

# Future International Travel Trends 2022

Visit Finland 22.12.2021

# Top 3 Global Travel Trends for the Future

The global Visit Finland team has updated weak signals and stronger trends that indicate changes in the travel industry, and presents here the top three megatrends influencing travel to Finland. We believe these are the trends that should be considered when planning and marketing products in the 2020s. They are Finland's strengths as we move towards the post pandemic international travel market. Read more about [travel foresight, trends and signals](#).

**The top three future megatrends to be aware of and develop to increase international travel demand are:**

- 1. Digitalisation & Technology**
- 2. Sustainable Travel**
- 3. Nature & Outdoors Travel**

It is foreseen that travel within Europe will recover to pre-pandemic levels sooner than long-haul Asian travel markets due to travel restrictions and quarantine measures. Read more about [statistical forecasts and information in the markets](#).

An aerial photograph of a large, white, domed building, likely a government capitol or university building, at sunset. The building features a prominent clock tower with a glowing yellow clock face. The sky is a mix of orange and purple, and the city below is visible in the shadows. A cross is visible on a smaller dome to the right.

# 1. Digitalisation & Technology

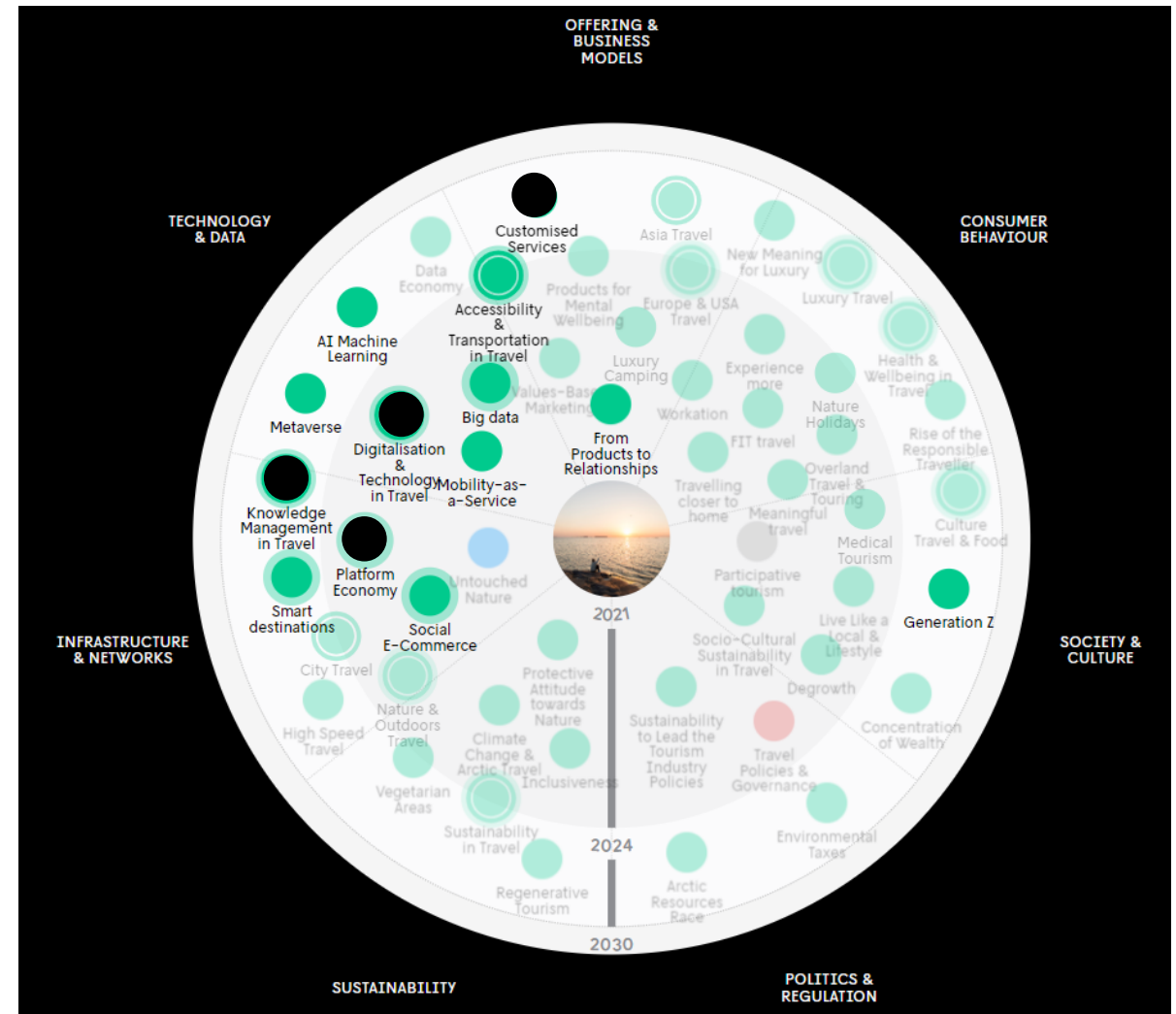


# International visitors are looking for digital services that cater to their specific needs

Digital development is eventually all about customer centricity: developing **customized digital services** that help the visitors or potential ones reach what they are looking for – buying services, getting information, enjoying experiences. Expectations for uniqueness, tailorability, automation, and smartness of digital services are growing.

**Platform economy** is a game changer and big winner in the travel sector as the players are online savvy and able to adapt to consumer needs quickly. Advanced digital tools enable tracking of audiences in real time and adapting offers to consumer needs as they surf towards conversion.

Compiling data on demand and supply digitally enables **knowledge-based management** of travel organizations and services. The role of big data and artificial intelligence in knowledge creation and analysis is constantly growing, and the tools for data management and utilization become more sophisticated and effective.



