

Future of Travel 2040

June 2020

Table of Contents

INTRODUCTION

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: Enfuze - 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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/future-of-travel-2040/report.