

A photograph of an astronaut in a white spacesuit floating in the void of space. The suit has a small American flag patch on the left shoulder. The background shows the dark void of space with some distant stars and a faint grid pattern.

Danish Consumers – Traveling from Corona to the Future

Trends and scenarios for the future of the tourism sector

ANTOR Denmark
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Copenhagen Institute for Futures Studies
GLOBAL INDEPENDENT ADVISORY

INDEPENDENT
GLOBAL ADVISORS



Bugge Holm Hansen
Associated Partner & Special
Advisor in Travel, Sport,
Innovation and Digitalization

*Copenhagen Institute for
Futures Studies (CIFS)*



Sofie Hvítved
Associated Partner & Special
Advisor in Media & Technology

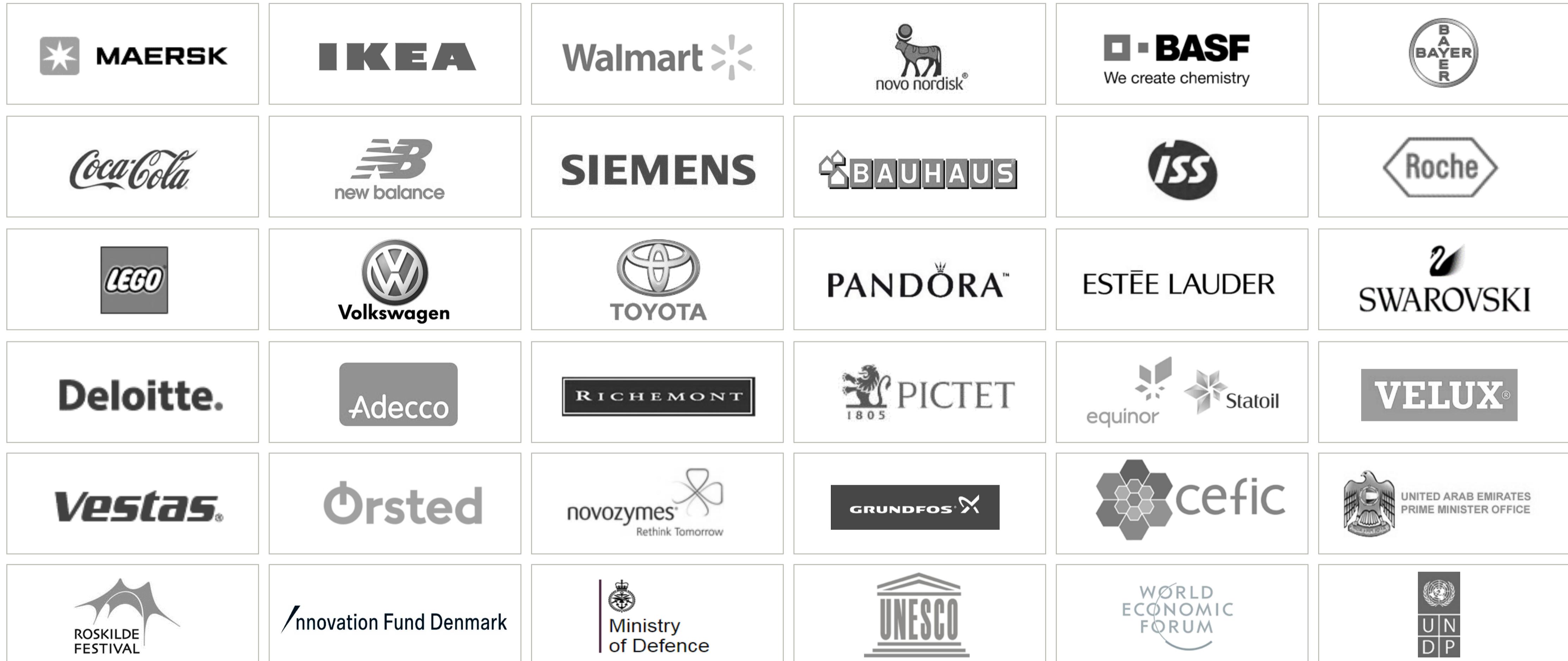
*Copenhagen Institute for
Futures Studies (CIFS)*



Global Independent Advisors since 1969.

The Copenhagen Institute for Futures Studies is a non-profit, independent institute founded in 1969 by former OECD Secretary-General Thorkil Kristensen for the betterment of our society.