Read more about [travel foresight, trends and signals](#)

# International visitors are looking for digital services that cater to their specific needs

## Customised Services VF

● Strengthening | 2021-2032  
Crowdsourced: 2023

Customers' expectations for uniqueness, tailorability, automation, and smartness of service, are continually growing. Platform economy will remain a dominant change driver in the service industry, dismantling rapidly several existing service production and delivery related value chains. In the world of constant change and diversification, destinations need to be increasingly innovative in product development, specifically offering tailored experiences to meet changing attitudes and beliefs.



## Platform Economy VF

● Strengthening | 2021-2029  
Crowdsourced: 2022

Platform economy especially refers to service innovations built on external online ecosystems and made publicly available to consumers. These platform-based services are easily scalable and therefore endlessly replicable, creating huge growth potential for companies that succeed in their marketing efforts.



## Knowledge Management in Travel VF

● Summary | 2021-2041  
Crowdsourced: 2025

Knowledge Management is usually defined as a systematic process of creating, sharing and applying knowledge. Knowledge Management is also described as an organization's ability to recognize (relevant) knowledge and utilize it to enhance competitiveness. Among other things, it includes the creation, storage, transformation and application of knowledge.

One way to understand Knowledge Management is to view it as an organization's internal process, which includes the acquisition, creation, sharing and application of knowledge. The accumulated knowledge from this process can be utilized to improve the quality of decision-making at all levels of an organization, with the aim of gaining competitive advantage.

