

Travel in 2023:

Connecting People, Places & Planet

Travel Trend Report, November 2022



With the kind contribution of:

SUMMARY

METHODOLOGY

A variety of research and analysis methods were used in the creation of this Trend Report.

The eight trends were identified based on interviews with industry leaders, analysis of industry reports, data research and conversations with dozens of relevant businesses to gather global perspectives. Euronews Travel reporting also helped inform the trends.

Sources included 2022 sustainable travel reports from Expedia Group Media Solutions and Booking.com, data and perspectives from the Global Hotel Alliance (GHA), the International Civil Aviation Organization (ICAO), Cruise Lines International Association (CLIA) and many others, as well as insights from the European Travel Commission (ETC) and World Tourism Organization (UNWTO).

The case studies were identified using various tools, including analysis of industry insights and data and conversations with business representatives. A series of verbal and written interviews were then conducted with key spokes-people to gather quotes and other factual information.

Authors



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Editor, Travel Journalist & Euronews Travel Contributor

Lorna Parkes has reported on travel for more than a decade, contributing to and overseeing scores of guide and reference books for Lonely Planet as well as writing for travel magazines and newspapers with global reach. If she's not at her desk getting the inside track on the industry from tour operators, hotels and airlines, she's on the ground speaking to travelers.



Damon Embling

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Damon is a seasoned journalist, with a specialism in travel and tourism. He regularly reports from key global industry events and moderates high-profile debates on the future of the sectors. Damon has produced and presented several travel programmes for Euronews, from around the world.

INTRODUCTION

It's been an enormous challenge to predict where travel is headed in 2023. On the one hand, it feels as though the pandemic has fundamentally changed the global travel industry. Yet some aspects of travel are – perhaps unexpectedly – snapping back to pre-2020 norms.

Passenger volumes in cruising, for example, are set to recover and exceed 2019 levels by the end of 2023, according to Cruise Lines International Association (CLIA). And earlier this year, the International Civil Aviation Organization (ICAO) forecast that by the end of 2022, total seat capacities within and between North America, Europe, the Middle East, South West Asia and the Latin America/Caribbean region will all more or less reach pre-pandemic levels.

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Sandra Carvao
Chief of Tourism Market Intelligence
& Competitiveness, World Tourism
Organization (UNWTO)

We need to rethink the governance of tourism; how we co-ordinate amongst ourselves in the sector and with the private sector.

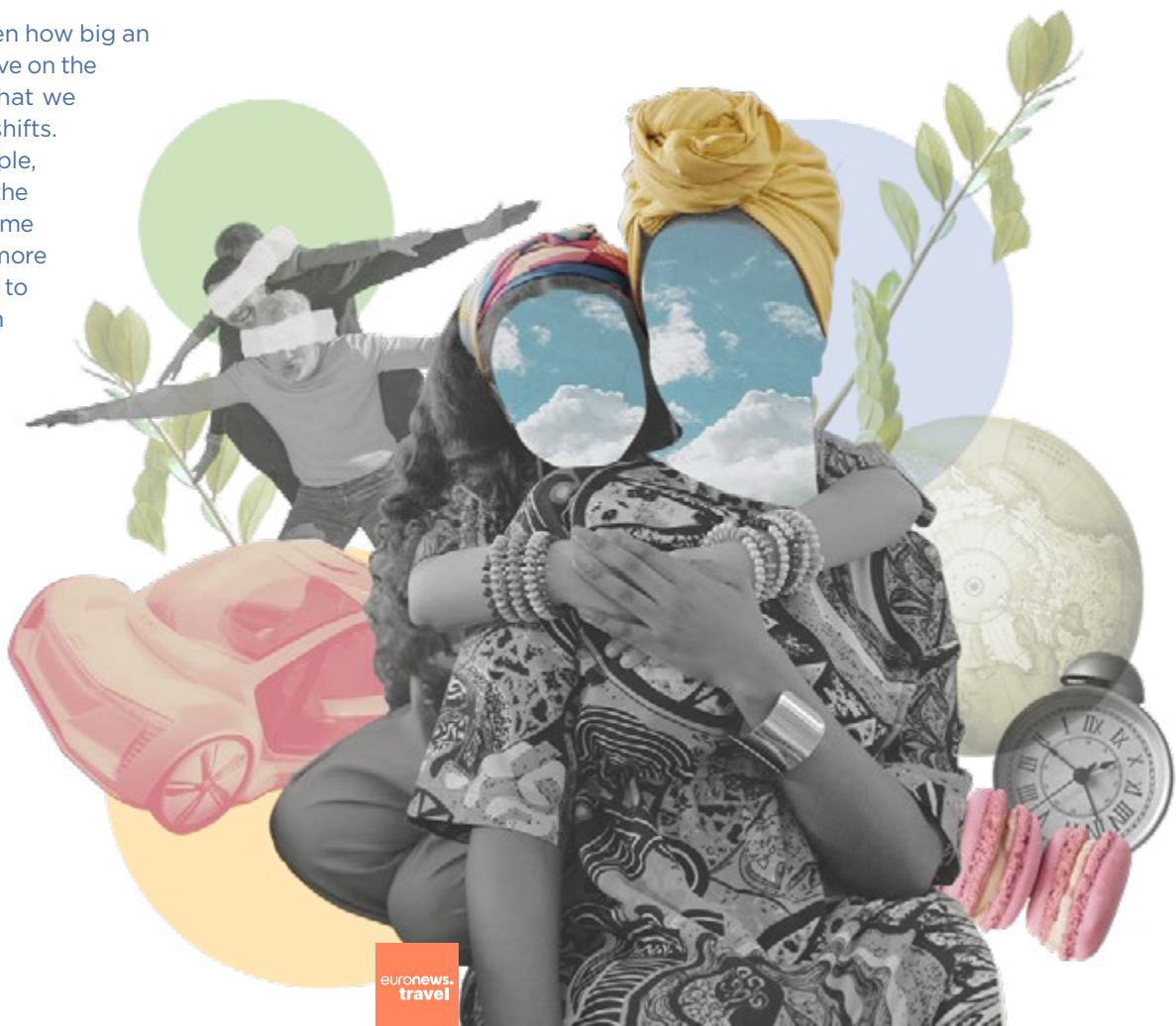
Though it remains to be seen how big an impact the pandemic will have on the future of travel, it's clear that we are facing seismic societal shifts. Digital nomadism, for example, has been a growing trend in the past few years but could become a realistic lifestyle for many more professionals in 2023 thanks to a global pandemic-driven focus on flexible, remote working and an explosion of digital nomad visas coming into effect.

Changes to the distribution of workers has also hit the travel industry within its own ranks. Staffing has become a huge problem for travel, tourism and hospitality in 2022, with people leaving these industries and not returning.

Eduardo Santander at the European Travel Commission (ETC) believes the industry needs to take note: *“This could be an opportunity for tourism to reinvent itself and to make a **positive contribution** to this societal change.”*

Whereas change may have been hard to action before covid due to a lack of political commitment and fragmented approaches, Santander believes that now is the time for the travel industry to unite in order to push through big reforms. *“I think 2023 could be a year of harmonisation and also a year of good policies for people. We have to go back to the people, starting with the workers, creating an environment where they feel well treated and we retain the talent in the future,”* he says.

The World Tourism Organization (UNWTO) also believes that **2023 will be a year of reform**. Sandra Carvao, chief of tourism market intelligence & competitiveness, says, *“We saw in the pandemic that we need to rethink the governance of tourism; how we co-ordinate amongst ourselves in the sector and with the private sector. I think that we will see a lot of that consolidating in 2023.”*



INTRODUCTION

People and planet

The social aspect of travel will be more important than ever next year and this extends all the way from staff to local community relationships to how and with whom customers choose to travel. Multigenerational travel boomed in 2022, as travelers sought to claw back precious moments with loved ones after two years of lost connections. That trend might not have longevity, but what will remain is the **desire for unity and more meaningful human interactions** as people travel the world with new eyes.

With that in mind, 2023 is likely to be a year of building bridges with the aim of facilitating deeper, more meaningful connections between people and places. *“We need to put a huge focus on destinations, enabling people to understand how they can profit from tourism if there is the right approach, with the involvement of local communities,”* says Santander.

Community involvement is also crucial for the next era of sustainable travel, which will see travel businesses scrutinised on far more than simply whether or not they recycle or ditch single-use plastic. The social, economic and cultural impact of travel on destinations and communities are becoming equally important markers of engagement.

