

# WHEN TRAVEL MEETS SUSTAINABILITY & EXPERIENCE

Find here some innovations and trends that are shaping travelers' aspirations and needs for the next few years, with an overview of how travelers are responding to some of the environmental concerns.

As pressure from the environment protection rises, how can travelers still meet their needs to discover something new?

And how to reconcile business travel with sustainability ?

How are the newest digital tools transform travelling? What if going away meant staying home physically and rather travelling with the mind?

Business opportunity #1

## TRAVEL HAS TO BE A TRANSFORMATIVE (MEANINGFUL) EXPERIENCE

Travelers, searching for valuable time and meaningful discoveries, with people nearby

3 times more willing to engage in ethical volunteering and restorative projects when visiting other countries.

Self-improvement is a top priority for global travelers, with ambitions like 'get in better shape' (27%), 'set a goal for myself' (27%), and 'change my habits' (26%).

[In detail](#)

Source : Wunderman Thompson - Inspire InFocus, 2021

## The desire to go off-grid

The **Ponant expedition** opens the doors to the wilderness. During Zodiac outings with scientists and on-board conferences to discover the flora and fauna, understand the traditions and lifestyles of local populations, and grasp the issues that govern these remote areas.

[In detail](#)

## Travel aesthetic

**Orient Express (EU)**

Accor Group, owner of the Orient-Express brand, is reinventing the iconic train, set to roll on European tracks in early 2025. The first glimpses of the train portray a luxurious cocoon on rails, accommodating up to 64 passengers. Aiming to redefine the travel experience, it caters to the slow travel trend, emphasising relaxation and sustainability.

[In detail](#)

## Single booking

Is seeing a considerable boost in 2023.

The new wave of unaccompanied trippers is looking for more adventurous, active, and mentally stimulating travel experiences with opportunities to meet new people.

[In detail](#)

Business opportunity #2

## WELLNESS IS THE FUTURE OF BUSINESS TRAVEL

The rise of remote workers (home office, bleisure and workation, or digital nomads) blur the lines between professional and personal life, allowing communities to regain control of their life but also demanding companies and travel experience brands to reconsider their offer, whether it's slower-paced regimes for senior or supportive menopause retreats for midlife women.

**56%** of global consumers who work remotely say they'll extend a work trip into a leisure.

Promads will also demand wellness and fitness facilities as **wellness tourism continues to drive the travel industry to be worth over \$1tn globally by 2030.**

[In detail](#)

Source : Expedia - Traveler Value Index, 2022

## BIRCH IS THE ESCAPE

Lifestyle hotel set in nature, buzz of a members club, and flexibility of a coworking space.

**Eaton workshop** hospitality spaces found ways to foster creative hubs and areas where communities and like-minded individuals can meet together and develop connections.

[In detail](#)

Business opportunity #3

## VIRTUAL WORLDS AS THE NEXT DESTINATION TO UNLOCK

Being hidden behind a screen makes people more confident and 51% of them feel like it would be easier to be themselves in the metaverse. Nowadays, people spent more time on the Internet (social media, website, metaverse, online gaming) than they sleep.

On average, they spent

**6.57h**

on the web vs 6.48h spent in their beds.

How can basic needs be replaced by the Internet? What consequences does it have on one's health and life?

[In detail](#)

The Time We Spend Online Is Falling, 2023  
<https://datareportal.com/reports/digital-2023-deep-dive-time-spent-online>

## GAMING AND EXPERIENCES

have been transferred online, resulting in an expanding online experience.

For instance, people have spent 14,5 Billion hours on Roblox, a virtual lego-like game. More than gaming, even music artists create experiences online, with the example of the band Gorillaz and their immersive performance.

[In detail](#)

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