## 2. Sustainable Travel



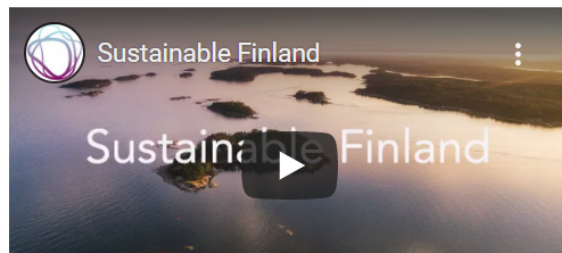


# Sustainable travel is about considering the impacts of one's choices to the surroundings in the long-term

## Rise of the Responsible Traveller VF

● Strengthening | 2021-2029  
Crowdsourced: 2027

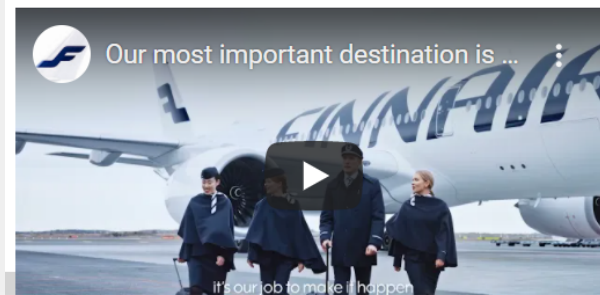
According to Euromonitor, 76% of consumers are expected to be more concerned about sustainability after COVID and 64% want to travel sustainably and with a purpose. More than 40% said it is important to them how companies or brands treat people – customers or employees – and that is expected to be a permanent change. This reflects the trends of growing environmental awareness and even the rise of climate-related anxiety concerning the potential future effects of climate change. It is likely, that this will increase the popularity of organic lifestyles and eating.



## Accessibility & Transportation in Travel VF

● Summary | 2020-2040  
Crowdsourced: 2022

Tourism is acknowledged as one of the world's most important economic sectors, responsible for a significant share of global GDP. Accessibility is understood in terms of facilitating both virtual and physical access to tourism destinations on a global and local scale. The overall objective is to improve the transport and tourism policies by integrating strategies for sustainable mobility, accessibility and responsible travel with efficient and sustainable tourism development, for transition to a low-carbon economy.



## Live Like a Local & Lifestyle VF

● Strengthening | 2021-2029  
Crowdsourced: 2022

Consumers are looking for authentic experiences when travelling to foreign countries and getting to know their culture. This is often referred to as "living like a local" trend: wanting to spend time in the destination just like the locals would, and blend in with local people instead of visiting touristic sites with other visitors.