At the same time, travelers are yearning for more nature-based tourism experiences. **Soft adventure is booming** and consumers are prioritising destinations that get them out into the natural environment. In light of this, the UNWTO says it is currently working on rural tourism as a way of diversifying the travel experience while engaging better with communities.

Meanwhile, the UK's Responsible Travel CEO Justin Francis predicts that the increasing focus on both nature and people in 2023 will finally bring **environmental justice** into the spotlight in 2023 - *“sorting out the imbalance that means the poorest often suffer the most environmentally.”*

Transparency and unity

While sustainability in all its forms will be a dominant topic in 2023, it's clear the industry still has a lot of work to do on how it communicates green credentials, initiatives and impacts to travelers. Awareness is growing among consumers, but could still be a lot better.

Part of the problem in recent years has been the disparate marketing strategies and accreditation programmes used by travel businesses.



Eduardo Santander
Executive Director / CEO,
European Travel Commission (ETC)

This could be an opportunity for tourism to reinvent itself and to make a positive contribution to this societal change.

Consumers simply haven't felt empowered to make educated, informed decisions on how to travel in a sustainable way. Data from Expedia Group Media Solutions' 2022 Sustainable Travel Study showed that 70% of consumers feel overwhelmed by starting the process of being a more sustainable traveler, and 2 in 3 want to see more sustainability information from travel providers.

Next year we're likely to see an unprecedented number of travelers start to demand this transparency from the tourism industry. ETC's Santander says: *“We think there's going to be a **huge change of paradigm** when it comes to decision-making at the consumer level. But also at the supplier level, where we see a lot of businesses are under scrutiny of public opinion when it comes to the future approach to sustainable goals.”*



2023 TRAVEL TRENDS

Regenerative Travel



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he next iteration of eco-tourism will go beyond the calls to 'tread lightly' and 'leave no trace'.

In 2023, the focus will move towards nature positive and carbon neutral/positive travel. After a year in which the climate emergency has become headline news, it will no longer be enough for travel businesses to simply aim to minimise their impact on the environment.

Tour operators, destination bodies and hotels will be tasked with the job of actively repairing, restoring and investing in nature, in order to keep pace with consumer sentiment.

Regenerative Travel

Floods, heatwaves, forest fires and droughts have all sharpened consumer focus on the environment in 2022, building on people's desire to reconnect with nature coming out of the pandemic. The result is that sustainable travel is finally going mainstream, with 90% of consumers looking for sustainable options when travelling, according to research from Expedia Group Media Solutions.

More travelers than ever before are asking what hotels, destinations and tour companies are doing for the environment. Data from Expedia Group Media Solutions' Sustainable Travel Study shows 65% of consumers would like to opt for environmentally friendly transportation or lodging on their next trip. Additionally, **39% of consumers are willing to pay more for sustainable options**, like carbon offsets, the next time they travel.

This growing consumer desire to make more sustainable travel choices screams opportunity, putting forward a compelling argument for travel companies who have not previously considered themselves part of the sustainable/eco sector to join the movement.

In the hotel market, we'll start to see a move towards carbon positive builds and circularity (reuse of materials). Crowne Plaza Copenhagen Towers, for example, is already turning waste products into new resources. The US's first carbon positive hotel, Populus, is due to open in Denver in late 2023. Hype is growing for the opening of Six Senses Svart in 2024, which plans to harvest all of its own energy in a wild area of Arctic Norway.

65%

of consumers would like to opt for environmentally friendly transportation or lodging on their next trip.*

However the drive for 'carbon neutral/positive' remains a murky playing field, often reliant on offsets instead of real carbon reductions. What is more encouraging is the move towards biodiversity regeneration: tree planting, habitat restoration and other investments in nature. **More than 100 countries have now signed up to the '30x30' pact** – a global commitment to protect at least 30% of land and sea

by 2030 in an effort to halt climate catastrophe. And travel companies and destinations are realising that they can help get us there.

New Zealand pioneered the idea of regenerative travel during the pandemic, announcing plans to decarbonise travel, partly by incentivising electric vehicles and restoring landscapes that have been damaged by tourist footfall. Exodus is one travel company leading the way with its pledge to become nature net positive by 2024. The jewel in its crown is a huge rewilding project in the Apennines of Italy, partially funded by trip bookings, which has the potential to remove approximately 1,500 tonnes of carbon every year.



UK travel company Responsible Travel is seeing such a move towards regeneration among its holiday partners that this year it launched a **nature positive hub**, including a nature positive map (www.responsibletravel.com/copy/nature-map) that explores the holidays it offers that are "actively helping to save the places – and wildlife – we can't afford to lose."

In December 2022, almost every country in the world is scheduled to attend COP15 UN Biodiversity Conference in Montreal, Canada, for what is hoped will be a hugely important step towards halting nature damage. The aim is to agree a new global framework for protecting biodiversity, in a similar vein to the Paris climate agreement. This should only serve to inspire the tourism sector further.

CASE STUDY

Eco-friendly hotel goes local with nurturing nature

Soon after the **Crowne Plaza Copenhagen Towers** opened in 2009, it won the title of the **world's greenest hotel**. With a wealth of eco-friendly features, it was a **trailblazer for sustainability** and still turns industry heads today. But the hotel is not standing still, with the demand for regenerative travel further transforming its vision of **responsibility**.

Step inside the Crowne Plaza Copenhagen Towers and you'll soon realise why this hotel is described as **super-sustainable**. In the atrium, there's a **1,400 square-metre forest**, thriving under perfect climatic conditions thanks to a glass roof above. **Recycled concrete** has gone into the flooring and ceilings have been partly made from **recycled plastic cups and cutlery**. The stairs and walkways are covered in rubber made from **upcycled car tyres and bicycle tubes**.

Then there's smart lighting, an innovative groundwater heating and cooling system, solar panels and a **zero-waste** approach to food and the conversion of leftovers into biogas. All making the Crowne Plaza carbon neutral, using **65% less energy** overall than similar-sized hotels.

*"We're trying to arrange a lot more **experiences** for the guests when they come into the hotel, experiencing what's going on in the **local environment**. Trying to get them to see, for example, why we need to preserve this great big green area," says Kaspar.*



Kaspar Mørk Arianto
Bellagroup Communications Director

They want to actually not only be part of let's say, bringing down CO2 emissions, but also engaging with the local community, exploring the nature surrounding the hotel.

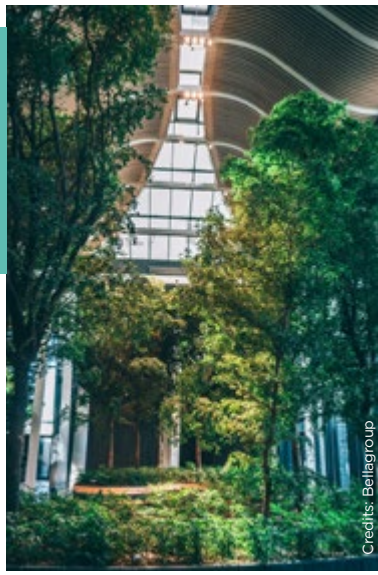
*"We're looking to create a **running club**. Guests would help to raise money by clocking up miles in Amager Faelled and adding them to an app, which would show progress towards a collective goal. The hotel would then donate to a specific cause. It could be for preserving the Common, planting trees in the local area or something else related to **climate action or nurturing local communities**."*

For the Crowne Plaza Copenhagen Towers, it's not about re-inventing the hotel's visionary approach to sustainability. *"It's more about how we apply that to the changes we're seeing right now,"* explains Kaspar, *"both in **customer demands**, but also the world that is surrounding us."*

But, amid the emergence and **growth of regenerative travel**, it's now stepping things up another gear.

"Right now, what we're experiencing is a customer base looking for something more, something else," explains Kaspar Mørk Arianto, Communications Director for the Danish Bellagroup, which operates the Crowne Plaza Copenhagen Towers. *"They want to actually not only be part of let's say, bringing down **CO2 emissions**, but also **engaging with the local community**, exploring the nature surrounding the hotel."*

The Crowne Plaza, on the outskirts of Copenhagen, is located next to a **giant green area**, including a nature park, called Amager Faelled (Amager Common). It's become a focus for the hotel's **regenerative approach** to hospitality.



