



TOURISM FUTURE TRENDS

Trends transforming tourism

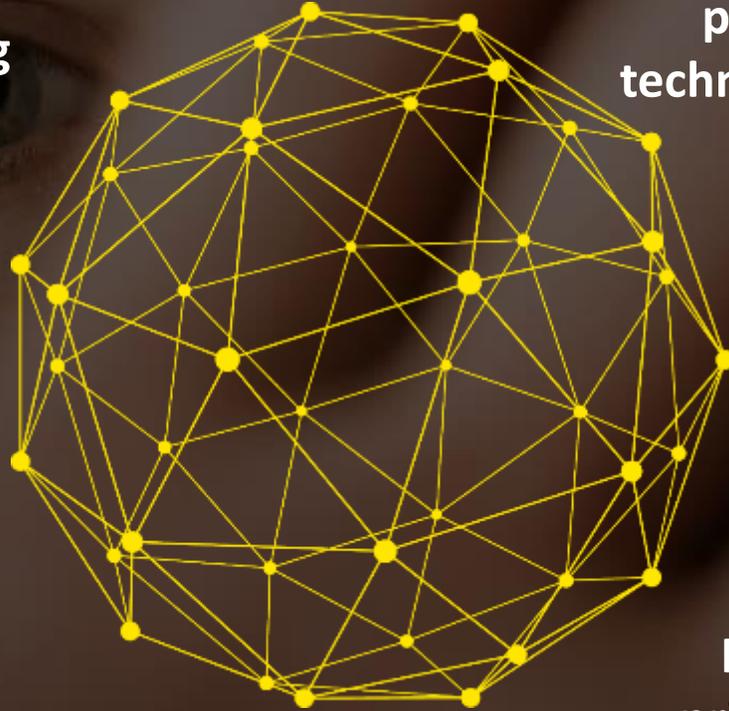


Innovation and digitalization are transforming and reshaping tourism

Digital adoption and consumption are rising

Consumers are increasingly using technology solutions in everyday life

Concerns surrounding cybersecurity are gaining momentum



New technologies are merging with other technologies, and with the physical world (e.g. wearable technologies, AR, image recognition)

Increased demand for employees with a digital or technical skillset, though people and soft skills will also remain key

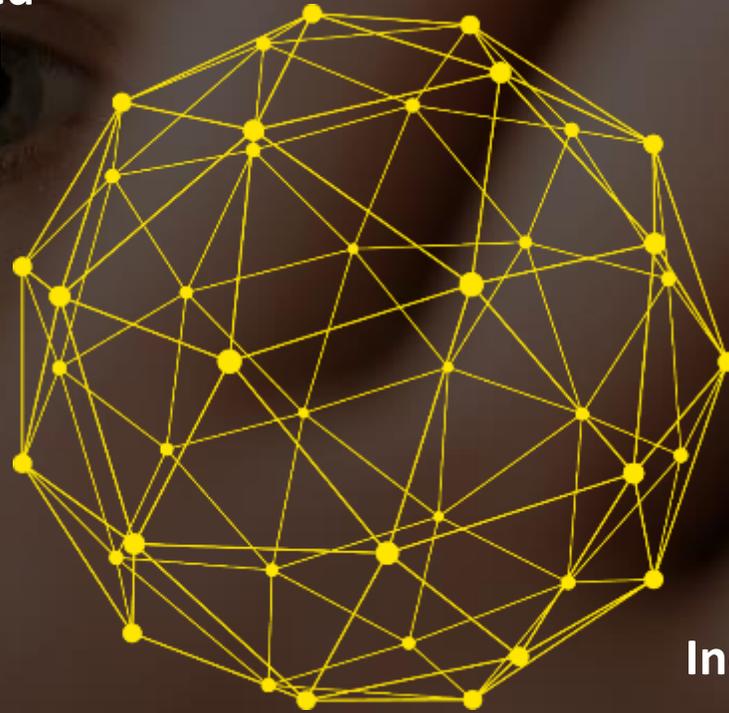
In the current context, companies may prioritize retention and invest in upskilling of their workforce

Changing demands of travelers add another layer of complexity

The pandemic has changed traveler inclinations and behaviors

Domestic and regional vacations, and the outdoors will be preferred in the short-term

International travel will take more time to recover



Flexible working arrangements will likely be extended to cope with ambiguous demand

Reallocations to higher-demand functions or regions will be considered to minimize gaps

Increase in cross-training and upskilling to create a more resilient workforce



TOURISM

FUTURE TRENDS



EY