# 3. Nature & Outdoors Travel

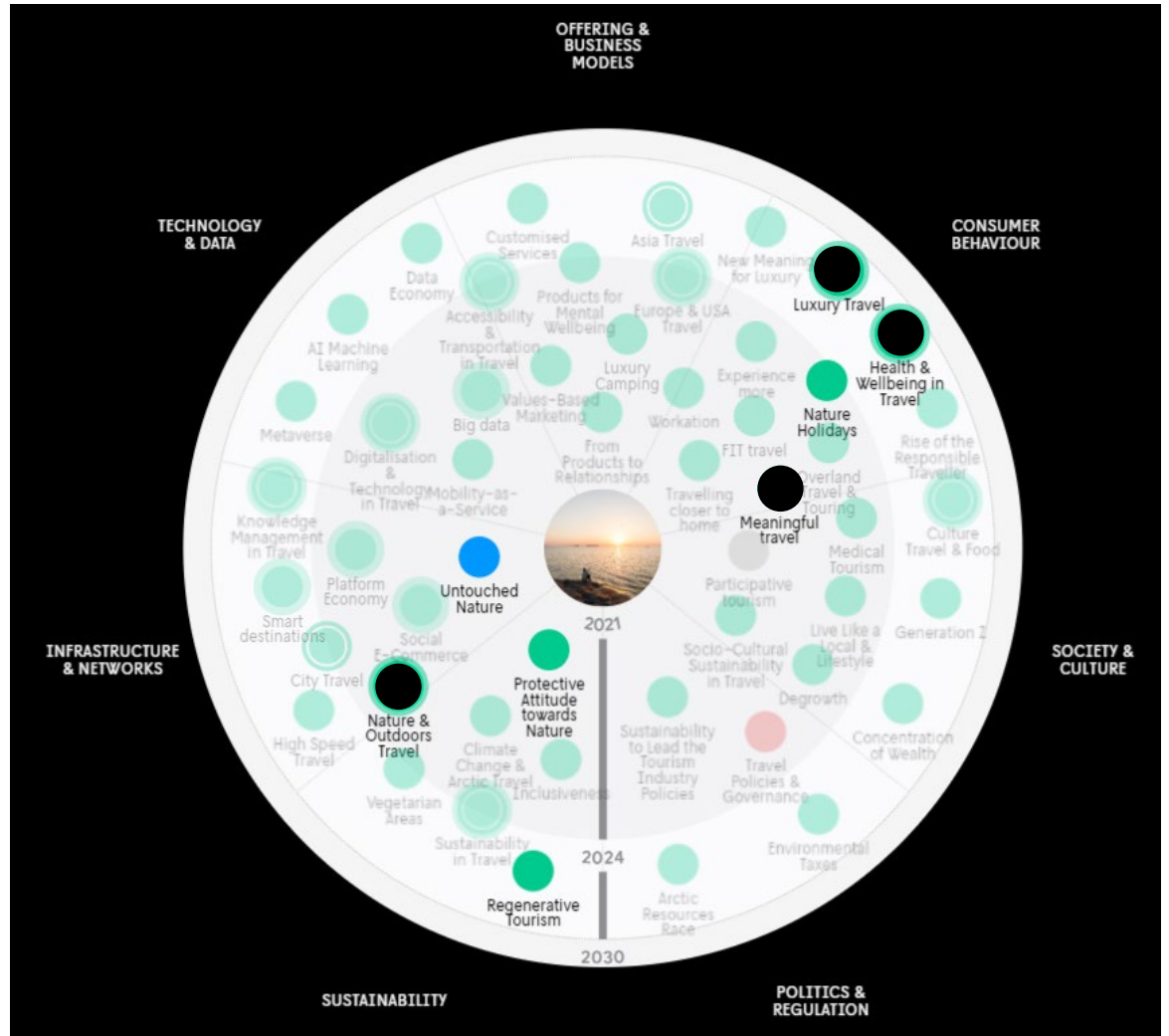


# Nature is Finland's most important touristic attraction for international visitors

**Nature and outdoors** is what international visitors most often know about and are expecting to experience in Finland. Wild nature, especially snowy winters, are becoming more rare on Earth, and thus also more appreciated.

For nature-loving **luxury travellers**, Finnish nature can offer the surroundings for making their dreams come true. As global wealth grows, luxury is acquiring a new meaning that is taking it away from material possessions and social status towards having intangible experiences that are authentic, exclusive and tailored. International visitors are increasingly looking for **meaningful and transformative interactions** with locals and the natural environment on their trips. Travelling is a significant part of self-actualisation and learning.

In the post-pandemic world, **health and wellbeing** is more appreciated than before. Experiences in the nature offer not only covid-safe surroundings for enjoying free time, but also maintain good physical and mental health, and could even offer healing and spiritual experiences for visitors.



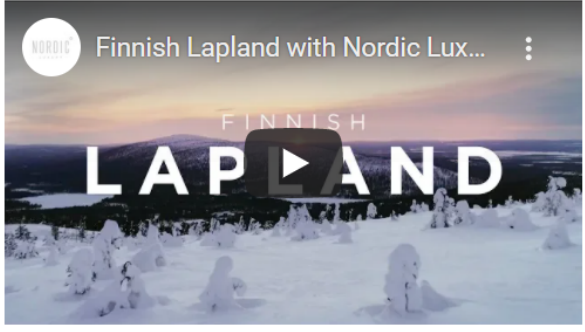
Read more about [travel foresight, trends and signals](#)

# Nature is Finland's most important touristic attraction for international visitors

## Luxury Travel VF

Summary | 2020-2040  
Crowdsourced: 2028

Travelers looking for a luxury trip want their dreams to become reality. They look for something unique, above their expectations with superb service where their needs and wants are fulfilled. This includes exclusivity, privacy, and everything from relaxation to adventure, with pampering and extras. As global wealth expands, and new inbound and outbound markets continue to emerge, the luxury travel industry faces disruption from a new generation of well educated, highly demanding travel consumers.