Credits: Bellagroup

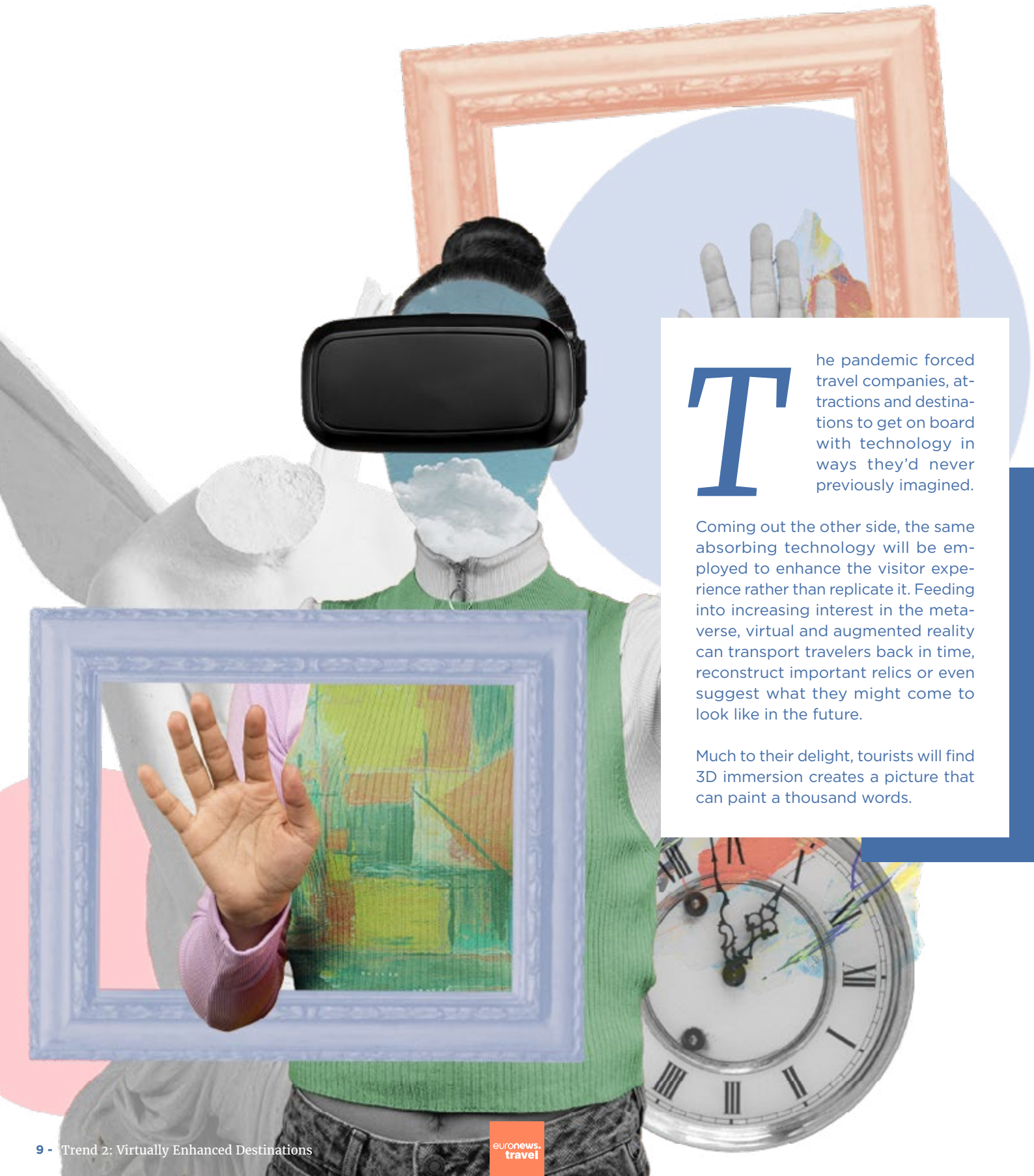


Credits: Bellagroup



Credits: Bellagroup

Virtually Enhanced Destinations



The pandemic forced travel companies, attractions and destinations to get on board with technology in ways they'd never previously imagined.

Coming out the other side, the same absorbing technology will be employed to enhance the visitor experience rather than replicate it. Feeding into increasing interest in the metaverse, virtual and augmented reality can transport travelers back in time, reconstruct important relics or even suggest what they might come to look like in the future.

Much to their delight, tourists will find 3D immersion creates a picture that can paint a thousand words.

Virtually Enhanced Destinations

You might call it a natural progression of Google Earth or the 360-degree video tours that hotels now commonly employ to show off their properties before customers book a room. But the potential of augmented reality (AR) and virtual reality (VR) to enhance the travel experience came on in leaps and bounds during the pandemic.



Fabien Barati
Emissive CEO

In our mind, VR is complementary to an actual visit, adding a new perspective on the destination.

When the world came to a standstill in 2020, these technologies quickly became a lifeline for frequent travelers. Whereas once the technology was ignored by destination marketing boards and travel companies, almost overnight you could take a tour of a cobbled medieval town in Romania, join ice bathers in Helsinki or go shopping in the fragrant souks of Marrakesh – all without ever leaving home.

Now, virtual travel is evolving. Armed with the possibilities of VR that the pandemic unleashed, a handful of cultural attractions have started to look at how they can benefit from virtual enhancements. Freed from reality, VR and AR technology is enabling key tourist sites to immerse visitors like never before. And destinations that have big historical, artistic or architectural attractions have huge scope to benefit.

France is one country at the forefront of this hybrid tourism. In Paris, for example, the Eternal Notre Dame VR experience bills itself as time travel. Over 45 minutes, groups of up to 50 visitors at a time can tour 850 years of cathedral history in a more engaging way than a physical exhibition could ever dream of achieving. **Immersion is key**, taking tourists into a living, breathing version of Notre Dame's ageing, fire-battered shell.

The company behind the experience, Emissive, calls its work "immersive expeditions", designed to be shared with loved ones. *"In our mind, VR is complementary to an actual visit, adding a new perspective on the destination,"* said Emissive CEO Fabien Barati. *"VR brings more: allowing access to areas closed to the public and even travelling in time to discover cultural sites in their original context and meet historical characters."*

The same techniques are employed in Carcassonne in France's Languedoc region, where a 30-minute VR experience inside the fortress walls allows tourists to travel through different periods of the castle's history. And in September 2022, Hamburg employed the technology to look both to the past and future, when global technology brand HONOR challenged two popular artists to use AR to creatively reimagine the Wasserschloss – an iconic, Unesco-listed landmark.

"The project aims to inspire global creative talent to leverage innovations such as AI, AR and Spatial Audio to connect communities with culture in more immersive ways and support the global tourism rebound, as the world embraces the connected future," said HONOR.

Could we see the same technology played out in other destinations rich in heritage attractions? Absolutely yes. The collapsed Mayan kingdom could be brought to life at the temples of Chichen Itza in Mexico, for example. Or Morocco's Roman city of Volubilis could be pieced back together to make sense of all the isolated columns and well-worn floor mosaics. In-destination VR experiences could potentially even be used to minimise further damage at fragile sites that are suffering from excessive tourist footfall.



CASE STUDY

VR gives museum art a hi-tech twist

Already offering a virtual, online tour, **Lithuania's M. K. Čiurlionis National Museum of Arts** has now stepped up its use of technology to offer visitors an immersive, **virtual-reality** experience, exploring the work of a **renowned artist and composer**.



Courtesy: VR Spot

For some, museums and art galleries are a fascinating, treasure trove of old artefacts and creativity. For others, they can seem dull and uninteresting.

Step forward **immersive tech**. A tool that's now being deployed to boost their appeal and encourage a broader range of visitors through the door. At Lithuania's M. K. Čiurlionis National Museum of Arts, in the south-central city of **Kaunas**, a **virtual reality film called "Trail of Angels"** is arousing lots of interest.

It's an immersive animation which takes the viewer into a **mysterious after-life world** as an angel, to explore **60 famous paintings** of Lithuanian artist and composer **Mikalojus Konstantinas Čiurlionis**. They include the Sonata of the Stars, Sonata of the Pyramids and the Funeral Symphony. The original paintings are also on show at the museum.



Courtesy: VR Spot

The surroundings seen in **VR goggles react to the viewer's gaze**, with the environment changing and taking them closer towards the paintings. *"We have **many young people**, they like the project. We hope the success of this project will be that they visit the Čiurlionis exhibition and see the original paintings,"* explains Curator Danutė Gruzdienė, from the M. K. Čiurlionis National Museum of Arts.

The VR experience is also on offer in the Lithuanian capital Vilnius and the town of **Druskininkai** and is attracting tens of thousands of users. *"Looking at the paintings is great, but also seeing them in a new way offers a **different perspective of the paintings** as well,"* says Museologist Greta Katkevičienė.

