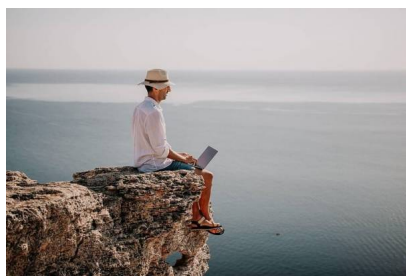


TOP 5 TRAVEL TRENDS IN 2023



A technological revolution in the tourism industry is no longer a hypothesis. In the next 12 months and beyond, we will witness a continuous change in the way we travel. New tools, solutions and knowledge, as well as easier transit through airports and the ability to travel with less luggage, are clear travel trends of the next year - presented by Tourism Review.

1/ Travel in a Metaverse

In the coming years, the metaverse will take traveler interaction further. They will be able to enjoy more intense cultural experiences in an online world, exploring virtual concerts and exhibitions.

Technology also offers enormous potential for pre-trip assistance and the opportunity to "try before you buy," which will generate a greater desire to travel and increase enthusiasm. This practice will become increasingly popular as a way to try higher-priced products and services, such as luxury cruise vacations.

Walt Disney Co. plans to create a real-world theme park attraction that incorporates a parallel 3D virtual world experience, while Seoul is leading the way with its plans to go "meta" in 2023, with a platform titled "Metaverse Seoul." Qatar Airways, meanwhile, recently unveiled Qverse with a MetaHuman cabin crew, offering an immersive experience for touring, navigating and checking in at Hamad International Airport.

2/ Seamless Payment

Biometric payments - via ApplePay and GooglePay - are now mainstream for retail and travel payments. In the coming years, travel is likely to help accelerate the development of biometric payments. Airports already use biometrics for travel document identification, so the next logical step is to leverage this identity verification for any payments travelers make during their trips.

No longer will there be a need to reach for the wallet in order to pay for a business class upgrade. If a traveler uses biometrics to check in, drop off luggage and board the plane, these identity checks could be extended to cover any payments during the trip, such as adding an in-flight meal, giving them a seamless payment experience. The use of biometrics will enable airports and travel operators to offer the traveler a contactless and convenient payment experience at all points in the journey.

Biometrics is one of the travel trends that will allow travelers around the world greater convenience and security, from paying for train tickets to upgrades to in-flight meals or delayed hotel check-out.

3/ Travel without Luggage

The combination of customers becoming increasingly conscious of their carbon footprint and the

cost of checked luggage is reducing the amount of luggage travelers pack. Stacks of designer suitcases are no longer a status symbol - quite the opposite.

Hotels and resorts are increasingly offering rentals of bulky items, such as sports equipment and workout clothes. Some also offer additional options with local suppliers to be more popular with tourists. In addition, travelers are looking to purchase essential items at the local destination, supporting and interacting with the community in the process and further ensuring meaningful travel experiences.

Global chains such as Hilton are offering exercise equipment, helping travelers move closer to a "suitcase-free stay."

4/ Work from Anywhere

Remote workers will adopt an increasingly nomadic lifestyle, migrating to different locations. We will see workforces spending less time at home due to the widespread formalization of "work from anywhere" policies in companies.

Workers will opt to spend time with friends and family in their respective countries or work temporarily abroad. From a governmental point of view, we will see a steady increase in countries encouraging the arrival of digital nomads through visa schemes and incentives.

Countries such as Georgia, Croatia, Iceland and Costa Rica have already created official schemes to attract digital nomads. Bangkok and Lisbon are among the top five cities for digital work. Experts have seen a 165% increase in searches from Sydney to Bangkok during September 2022 compared to 2019. There has also been a 74% increase in searches for flights from Sao Paulo to Lisbon during the same months.

5/ New Business Travel Culture

Business travel is back, but with a difference. In recent years, many companies have introduced work-from-anywhere policies. This has brought with it the challenge of team bonding and collaboration. As a result, among the travel trends is an increase in team travel plans, where teams come together for the purpose of strengthening relationships.

American Express Global Business Travel even published a paper titled "Why business travel is at the heart of the new business culture." Now that employee experience is more important than ever, team travel programs will increase exponentially. These are great ways to motivate teams, improve employee satisfaction, reinforce company loyalty and unleash creativity.

Date: 2022-11-14

Article link: <https://www.tourism-review.com/travel-trends-of-the-next-year-news12801>