## Meaningful travel VF

Strengthening | 2020-2028  
Crowdsourced: 2021

The tourists are increasingly expecting gaining meaningful, immersive and personalised experiences from their trips. Travelling has become a significant part of self-actualisation and learning. This is part of a wider trend towards the growing importance of significance in work, leisure and relationships. The search for significance will increasingly strongly guide individuals' choices, concerning both work and leisure.



## Health & Wellbeing in Travel VF

Summary | 2020-2040  
Crowdsourced: 2025

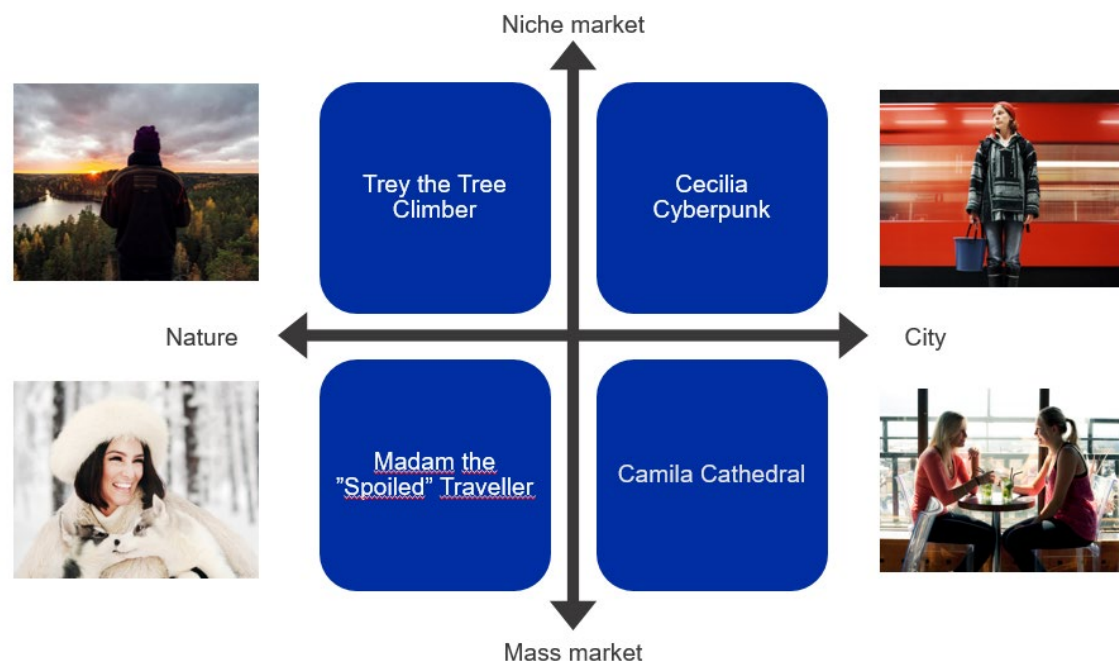
The importance of physical and mental wellbeing is increasing, as people live longer and want to stay in good health. People are more willing to engage in activities, like mindfulness, that are perceived to benefit their inner feeling of calm and happiness. This trend will also be more and more felt in the travel industry, as people will be looking for experiences, which help them to enhance their mental wellness. For example, nature therapy, guided relaxation activities and various kinds of retreats are likely to see a rise in demand.



Read more about [travel foresight, trends and signals](#)

# Interested in planning travel products for future international consumers?

Take part in [Visit Finland Academy Foresight Hackathon](#) workshop (in Finnish) with a group of companies.



## Useful links:

"Rethinking Future Travel" Radar > [Matkailun ennakointi](#)  
Traveller 2030 Scenarios > [Matkailun julkaisut](#)  
Statistical Travel Forecasts > [Matkailun julkaisut](#)  
Market Information > [Toiminta markkinoilla](#)



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