But while this Lithuanian museum is tapping into the trend of virtually enhanced destinations, it also sounds the warning bell that technology can be 'over-used.' *"While there's a lot of technology out there and people who want it, there's also a shift with people wanting to get offline and see the world without it,"* emphasises Greta.



Courtesy: VR Spot

"We have very different visitors. Yes, this is a new experience, and we have a lot of people who love it. But we also have a lot of people who want to see not so immersive, but interactive solutions too." She continues: *"It's really important to find that **balance between technology and art appreciation**. I think we will welcome opportunities. What kind of opportunities, we still don't know."*



Greta Katkevičienė
Museologist

Looking at the paintings is great, but also seeing them in a new way offers a different perspective of the paintings as well.

Rail Revival



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onvenience, cost and carbon footprint are all factors that will help reignite a passion for train travel in 2023.

As travelers look for ways to be more eco-friendly, a handful of private companies are reviving night trains across Europe: rail travel hasn't looked this exciting for decades.

New routes and technology upgrades will tempt people who are keen to slow their travels down and book multicountry trips more sustainably, re-inspiring just a bit of the thrill of the Golden Age of rail travel in the process.

Rail Revival

Cost remains a key factor in making rail a serious alternative to air travel, but next year a raft of new launches will help persuade travelers that long-distance trains can be convenient, comfortable and fun. For now this rail revival focuses on Europe, but President Biden's US\$66 billion (€68 billion) funding package for USA passenger rail could also soon boost cross-country rail travel in the States.

28%
want to see sustainable options for train transportation specifically.*

There are several long-term projects coming to fruition in Europe, including new trains from European Sleeper and ÖBB's Nightjet, and the long-awaited rebirth of Orient Express. Nightjet's next-generation trains, which will start being rolled out in 2023, will have **mini suites that could be a game-changer** – providing cabin privacy at couchette pricing for solo travelers.

Belgian-Dutch social cooperative European Sleeper, another new player, says it's on a mission to **"put travel by night train back on the map"**. Its first launch will connect Brussels to Prague via Amsterdam and Berlin, but it also plans to launch direct services to winter sports and sun destinations in partnership with Sunweb Group. The hope is to kick off with sleepers to the French Alps this December, followed by night trains to the beaches of southern France in summer 2023. In 2024, Parisian start-up Midnight Trains will start to roll out its luxury Orient Express-style trains from Gare du Nord to Rome, Porto and Copenhagen.

But nothing will compare to the **rebirth of Orient Express itself**. Accor has bought the luxury rail brand and now plans to relaunch the legendary trains in 2025. Last month, the new carriage designs by architect Maxime d'Angeac were revealed to much fanfare in an immersive digital exhibition in Paris, combining 1920s-inspired interiors with contemporary luxury. Running in parallel, Accor is also gearing up to launch Orient Express-themed hotels, starting with Rome and Venice in 2024, capitalising on travelers' renewed enthusiasm for the Golden Age of rail travel.

The growing network of sleepers will make it more convenient for travelers to incorporate train travel into holiday itineraries, with overnight travel meaning the journey time from A to B doesn't have to eat up precious holiday days. Emissions from long distance rail journeys are **20 times less than your average commercial flight**, so sustainability will be a persuasive argument for passengers if trains become more accessible.

Expedia Group Media Solutions' Sustainable Travel Study shows that 47% of consumers are looking to use more environmentally friendly transportation options on their next trip. And 28% of consumers want to see sustainable options for train transportation specifically, proving that there is strong demand for a rail revival.

The more routes that come on line, the more **realistic no-fly itineraries** will become. Intrepid is one example of a sustainably-minded tour operator who is already getting on board – its recent partnership with UK slow travel company Byways takes advantage of the resurgence of rail, connecting no-fly travelers to tour start points. Underpinning the resurgent hype around trains is the promise of **technology innovations** that could make high-speed rail a reality.

Polish startup Nevomo is developing MagRail technology that will use magnetic levitation to operate at speeds up to 550kph on existing railroad track. Even more exciting is the company's 'hyperloop' vision – a cross between a train and plane that will enable travel between Frankfurt and Berlin in 30 minutes, travelling near the speed of sound at up to 1200kph. It is hoped that Nevomo's first trains will start to run between Krakow and Gdansk in 2023, reducing the journey time from six hours to around 35 minutes. Watch this space.



CASE STUDY

Night roving around Europe on next-gen trains

Austrian rail company **ÖBB** is speeding ahead with **Europe's rail revival**, linking up several big cities. The first of its **next generation 'Nightjet' sleeper trains** are also on track for departure in 2023, rivalling first class flights in comfort.

When it comes to rail connectivity in Europe, ÖBB is making a splash with its **Nightjet services**. It's already connected Vienna, Munich and Paris as well as Amsterdam and Zurich via Cologne.

figure by **2026**. Helping to realise that goal will be **Nightjet's new-look, seven-carriage trains**, being rolled out from 2023. Adopting super slick, ultra-modern design, they promise more privacy and enhanced comfort, transporting travelers overnight **"in a climate-friendly way."**



Bernhard Rieder
ÖBB Spokesperson

These new trains will completely change the quality of night train services. We really want to bring the night train travel market to the next level.

From **December 2022**, there'll be trains from **Vienna and Munich to Genoa via Milan**. Then, in 2024, a sleeper connecting **Berlin, Paris and Brussels** is expected to hit the rails. *"In the last year, we've seen a **clear revival** of trains, of international trains, but even more of night trains. Why? Because **people are thinking twice about taking a flight**. The important thing is that we provide the passengers with these alternatives,"* says Bernhard Rieder, an ÖBB spokesperson.

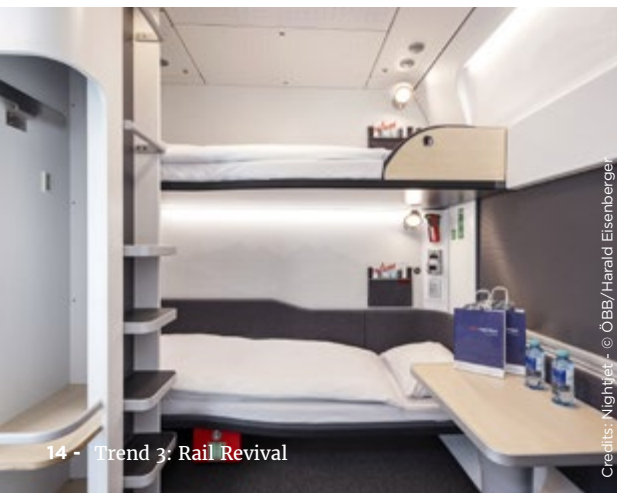
With around **1.5 million** overnight train passengers before the pandemic, ÖBB now has its sights set on **doubling** that



*"These new trains will **completely change the quality** of night train services. We really want to bring the night train travel market to the **next level**,"* says Bernhard.

In the sleeping cars, passengers will be able to stay in a **private compartment** with their own **ensuite toilet and shower** facilities. And, for those going solo, **innovative 'mini cabins'** will be on offer. Free wifi and wireless charging stations, along with improved bicycle and sports equipment storage, will be among the onboard perks too.

ÖBB stresses that the new trains will be for all budgets, with the lowest price for a seat starting at less than **€30 one-way**. *"On the other hand, we have the higher class, the private cabins with a shower,"* says Bernhard. *"For sure, they're **business travelers**, but even **families** or travelers who want to spend a little bit more money on the comfort."*



NFT Travel



Non-fungible tokens (NFTs) - digital assets that live on the blockchain - are about to break into the travel industry.

Early adopters are using them as keys to unlock physical travel experiences and real-world private spaces/networks around the globe.

And while NFTs are set to be big in the luxury travel market, providing an extra tier of exclusivity, they can also be used to support fundraising and sustainability projects.

NFT Travel

Picture this: you're heading to Rio de Janeiro but instead of searching the web for the best boutique hotels, you tap into a blockchain network through a non-fungible token (NFT). You don't need a booking; all you need is your unique digital asset that acts as a room key. You reach Rio and your destination is a private hotel that only 10,000 travelers will ever be able to sleep at.

This is the premise of the Lucky Ape Travel Club, which was founded in Tampa, Florida, in 2021. It was arguably the first NFT company to specifically tap into travel and it occupies the sweet spot where the metaverse crosses over with the real world in a way that means travelers can actively benefit from it.



