUTURE SCENARIOS

Introduction to the future of travel scenarios

Hotel of the future: human-centric experiences

Hotel of the future: people-driven interactions

Hotel of the future: modular and natural spaces

Future of air travel: seamless flow

Future of air travel: fast, smooth and efficient

Future of air travel: customised and enhanced passenger experience

Future of urban mobility: sci fi turned reality

Future of urban mobility: contextual and climate friendly

Future online travel agent

Future online travel agent: emotion-led destination mapping

Future negative scenario: business as usual

Positive scenario: targets on track

Takeaways

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