



#BACKTOGROWTH IN TRAVEL WITH CREATIVE PRAGMATISM

VIDEO TRANSCRIPT

In early 2020, the world stopped traveling.

And though the travel industry is no stranger to disruption, a challenge of this magnitude is something no one has faced before.

In this defining moment, it's time to move the travel industry forward—better than ever. To get back to growth, you'll need to lean into your adaptive gene.

Get creative.

Do things differently—and do different things—with the assets that exist. We call this mindset creative pragmatism.

A combination of a realist's clear vision and an innovator's bold spirit.

This kind of ingenuity means rebuilding confidence and trust. Inspiring people to travel again.

Building adaptive cost models for your business and redirecting savings to reinvest in growth. Great adventure stories should never be easy.

We're here to help the travel industry get creative and get going.

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