In October 2021, a report by consulting group Verified Market Research estimated that the global NFT market was worth \$11.3 billion (€11.6 billion). It projected **annual growth rates of 33.7% for the next eight years**, with the market expected to hit \$231 billion (€236 billion) by 2030. Despite these high forecasts, until recently it's a market that has been largely ignored by companies in the travel space.



Lydéric Jadaud
Hotel Lancaster Director

Plastiks' NFTs allow us to demonstrate to our guests that we share commitment to solving the current climate crisis and helping to reduce damaging single-use plastic contamination.

But as these digital assets go more mainstream, with institutions such as the British Museum launching NFT collections in 2022, travel businesses are starting to take note.

Early adopters are testing out NFTs in several ways, including hotel booking partnerships, travel perks and fundraising/financing drives. The idea of accessing an **exclusive club** is always at the forefront with NFTs, in a similar way to traditional airline and hotel membership clubs.

One company in the Dominican Republic, Casa de Campo Resorts & Villas, has partnered with NFT platform Pinktada to launch NFTs that unlock hotel rooms. Another hotel, the Lancaster in Paris, is using them to demonstrate its commitment to reducing single-use plastics by offering NFTs that come with a Plastic Recovery Guarantee.

Sustainability is an interesting intersection. In Bhutan, the new Trans Bhutan Trail has launched a collection of NFTs to fund sustainability projects along the trail and to offer hikers exclusive experiences and community connections. Each NFT has been designed to represent one of Bhutan's 205 Gewogs (group of villages).

Travelers can buy the NFTs through the online marketplace Solsea and each one costs 10 solanas (around US\$300). "We are using Solana as we understand it to be the most environmentally friendly of the major cryptocurrencies," said the Trans Bhutan Trail.

CASE STUDY

Luxury hotels going green and flexible with NFTs

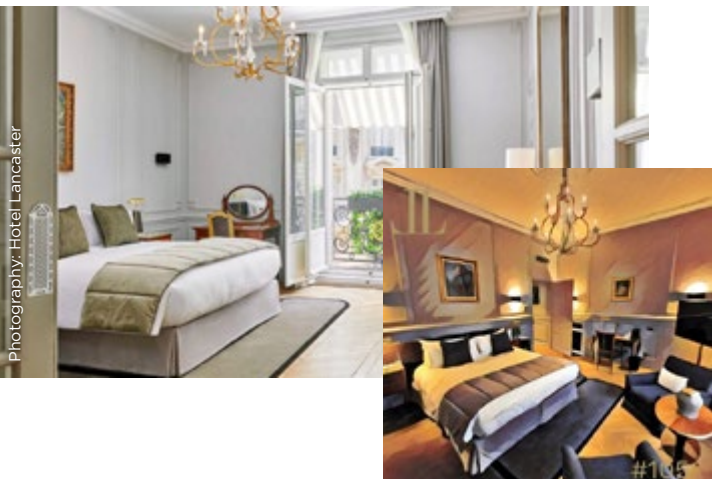
As **NFTs** begin to get a foothold in the global travel and tourism market, a **luxury hotel in Paris** is combining the sale of them with a **green guarantee** of removing plastic waste from the environment. Another, in the **Dominican Republic**, is focusing on flexibility, using an NFT platform for guests to book **transferable reservations**.



Photography: Hotel Lancaster

The **five-star Hotel Lancaster**, in the heart of Paris, has joined forces with an NFT platform called **Plastiks** to prove its commitment to **sustainability**. It's selling tokens attached to individual rooms. Each one comes not only with a **digital artwork** of the guest's accommodation, but also a guarantee for the **removal of one ton of plastic waste** in Brazil – achieved through a reverse logistics company called Green Mining.

*“These NFTs allow our clients to directly contribute to the global fight against **plastic waste**,”* explains Hotel Lancaster Director Lydéric Jadaud. *“Today, people want to know where their money goes. The NFT is a way to have a guarantee. Inside it, you can trace the salary of the workers who take the plastics from the water or forest, you can **trace everything**.”*



Photography: Hotel Lancaster

The first batch of NFTs, 15 in total, went on sale in June this year. Ultimately, the hotel aims to have one attached to each of its 54 rooms and suites, with prices ranging from around **€500 to €5,000**.

“If you just use NFTs with art, I think it's going to remain a small business. But if you add other things behind, like the environment, recycling or sponsoring something great for the earth, I think it will work quite well,” says Lydéric.

But it's also the **'room key' application** of NFTs that is most likely to flourish in travel. Earlier this year, **Casa de Campo Resorts & Villas** in the Dominican Republic became the first hotel partner of **Pinktada**, an NFT platform that is hoping to shake-up the hospitality industry through the application of **blockchain technology**.

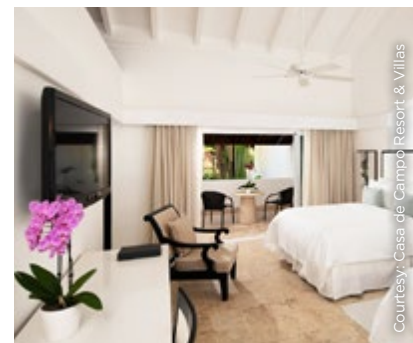


Courtesy, Casa de Campo Resort & Villas

Pinktada has launched **transferable RNTs (Room Night Tokens)**, which allow guests to access competitive, discounted rates on certain room types while also offering the flexibility to sell or swap tokens if plans change.

*“Blockchain and NFTs are **changing the hotel industry** as we know it,”* says Jason Kycek, Senior Vice President of Sales and Marketing at Casa de Campo.

He continues: *“It's **guaranteed revenue** for us. Once a customer purchases a room and it's turned into an NFT, it is non-refundable. The other benefit is that we're able to **reach another consumer** that we probably wouldn't be able to reach or engage.”*



Courtesy, Casa de Campo Resort & Villas

Electrified Escapes



E

lectric transport technology is changing the way tourists can experience a destination.

As low-carbon activities become more sought after, the electric travel market will thrive in 2023. Following the recent global e-bike boom, electrically powered scooter tours, sledging, boat trips and safaris are all starting to take off.

And despite lingering anxiety about electric vehicle (EV) charger availability and speed, e-car rentals will also become a more realistic option for travelers across Europe and the US next year.

Electrified Escapes

From Copenhagen to Cuba, e-bikes have become a ubiquitous part of the travel landscape in the past five years. In the cycling sphere, the attraction of electric is clear. It opens up hilly terrains such as the Yorkshire Dales and French Alps that many tourists couldn't possibly have contemplated biking around before.

26%

of consumers now want to see sustainable options for cars/car rentals when travelling.*

Electric is now making its way into other areas of tourism. In the Languedoc region of France, it's possible to take off-road electric scooter tours along the Canal du Midi, visiting an olive factory and riding through vineyards. In Iceland, tourists can go whale-watching on silent electric boats. Visitors to Finnish Lapland can go e-sledding with homegrown technology developed in response to tourist demand for quiet, emission-free vehicles for journeys across the Arctic wilderness.

Noise pollution and carbon emissions are obvious factors in the push for electric. Increasingly, tourists want to choose sustainable travel activities that minimise their impact on a destination. The Sustainable Travel Study from Expedia Group Media Solutions shows that 45% of consumers want to see transportation options with lower environmental impact when planning a trip. Offering carbon-neutral, near-silent transport and touring options improves the experience for tourists while reducing disturbances and environmental concerns for local communities and wildlife.

These issues are particularly prevalent in the safari industry. Electric safari vehicles are still relatively rare in Africa, but a small number of lodges, such as Lewa Wilderness in Kenya, are trialling them. In Tanzania, the company **E-Motion has an ambitious plan** to pave the way for a more sustainable tourism future by retrofitting safari vehicles and buses with electric engines, introducing e-moto bikes to the country, and rolling out charging points between Arusha and Serengeti National Parks. In 2023, it hopes to improve charging point technology so that batteries can be fully charged in 30 minutes.

Driving range, charge time, cost and availability of rental vehicles have been some of the biggest barriers to take-up of electric cars in the holiday market,

but 2023 could be the tipping point. According to Expedia Group Media Solutions' data, 26% of consumers now want to see sustainable options for cars/car rentals when travelling. Rental giants such as Sixt and Hertz have been working with manufacturers since before the pandemic to expand their fleets and **EVs are now becoming easier to find for travel car hire** where demand is high, despite long wait times for car deliveries in the broader market.

Hertz concentrates its EV fleet in countries where demand is highest and the charging infrastructure is there to support it. The rental company's EV fleet is biggest in Europe, spread across 80 cities, thanks to the EU's 'Green Deal' goal to install 1 million charging points by 2025 (though news headlines in 2022 suggested it is unlikely to hit that target).

