

# Travel Reset: Outlook and Innovation for European Tourism in 2023

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**ETOA**

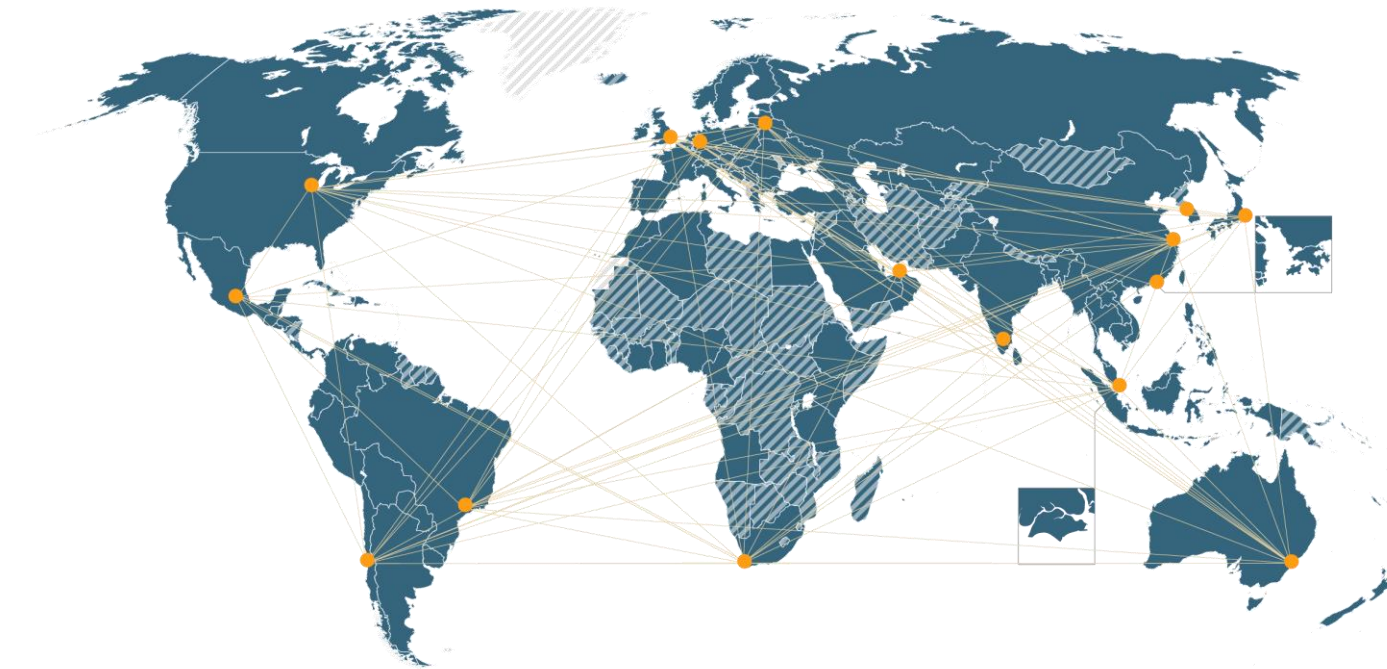
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## 100 COUNTRIES

