LOOKING BACK...

2017 TRAVEL TRENDS

#01 THE RACE TO BECOME SUPERBRANDS

#02 EXPERIENCE ENGINES ON

#03 THE NEW TRAVEL KARMA

#04 VITAMIN C-S
For the third year in a row, Accenture Interactive for Travel looks to shed some light on the factors shaping the travel industry and call out the game changers our experts believe will break through in 2018.

**METHODOLOGY**

Under the umbrella of design thinking, the experts begin by looking ahead to explore the topics that will be relevant several years from now. Tapping into a wealth of creativity and their extensive knowledge of the industry, they analyze the main themes that will be trends in the world of travel as 2018 unfolds.

The research conducted in this field, coupled with the innovation and creativity of the team, provides the ideal combination for delving into an industry that is immersed in so many changes and identifying some of the movements taking place within it.
The design of any journey using separate modules, such as the hotel room and the airport lounge, that can be interconnected to form a new and highly personalized experience for the traveler.
The new trend in travel design is based on the intelligence behind the composition of these modules, and how they combine and connect to improve the experience of the traveler.

**COMPOSITION**

The modules are flexible and adapt to the traveler, and the overall structure can be adapted to their needs.

**COMBINATION AND CONNECTION**

The intelligence behind the orchestration of these modules will ensure the best combination of services and products, to offer a customized experience package.
COMPOSITION
The new customer expectations

Travelers expect unprecedented levels of flexibility. They are looking for customized modules that meet their interests. Brands must respond to these new expectations by combining the most appropriate ones, and offering the best possible trip.

The new compositions include concepts such as luxe, which itself has evolved considerably, since everyone perceives it differently. It is no longer a unique concept; instead, it is a personal expectation, one that brands must tend to.

In the same way, there are times when being unplugged from the digital world takes on a special meaning. So, if travelers can access content and services that enhance their travel experience, the result will be very satisfying. Why not select “travel mode”?

COMBINATION
The new approach

Through these modules, developed with substantial flexibility and adaptability, brands will offer travelers combinations that align with their travel expectations, giving rise to new structures that align with their needs.

To make this happen, companies in the industry have a great ally, the digital world, which will enable them to create brand intimacy, based on greater knowledge of the customer and the provision of more personalized services.

New technologies, such as biometrics, can analyze travelers’ sentiments. Smart rooms, for example, detect the guests’ mood to provide the service they need in real time, not based on past data. And with virtual reality, a person can travel without leaving their room.

CONNECTION
The assistant paradigm

Moving from a linear and unidirectional trip, to a modular experience configured by intelligence, will be possible thanks to conversational assistants, a new user interface that offers an omnichannel and multiservice experience.

Conversational interfaces will be the new user interface and will provide an omnichannel and multiservice experience.

“The assistant will be more important than the web & mobile in 2 years”

Adam Cheyer
Siri, VivLab
Travel, a highly competitive realm involving actors from different industries, has become a kind of battlefield where brands either attract or repel each other. They must identify which position they hold, so they can define a strategy and survive the battle.
WIN YOUR OWN WAR

Three driving forces—customer expectations, consolidation of the superbrands and configuration of trips according to the modular architecture—are shaping a new ecosystem in the tourism industry, which has become a magnetic field where brands need to understand their current position in order to define their strategies.

There is an urgent need for companies to come together to meet the growing demands of travelers, by generating new trips and new services designed around their needs.

IT’S NOT AN EVOLUTION...

IT’S AN AUTHENTIC REVOLUTION.
THE PARTNERSHIP ERA

When a strategy can be based on attraction, on joining forces, brands have two options.

BE THE GIANT: the acquisitions and alliances that arise between organizations, establishing cross-border collaborations, and the eventual blurring of existing borders will turn companies into giants, capable of integrating the modular experience for the traveler.

DANCING WITH GIANTS: is to become a satellite, i.e., a company that provides a specific service to the giants, so that companies can offer their customers services and travel offerings that are not part of their core business.

THE CLONE WAR

Of course, if no partnerships can be forged, attack becomes the best defense. Once again there are two possibilities.

Understand which strategies are successful, in order to take them on and integrate them in the business.

Identify the potential of similar services developed in the market which can be copied and improved, becoming part of the DNA of the business.

THE NEW DISTRIBUTION LANDSCAPE

There is a clear change in the distribution landscape of the travel industry, related to the possibilities offered by disintermediation.

The possibilities of direct relationships, aided by the development of technologies such as blockchain, will be a game changer in the industry. For customers, it will provide more economic access to the services of their choosing. And for companies, new opportunities for increased profitability, through soft partnerships with new start-ups.