Locating charging stations with rapid chargers has been a particular problem – last November, only 1 in 9 of the EU's charging points was a fast charger with a capacity of more than 22kW. To combat this charger hunt challenge, Hertz offers customers a Shell Recharge key fob, which allows quick and simple access to 300,000 charge points across Europe without the need for multiple apps to find charging stations.

And 2022 also saw the launch of Berlin-based www.r3charge.com – **the first hotel booking platform specifically for travelers with EV cars**, covering Europe and the US. It works with more than 10,000 hotels equipped with EV charging points in 42 countries, so that travelers don't need to stress about finding charging stations on the road or speed of charging time.

"Fast charging infrastructure on the road will develop step by step and car charging speed will increase. But why be forced to spend time charging in an unwanted location, if you know you can find a reliable charging solution at your destination?" said r3charge co-founder and CEO Guillaume Bernhardt.



CASE STUDY

The rise of e-powered car rentals and road trips

Car rental company **SIXT** has its foot to the floor when it comes to electric vehicles, aiming for **70 to 90% electrification** of its European fleet by 2030 to “further accelerate CO2 reduction and demand for smart e-mobility.” There’s also no shortage of inspiration from rival **Hertz**, which is promoting a top 10 of the most **EV (electric vehicle) friendly routes** in Europe.



With the rise of **electrified escapes**, it’s all to play for when it comes to car hire companies **going green**.

Germany-headquartered SIXT says **12 to 15% of its international fleet** is expected to be electrified by the end of 2023 (including PHEV, plug-in hybrid; and MHEV, mild hybrid). By 2030, as much as **90%** of its vehicles in **Europe** could be electrified.

It cites “limiting factors” such as the chip crisis and the availability of subsidies and electricity. *“The market for electric vehicles is growing across the globe. In Europe, the **Nordics are particularly strong**, but also other countries like France, the Netherlands and Germany see a growing demand,”* says SIXT. *“Nearly two thirds of surveyed SIXT customers saw the use of rental cars as a good opportunity to get to know electric vehicles. For more than 55%, prior use of an electric rental car is important or very important in making a purchase decision in favour of such a vehicle.”*



Recently adopting a wide-ranging **sustainability programme**, SIXT says the coming year will see customers being offered access to most of the **publicly available charging points** in its European corporate countries, currently 300,000, via a new product in its App.

It has also pledged a major investment in charging facilities at its own rental branches. *“Today, the cars come back with a full tank; in the future, we currently expect to charge the cars for our customers,”* says SIXT.

Hertz has also gone big on electric in the past few years. Its **European EV fleet** is now spread across **80 cities**, concentrated in countries including the UK, Netherlands, France, Germany and Italy. Globally, around four percent of Hertz’s total fleet is currently BEV (Battery Electric Vehicles).



Alan Melady, Head of Strategy at Hertz Europe, says: *“In the context of our European EV fleet, our proportion of electric vehicles vs ICE [standard engine] vehicles will overtake the broader market and, depending on supply, could reach five percent of our total fleet by the end of 2022.”*

Capitalising on traveler desire to drive electric, the car rental giant recently released its **top 10 list of EV road trip routes** in Europe, to fuel travel inspiration. With the Netherlands topping the list, followed by the likes of Northern Italy and the Côte d’Azur, the ranking system scrutinises the number of chargers available per mile.



#Hutlife



A

n increasing desire for unique accommodation and more intimate, personal travel experiences will drive consumer demand for hut/cabin stays in 2023.

Spurred by the pandemic-born trend for immersion in nature, a growing number of travelers will seek to distance themselves from other people by ditching hotels in favour of rural huts and cabins.

These tiny retreats tap into the recent aesthetic appeal of vanlife and tiny homes, and will attract a much broader demographic than ever before.

#Hutlife

The desire for travelers to strike out into the wild has never been greater. For many city-dwellers, the pandemic was characterised by prolonged periods indoors. Now, swathes of people around the world are rejecting crowded, urban environments and instead there's a yearning for – and greater appreciation of – nature.

Since the world opened back up, this mood has been reflected in travel choices at every level of the market. Q3 2022 data from Vrbo shows that there has been a **triple-digit, year-on-year increase in demand for alternative stays**, indicating that travelers are looking to break out of the traditional accommodations on their trips.

Additionally, in spring 2022, a Solo Travel survey by Hostelworld reported that 74% of solo travelers said they are looking for nature and natural world experiences. Hut and cabin stays tap into this **desire for natural connection**, stripping back physical boundaries and bringing people closer to the outdoors. Often, these huts are positioned in untouched environments that showcase the landscape.

Once the preserve of hikers and low-budget travelers, hut and cabin accommodation is now being given a new lease of life. In the Swiss Alps canton of Valais, **ageing hikers' huts are being upgraded** to meet the higher standards of comfort and quality expected by the area's increasingly demanding clientele.

But there's also a growing collection of one-off mini holiday homes sprouting like mushrooms in fields, forests and on mountainsides. In summer 2022, Valais' Haut Val de Bagnes became the new home of Cube 365, cradled at an altitude of 2100 metres. Every year, this self-contained, all-comfort, high-tech mobile guesthouse travels between several locations high in the mountains. It's isolated, individual and incredibly popular.

Australia, meanwhile, is set to see the completion of a **large network of off-grid holiday cabins** in 2023. The AUS\$7.85 million (€5 million) project is a partnership between giant B-Corp tour company Intrepid and CABN, an Australian company that specialises in building and renting off-grid, sustainable cabin accommodation. More than 70 cabins are in the pipeline, which is expected to increase annual room nights from 4,000 to 26,000 across Australia.

Instead of guests being crammed into communal spaces at hotels, the hut/cabin experience allows travelers to move freely between their bed and the natural environment. Construction methods for huts are also significant, with **sustainable materials and low-impact building** that meets with the approval of travelers who are increasingly conscious about environmental impact.

Hut and cabin stays tap into this desire for natural connection, stripping back physical boundaries and bringing people closer to the outdoors.

"Each cabin is built from predominantly locally sourced and sustainable materials and requires minimal infrastructure with a 'leave no trace' philosophy. Their unique design allows guests to immerse themselves in nature while encouraging disconnection from everyday life," said Intrepid of its CABN partnership.

CABN's huts are graded into different categories, including 'minimalist' and 'sustainable luxury'. The company is already looking at "multi-cabin retreat style projects" to develop eco-tourism in little-disturbed natural landscapes across Australia, including Myponga Reservoir on the Fleurieu Peninsula and Cedars in Hahndorf, both in South Australia, and the Cooloola Great Walk on the Fraser Coast in Queensland.



CASE STUDY

Tree house holidays and tiny star-gazing huts

Somewhere between a hut and a tent, **Italy-born StarsBOX** offers travelers a unique overnight experience amongst nature, falling asleep under **starry skies**. While in the US, a resort offering all-year-round, tiny holiday homes, is now branching out into **tree houses** too.



Credits: A Tiny House Resort

"It is a synthesis of shelter and travel," says StarsBOX designer and architect Fabio Revetria. *"It is a **box filled with dreams**, lit by starry skies and crisp dawns."*

The concept, born in Italy, draws inspiration from temporary housing of **shepherds** in the country's Ligurian Alps. Each StarsBOX is an elevated, off-ground wooden box with a **double bed and a roof that opens-up** to reveal the night sky above. They are erected in various **rural locations**, including in the mountains, on a seasonal and temporary basis.



Credits: Simone Mondino | Romina Manassero

*"We offer a **unique stay experience** in touch with nature, without filters. It is a reversible and sustainable rural accommodation model that does not leave permanent marks on the landscape,"* explains Fabio.

StarsBOX is developing what it describes as a "constellation." A network of hospitality providers, offering the box accommodation, to promote **conscious travel**. More than **70 boxes** have been installed in **Italy, Germany, Croatia, Switzerland and Japan** so far, with plans to further expand in Europe over the coming years. The experience is attracting young couples, but also **families and retired travelers**.

*"Each one offers **different types of activities**, including wine and food tasting on farms, hiking and mountain biking,"* says Fabio. *"Guests are excited about the experience of sleeping in a real bed without a ceiling, under a sky full of stars!"*

In the **US**, travelers can stay in miniature holiday homes around two hours' drive from New York City. **A Tiny House Resort**, in the Catskill Mountains, is next to a creek, providing **water-based activities**. *"Our goal here is really nature, relaxation. We're like a campfire, sit and chill place,"* explains Operations Director Marjorie Juszcak.