in-depth analysis on  
consumer goods and  
service industries

## 210 COUNTRIES + AND TERRITORIES

demographic, macro- and  
socio-economic data on  
consumers and economies

# Today's themes

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European Market Overview

Digital and Sustainable Transformation

Innovation Trends

Key Takeaways

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# European Market Overview

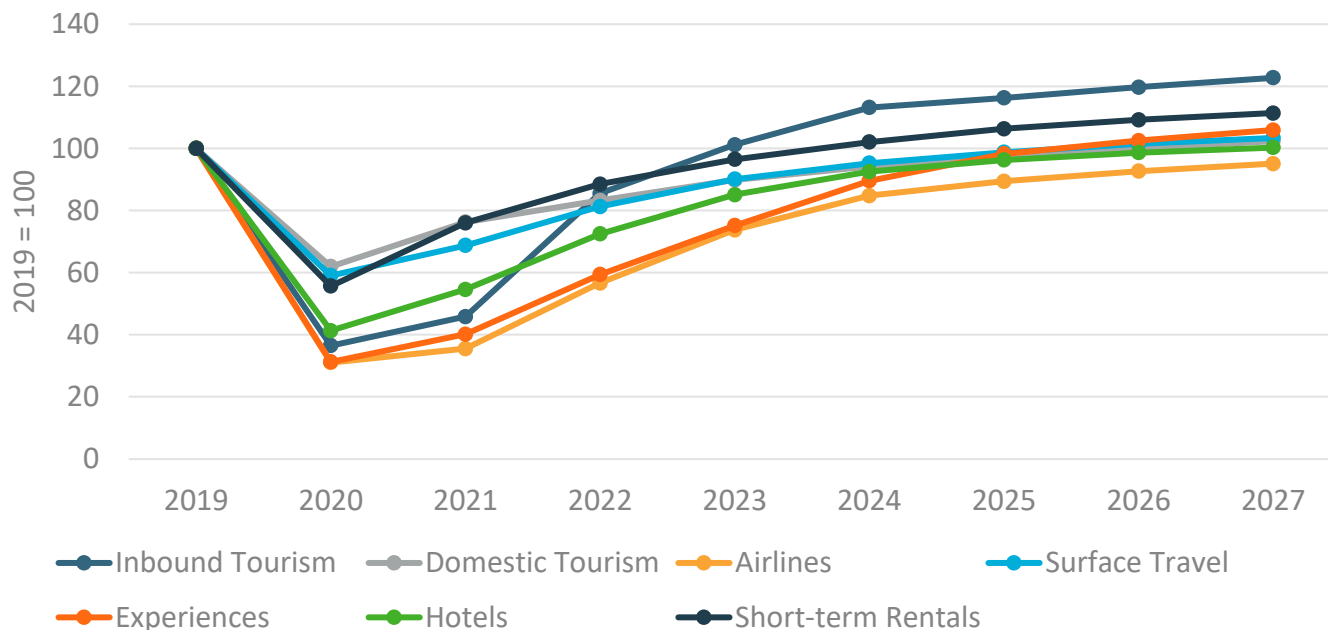
# Travel is back

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International travel is powering forward,  
growing 122% in 2022 and 38% in 2023

# War and cost of living crisis cause further pain

## Europe Travel and Tourism Forecast Sales Index 2019-2027



# 2023

*Return to pre-crisis levels for  
inbound tourism spending*

## Guided Tours

15%



## Festivals & Leisure Events

14%



## Duty-free Shopping

13%



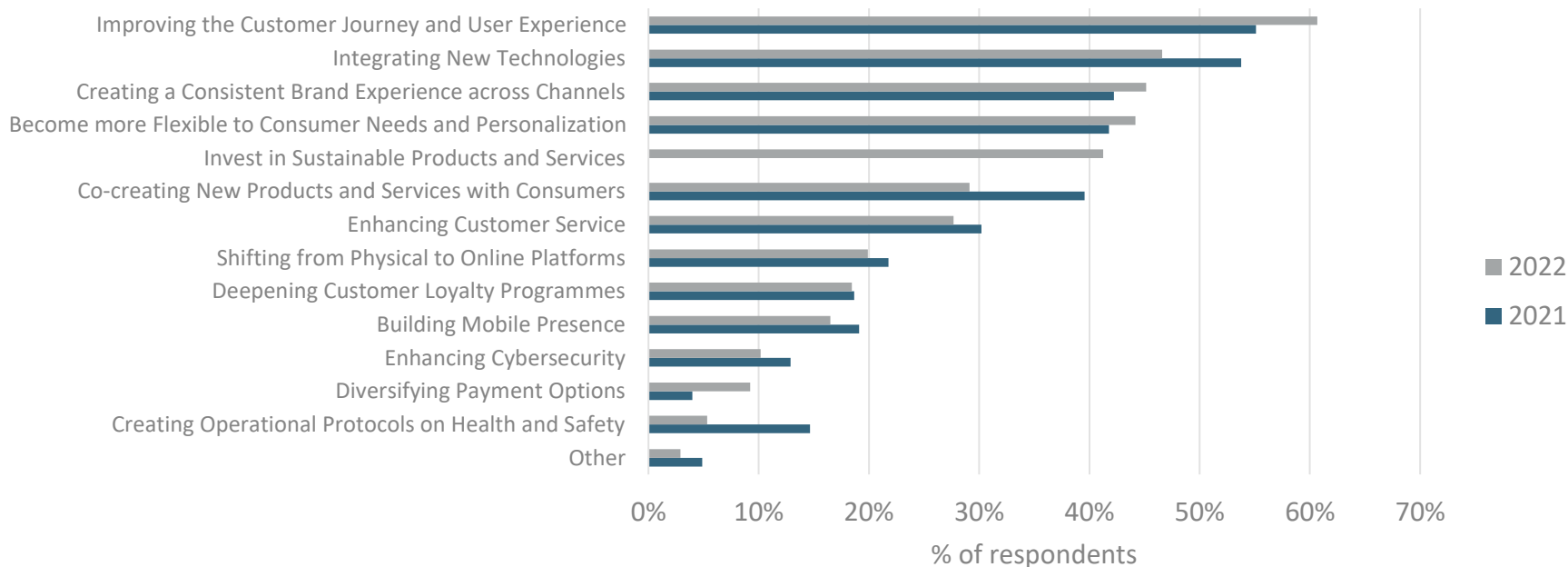
*Fastest growth categories in Europe  
2022-2027 % CAGR*