The New Distribution Capability is therefore an agent of change, creating new opportunities to share the vision of a new distribution landscape.
The world is going crazy. And travel is feeling it. This situation is leading to a new way of measuring destinations, the Traveler Risk Tolerance Index.
A series of events are taking place around us that are changing the premises under which travelers choose their destinations.

Tourists consider an endless number of issues when picking a destination, such as: the problems derived from the rise in terrorism or the spikes in tourism-phobia perceived in certain capital cities, stemming from the overcrowding suffered due to the location being especially attractive.

However, there is an opportunity for new destinations to be redefined and for brands to become destination management companies, finding a way to ensure trust, and attract and retain travelers.
New factors are coming into play when travellers make decisions about the destination for their next trip:

**CONSCIOUS TRAVELERS**
The sense of urgency that fuels the attractiveness of destinations, for example Cuba before it becomes fully open to trade, or before a destination disappears due to the climate change.

**TOURISMPHOBIA**
The problem of overcrowding leads many tourists to explore other places on the map that have remained more unspoiled and authentic.

**ANTI-MAINSTREAM**
There are increasingly more travelers who escape seasonality and try to go against the grain.

**TRAVELER ANXIETY**
The rise in terrorism, the rate of sexual abuse, government stability or other specific needs, such as accessibility provide additional criteria for travelers to consider...

**FUNNEL MANAGEMENT**
Under these premises, countries and destinations gain identity and power. They become enterprises in and of themselves.

New travel experiences will emerge from this reflection, which both countries and companies in the industry will be called on to engage in. They would essentially become destination management companies (DMC), responding to tourists’ new need to become familiar with a variety of options, allowing them to make the best destination choice.

**THE PURSUIT OF TRUST**
Brands must be able to interpret the external factors that concern customers, in order to identify criteria and indices that truly offer travelers a solution.

This will be the only way to achieve the main objective, which is simply to earn their trust, in an environment where security management will be paramount when it comes to offering the best value proposition, which is how they will differentiate themselves.

All these factors lead to a new way of measuring destinations: the **TRAVELER RISK TOLERANCE INDEX**.
Data transactions have become the main focus of a more dynamic and interactive journey between brands and travelers. This leads to the beginning of dehumanized experiences and the rise of travelers’ anxiety.
CUSTOMER AS A NUMBER

Coming from the obsession to measure everything, brands are transforming customers into numbers.

However, traveler expectations point in a different direction and suggest that human essence and the search for transparency between companies and customers are two factors shaping the present and the future.
THE BRAND - TRAVELER MATRIX
Brands are quantifying travelers. With all this information, they can build automated processes, in which travelers become slaves of algorithms.

This leads to a situation where brands can predict their customers’ future plans. Thus, brands have become time machines, and the customers are the numbers that travel in those machines. However, travelers also have the power to quantify brands and alter their data ecosystem.

THE POWER AND DUTY OF MEASUREMENT
The knowledge that brands acquire from travelers comes from the complete measurement of the new modular journey. Thanks to the ability to track the complete experience through online and offline interactions, it consolidates the phygital paradigm.

This interactive journey between brands and customers means higher expectations than ever before. Thus, travel brands carry on with the responsibility of fulfilling them to avoid anxiety and frustration for travelers.

MAKE IT WORTH IT
Measurement obsession plus traveler quantification could tear apart customer privacy and human essence. Since privacy no longer exists, customers can only trust in a brand’s transparency. Blockchain will lead to a new form of trust.

We, as travelers, still demand love, even if interactions happen via technology. Create tech with soul.

Travel brands are not only expected to respond at the right time, but in the right way as well. Time—such a fleeting and valuable resource—is more valuable than ever and travelers don’t want to waste it.
At Accenture, we are ready to accompany you.

We have identified some of the vital aspects that brands must take into account to overcome the 2018 trends, according to their primary line of business.

**01 THINK MODULAR**

- Identify relevant modules (i.e. hotel room, airport lounge…) throughout the journey.
- Design an experience package.
- Invest in applied intelligence to action conversational channels.

**02 UNDERSTAND YOUR PARTNERSHIP ECOSYSTEM**

- Do not keep quiet: look for acquisitions and alliances to win the battle.
- Introduce technology that empowers your strategy in terms of cost reduction, disintermediation, etc.
- Operate as a Destination Management Company.

**03 PAY ATTENTION TO NEW FACTORS**

- Take external factors into account and refresh your value proposition.
- Adapt to each traveler’s Risk Tolerance Index.

**04 QUANTIFY WISELY**

- Go one step ahead and anticipate the new customer’s expectations.
- Humanize client data and include tech with soul.
ABOUT ACCENTURE

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