In five years, the resort has grown from four houses to fifteen. They sleep between two and six people and come with **modern luxuries** such as Wifi and streaming TVs. There are now plans to create **even smaller accommodation**, in the form of **10 tree houses** which will overlook a waterfall and the creek stream.

But the resort says that while tapping into travelers' fascination with tiny houses is part of its **marketing approach**, it can never be the sole focus. *"That's not what brings them back to us,"* says Marjorie. *"What brings them back is **the experience** they get here. It's cosy, it's intimate, it's the nature, it's clean."*



Credits: A Tiny House Resort

As well as domestic tourists, the resort has attracted visitors from the **UK, France and the UAE**. For Marjorie, the love of tiny homes comes from within, having once lived in a **35-foot bus** with her daughter. *"I always wanted to try it. I liked it. I can tell you it's a wonderful lifestyle in terms of **less is actually more**. That's maybe what the whole trend with people now is."*

Journeys with Momentum



T

he seismic shift towards working from home means millions of people are more sedentary in their day-to-day lives.

This new global environment will leave remote and hybrid workers craving movement next year, encouraging them to seek out more active holidays where they can combine exercise with nature immersion.

This could mean cycling trips, point-to-point multiday hiking adventures, or picking hotels and destinations that offer easy access to outdoor activities and build-your-own active itineraries.

Journeys with Momentum

The dramatic rise in remote and hybrid working means that many professionals are spending less time moving about than ever before. In the US, data scientists have predicted that this new work environment is here to stay.

A 2022 report from Ladders has forecast that 25% of all professional jobs in North America will be remote by the end of this year after tracking remote work opportunities at North America's 50,000 largest employers.

This shift towards more static work lives coincides with the post-pandemic surge towards nature experiences in travel. Booking soft adventure travel will become a logical way for home-bound professionals to **inject exercise and movement** into their lives, in an attempt to regain balance they've lost in the daily routine.

market was worth US\$288 million (€294M) in 2021 but forecast that it will grow exponentially to reach a value of **US\$2.8 billion (€2.9bn) by 2030.**

Data from the Expedia Group Media Solutions Q2 Traveler Insights Report specifically points to a rise in demand for single travelers going to adventure destinations. Q2 2022 data showed a 15% increase in single adults travelling from the US and EMEA to APAC, compared with the same period in 2019. Within APAC, Thailand, Japan and Vietnam were key adventure destinations for this group, attracting a greater proportion of single travelers than other traveler groups, and accounting for 10 to 15% of all travelers there.

+40%
demand year-on-year for activities.*

In Europe, Eduardo Santander from the European Travel Commission (ETC) said: "Extreme sports like paragliding and kayaking are having a boom again. But what we see is **the big renaissance of soft activities:** hiking, biking, with the electrification of bicycles, and the transportation of luggage. It's bottom-up, people are asking for more and more possibilities of green options."

And the breadth of activities on offer is greater than ever. From cross-country swimming with a floating backpack holder in England, to 'skyrunning' in the Italian Dolomites. New adventure niches are opening up **as travelers seek to push their own boundaries coming out of the pandemic.** Meanwhile, savvy hotels can package up accommodation with active experiences to create ever more attractive escapes.

Dozens of new walking and cycling itineraries have already come onto the travel market since the pandemic, in response to traveler demand for fresh-air escapes. The popularity of these nature-focused itineraries also hinges on travelers' desire to get active - and the ETC says its research shows these travelers spend more, too. "There are reports that a biker-holidaymaker travelling along European routes spends much more money than someone going on a cruise," says Santander.

According to Expedia Group Media Solutions data from Q3, this appetite for active travel is already growing, as demand for activities has risen by more than 40% year-on-year.

The broader adventure travel market is on an upward trajectory, too. Earlier this year, a report by Next Move Strategy Consulting estimated that the global adventure tourism



CASE STUDY

Hiking, biking & hopping off the beaten track

Saudi Arabia is tapping into travelers' desires for **energetic, outdoor experiences** through an online platform that brings groups together to **curate their own itineraries**. In **Europe**, cycle tourism is gaining momentum, as **e-bikes** take off.

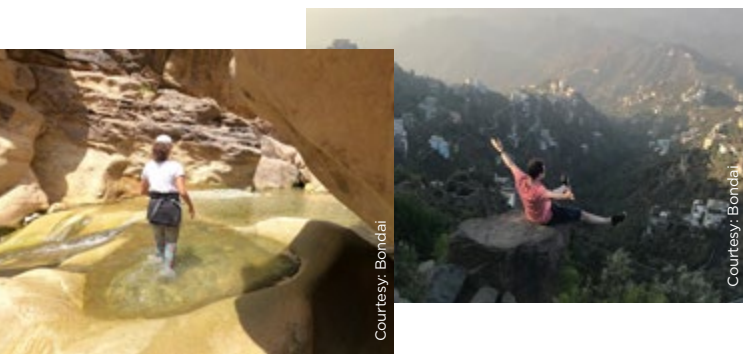


Credits: @LAVAIL_Sébastien - Charente Tourisme

With Saudi Arabia opening-up to tourists, **Bondai** offers visitors a range of energy-fuelled activities, going **off-the-beaten-track** and discovering the Kingdom's **natural attractions**. The platform, targeting adventure seekers of all ages, allows travelers to collaborate and build their **own itineraries**. Users can **share recommendations** and book accommodation and flights, as well as keep track of their expenses.

*"We are a travel marketplace that provides a one-stop shop platform, which means that we not only offer bookings available in Saudi, but also **highly customised experiences** curated by our specialised team,"* explains Saria Alderhali, CEO & Founder of Bondai.

Day and multi-day trip activities on offer through the platform include the likes of **mountain biking, forest hiking and island hopping**. *"We are thrilled to see a rise in demand for active holidays with friends and family across age groups, geographies and demographics,"* says Alaa Bukhari, Co-Founder of Bondai.



Courtesy: Bondai

Courtesy: Bondai

The longer experiences include a six-day, self-drive adventure in southern Saudi Arabia, featuring hiking, canyoning and snorkelling.

*"The south of Saudi has unique geographical formations where visitors will get to hike the **Jurassic world of Tanomah**, snorkel in the **pristine waters of Asir** around undiscovered islands, as well as canyoning in the **magnificent Wadi Lajab**,"* says Saria Alderhali.

In Europe, cycling is becoming the energetic holiday experience of choice for a growing number of travelers. Taking to the saddle to enjoy nature and to escape crowded sightseeing spots.



Credits: @Ana Banoiz - Turismo de Navarra



Credits: @EuroVelo 15 - Iron Curtain Trail

EuroVelo, a network of **17 long-distance cycle routes** to discover the continent, is reporting an uptick amid intensifying trends.

*"Cycling tourism is becoming more and more popular because it answers some expectations in terms of being active, into nature, doing more **slow holidays** also,"* explains EuroVelo Manager Agathe Daudibon, from the European Cyclists' Federation. *"The **COVID pandemic** just increased those trends. But **climate change** also. The fact that people want to be respectful tourists in terms of the environment."*

EuroVelo provides over **90,000 km** of itineraries in all, of which 64% are already developed and ready to use, with cyclists able to follow the course of a river, cross landscapes and pass historical heritage as they enjoy the outdoors.

Some users are now opting to go electric too, as **e-bike sales grow in Europe** - with countries like the Netherlands leading the way. *"In Germany, 42% of cycling tourists are using e-bikes and that trend is increasing a lot year after year,"* says Agathe.

Hyper Personalisation



Cookie-cutter travel is out. Personalised service has always been a marker of luxury travel, but now switched-on travel businesses are going the extra mile with unique, one-off experiences for guests.

Meanwhile, travelers in the mainstream market are beginning to demand more personalised travel regardless of budget.

That might mean unique QR codes for contactless check-ins, vegan food options at breakfast or a bigger range of activities offered around personal interests.

Hyper Personalisation

Since the pandemic, the battle for travelers to open their wallets has become more competitive than ever – and consumers are done with being dictated to. After re-assessing everything about their lives during COVID, travelers will now look for experiences that cater to their exact needs and desires rather than simply going with the flow.

Vegan travel is one example of a micro-niche that has gone mainstream. UK-based travel booking website Responsible Travel increased its number of vegan-friendly trip listings by 1,000 in 2021, to cater for a lifestyle that requires a more personalised offering from hotels and restaurants. “Over the last decade, demand [for vegan travel] has quadrupled, with bookings up more than 300% since 2012,” said Responsible Travel CEO Justin Francis. Next year we can expect more of this type of realignment (more no-fly itineraries is another example).