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# Digital and Sustainable Transformation

# Strategic priorities for Western European travel businesses

## What Are the Most Important Commercial Developments for your Organisation in the Next 3-5 Years?



## Professionals in Western Europe who said their company...

45%

has an app for customers to manage their trip

44%

believes AR and VR are the most important technologies in the long term

32%

invested in artificial intelligence in 2022

# Most important mobile app features – Western Europe 2022

1

Mobile check-in

57%

2

Instant booking

54%

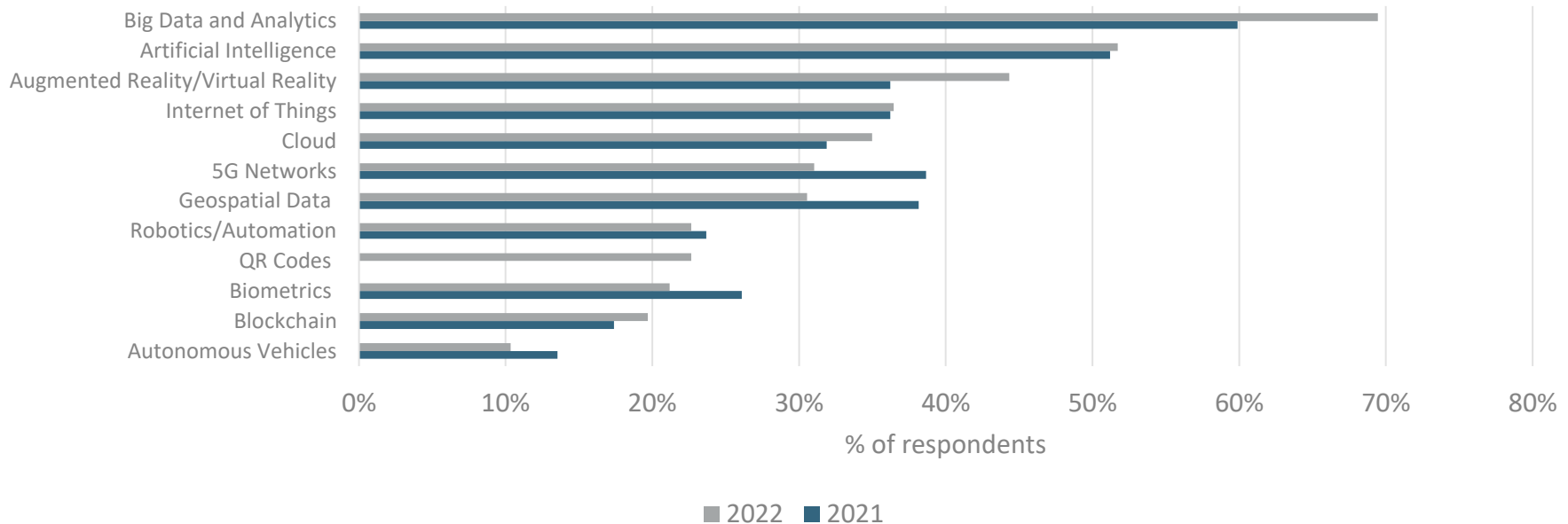
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Real time updates