Global Hotel Alliance – an alliance of independent hotel brands representing more than 500 hotels in 85 countries – has also found that tech-savvy and health-conscious travelers are valuing personal convenience more than ever. GHA’s CEOs say they are now **investing in technology** to make their guests’ lives easier. A 2022 survey revealed more than 68% of GHA’s hotel members intended to look at introducing keyless room entry/room keys in 2022, while 46% were prioritising online check-in and room choices, and 23% were researching opportunities for in-room AI. Many of these upgrades will become the norm next year.

There will also be a move towards travel packages that cater to guests’ desire for special, unique experiences in the wake of the pandemic. This isn’t just about tailor-made itineraries; it’s about offering **experiences that feel like they cannot be bought**, and connecting with local communities in authentic ways.

64%
of consumers are interested in learning more about travel options that support local cultures and communities.*

Data from Expedia Group Media Solutions’ Inclusive Travel Study shows that 64% of consumers are interested in learning more about travel options that support local cultures and communities. Hotel groups such as Hyatt and Marriott are tapping into this trend through enhancements to their loyalty programme offerings, but destinations and tour operators are digging deep too.

One example is Sri Lanka Bespoke’s new ‘Food Mapping’ itineraries, which can include a day out with a local fisherman to see the genesis of a regional clay pot fish curry. The arrangement is possible because of long-standing community ties that the company owner’s Sri Lankan family still have in that area.

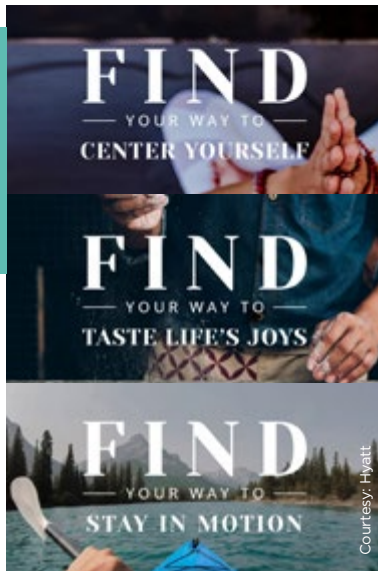
Indeed, **local connections and community buy-in will be key** for many of these sorts of experiences to work. This September St Lucia launched its ‘Kabawe Krawl’ – a trail of bars around the island that have been selected because they give a real flavour of St Lucia’s different communities. Kabawe is Creole for small rum shack and the map is intended to help visitors meet and engage with locals beyond staff in their hotels or resorts – and put money into their pockets at the same time.

Travelers can either book a guided tour with transport from a local operator or simply look for the Kabawe Krawl sign while they’re out and about, using the map on the tourist board’s website. Such unique activities, more than anything, feed into travelers’ increasing desire to connect as they move around the world.

CASE STUDY

Getting personal with wellbeing experiences

With a choice of over 200 experiences across more than 85 destinations, industry giant **Hyatt** is shaping its hyper-personalisation offer in the form of a **platform** dedicated to **curated wellbeing offers**.



With more and more travelers hungry for holidays and experiences that go way beyond a **one-size-fits-all** approach, wellbeing is a key focus for global hospitality providers as they seek to satisfy demand.

From **immersive cultural activities**, workshops and tours designed to boost emotional and mental health to **adventures** that seek to restore energy, Hyatt's **FIND platform** offers a variety of experiences to members of its 'World of Hyatt' loyalty programme. *"We know travelers are eager to explore new destinations and are prioritising their wellbeing now more than ever,"* says Amy Weinberg, Senior Vice President, Loyalty, Brand Marketing and Consumer Insights at Hyatt.



The FIND platform is based around the three key pillars of **Feel, Fuel and Function**, with members able to book experiences during and outside of hotel stays, on or off-property.

Feel is all about **workshops, tours and activities** that

centre on **emotional and mental wellbeing**. Experiences include **horseback riding** in the US; **snorkelling with Clownfish** in Japan; and an **open-air jungle safari** in Indonesia.

Fuel focuses on re-awakening the senses, through **unique culinary experiences**. They include a **day with a chef** in Spain, including a visit to local food markets and a unique gourmet tasting dinner; **personalised cocktail tasting** with a mixologist in the UAE; and a half-day **fishing trip** in America, which culminates in a hotel cooking the catch for members.

Activities and adventures designed to move, **restore energy** and expand the mind make up the offers around the **Function** pillar. They include **truffle-hunting** with dogs in Hungary; an **off-road volcano adventure** in Indonesia; and a **private guitar lesson** with an industry pro in the US,

singing and learning a rock 'n' roll jam. *"The FIND platform allows for more opportunities to enhance World of Hyatt members' wellbeing through a **lens of self-discovery**. It's incredibly easy for them to find something that moves them or keeps them moving,"* explains Amy Weinberg, from Hyatt.

Hyatt points out that becoming a member of its loyalty programme is free and experiences start at around **€15**. Members can pay directly with money and use points to redeem on experiences. **Limited-time auctions** are also in the pipeline.



CONNECTING GLOBAL TRAVEL AUDIENCES

euro news.

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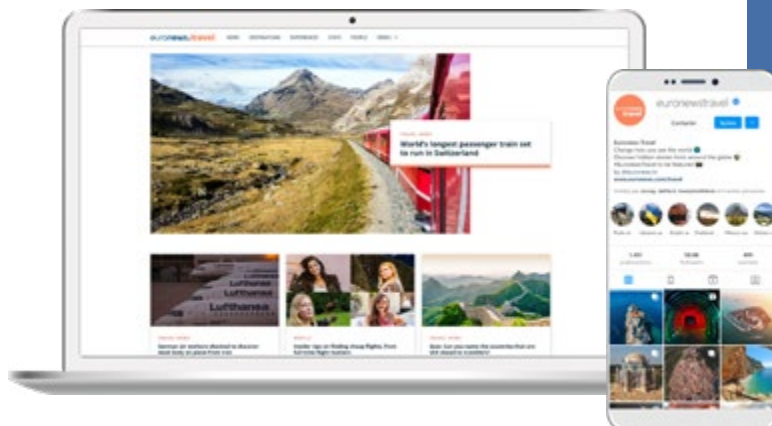


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We speak to worldwide travelers.

 **73%**

of our audience frequently travels abroad and has a strong appetite for learning about foreign cultures.

 **61%**

more likely to go on a sustainable holiday than the average European Affluent.

 **19%**

of our audience enjoys discovering off-the-beaten tracks.

EXPEDIA GROUP MEDIA SOLUTIONS

Quarterly Traveler Insights Report Highlights - Q4 2022 Data

Quarterly, Expedia Group Media Solutions, the global travel advertising platform connecting marketers with millions of travelers across the Expedia Group brands, releases a Traveler Insights Report. Below are some of the highlights from the latest Traveler Insights Report based on data from Q3 2022.



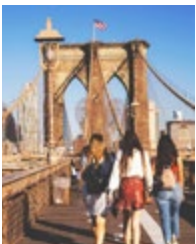
Sustained traveler enthusiasm

Following multiple quarters of search growth globally, search volumes in Q3 2022 were steady quarter-over-quarter, suggesting that traveler interest and enthusiasm for travel remain consistent. Expedia Group research supports this, with **46% of consumers saying travel is more important to them now compared to pre-pandemic.**



Travelers open to planning further out

The majority of travelers are still planning trips in the near term, with global share of searches in the 0-to 90-day window holding steady quarter-over-quarter. However, there are signs that travelers are beginning to plan further out, with the 180+ day window growing for travelers in EMEA and North America.



City breaks grow in popularity

Major cities like New York, London, and Singapore maintained their presence on the top 10 list of booked destinations and an increasing number of city break destinations – including Boston, Berlin, and Bangkok – joined them.



Evolving business travel outlook

During Q3, there was an over 10% year-over-year uplift in demand from travelers with a business travel profile. Expedia Group research also found that **32% of consumers plan to take a business trip in the next 12 months,** and of those, **85% are looking forward to work trips.**



About Expedia Group Media Solutions

Expedia Group Media Solutions is a global travel advertising platform that connects marketers with hundreds of millions of travelers across the Expedia Group brands. With our exclusive access to 70+ petabytes of Expedia Group traveler search and booking data, we offer advertisers actionable insights, sophisticated targeting, and full-funnel results reporting.



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