52%

# Technologies to impact the future of travel

## Technologies to Impact Western European Travel Businesses in the Next Five Years to 2027





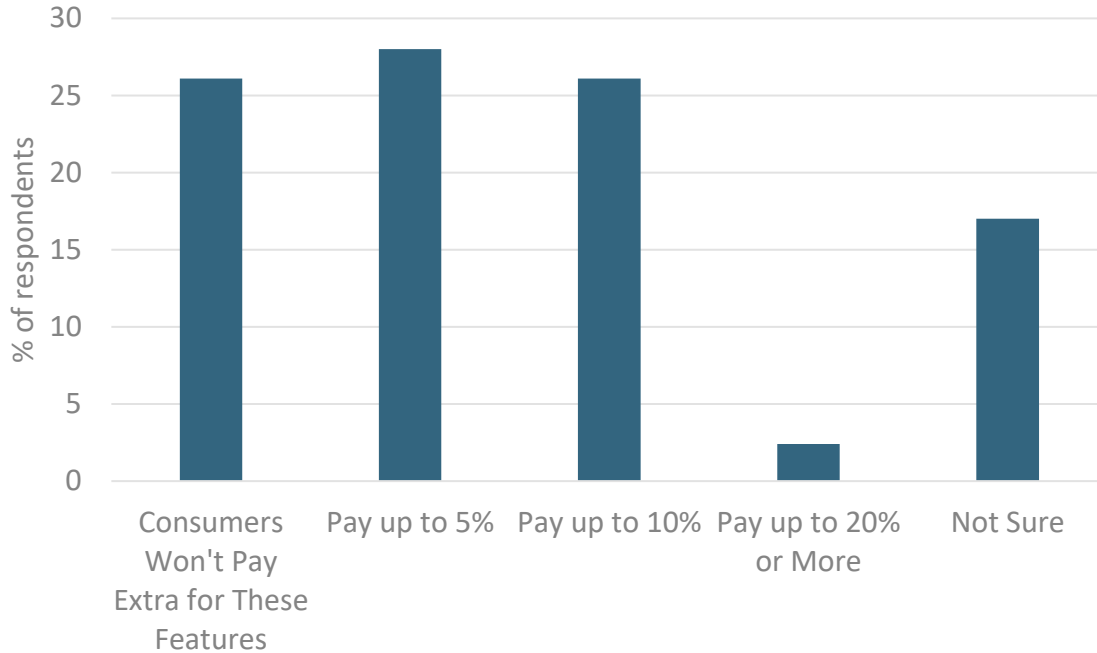
# Into the Metaverse

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50% of Millennials globally plan to enter the metaverse for virtual experiences like concerts or sporting events

30% of consumers in Europe are extremely to moderately interested in wearing a VR headset and explore travel destinations

## Western Europe Customer Willingness to Pay More for Sustainable Travel



57%

Of customers will pay more for sustainability

62%

Of customers support local communities and locally owned businesses

## Sustainability in the spotlight



Almost **two-thirds** of European consumers are concerned about climate change

Even **27%** of travel businesses say that their customers are choosing not to fly

## Western European Travel Businesses Engagement with the United Nations Sustainable Development Goals

% of respondents

	2022	2021/2022
No poverty (SDG1)	15%	▼-0.7%
Zero hunger (SDG2)	12%	▼-0.5%
Good health and well-being (SDG3)	38%	▼-9.2%
Quality education (SDG4)	32%	▼-5.6%
Gender equality (SDG5)	57%	▲6.0%
Clean water and sanitation (SDG6)	24%	▼-5.2%
Affordable and clean energy (SDG7)	35%	▼-0.6%
Decent work and economic growth (SDG8)	48%	▲0.5%
Industry, innovation and infrastructure (SDG9)	38%	▲4.3%
Reduced inequality (SDG10)	31%	▼-2.2%
Sustainable cities and communities (SDG11)	53%	▲5.3%
Responsible consumption and production (SDG12)	49%	▼-2.1%
Climate action (SDG13)	52%	▲6.2%
Life below water (SDG14)	11%	▼-9.7%
Life on land (SDG15)	14%	▼-10.7%
Peace and justice strong institutions (SDG16)	15%	▼-3.1%
Partnerships to achieve the goal (SDG17)	39%	▼-0.8%

# 61%

of travel businesses engage with the UN Sustainable Development Goals

# 36%

of travel businesses track their carbon emissions

# 24%

vs companies that offer a carbon tracking tool to their consumers

Source: Euromonitor International Voice of the Industry: Travel Survey, fielded April 2022 (n = 705)

## Inclusive mindset

Find affordable ways to enable sustainable travel through flexible payments and cost-efficiencies

## Digital drive

Embrace new technologies like the metaverse and AR/VR to meet consumers where they are

## People and planet

Use transparent marketing to empower consumers to make smarter choices

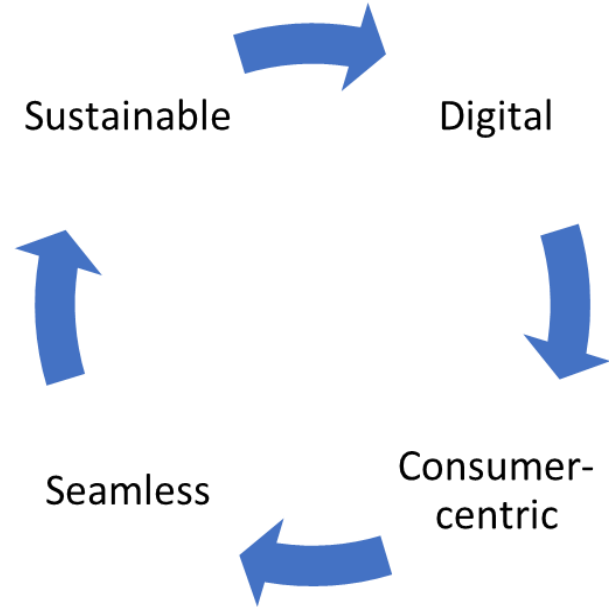
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# Innovation Trends

# Tapping into new innovation streams

44% of travel professionals stated their business is looking for growth opportunities through product innovation, market expansion, source market diversification and M&A

## Innovation Pillars



Goodwings is a certified B Corporation travel platform that enables business travel with net zero emissions, promising to reduce companies' carbon footprint by 85%

For a monthly fee, businesses can search over 1.3 million hotels where the emissions of the entire trip including lodging, food and transport are calculated and then paid to be removed



## Denmark: Goodwings

Travel tech start-up Whereverly empowers locals to create authentic, sustainable products and services for visitors.

Whereverly creates apps and websites for destinations that leverages IoT, AI, 3D imaging and augmented reality. The tool helps in the fight against over-tourism through analytics of visitor movement.

## Scotland: Whereverly

# Bleisure opportunity



Leisure add-on to traditional business trip



Corporate retreats



Digital nomads



Work-from-anywhere



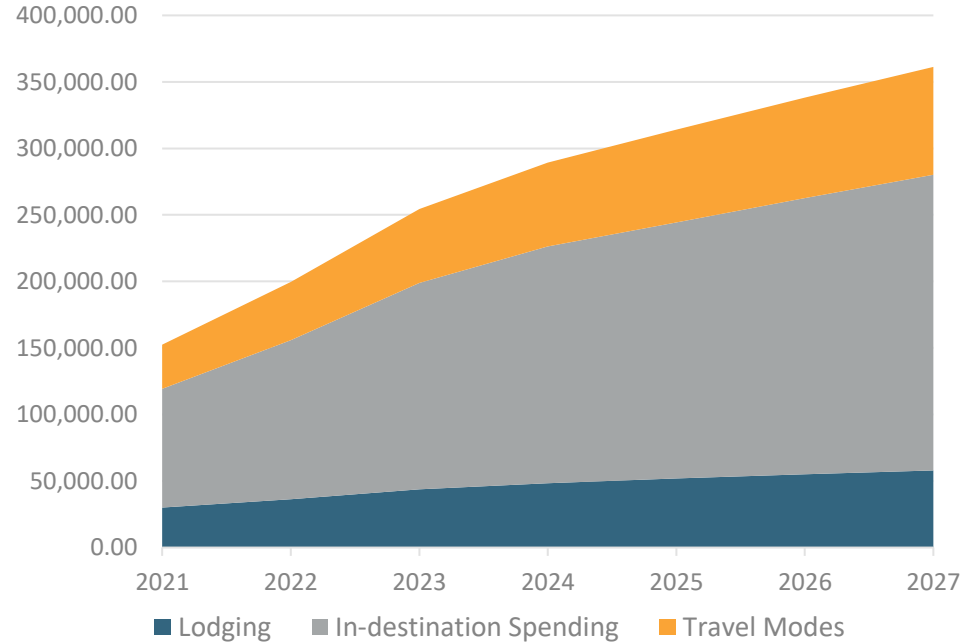
Workcations



Work-from-home

## Global Bleisure Spending by Category, 2021-2027

USD million, constant 2021 prices



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# Key Takeaways



Cautiously optimistic



Threats ahead



Innovative mindset

# The road ahead for travel

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Change as  
constant

Travel and tourism continue to undergo digital and sustainable transformation and these should form the pillars for innovation



Unlock new  
value

New opportunities such as the metaverse can be explored to unlock virtual and real world benefits, new audiences and revenue streams



Sustainability  
paramount

Sustainability should be embedded in the foundations, not be an afterthought, to create a thriving business model with a heart



Positive impact

Transitioning to net zero emissions will deliver on the triple bottom line – protecting people, planet **and** profit

# Thank you!

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