Our main goal is to navigate in complexity and advise decision-makers about the future, enabling them to make the best possible decisions in the present.

SELECTED PARTNERS



TODAY'S AGENDA

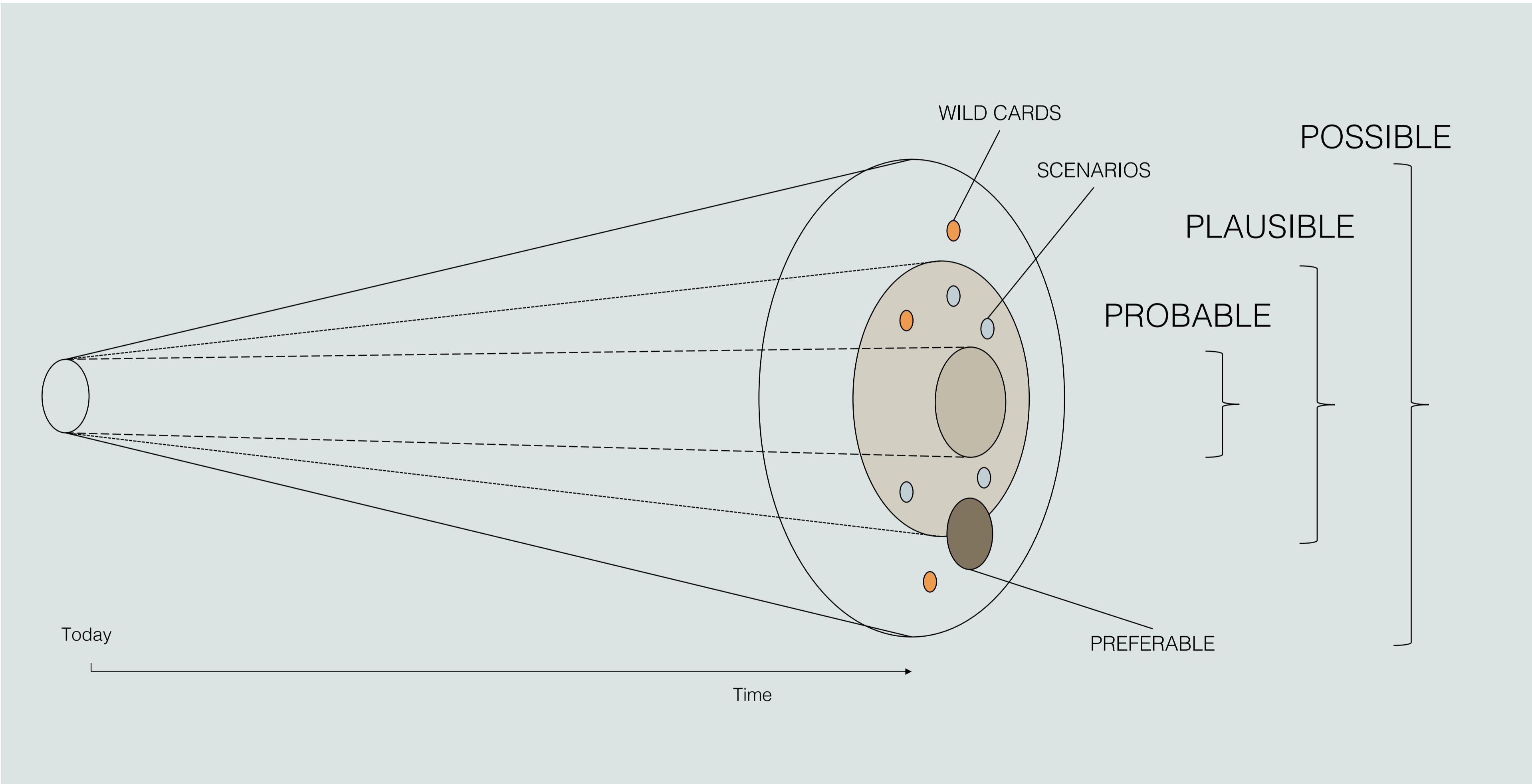
- Future studies & megatrends
 - The future consumer
 - 4 scenarios
 - Where do we go from here?
 - Q&A



Key futures principles...

- There are multiple **futures**.
- The future is **not pre-determined** – we have alternatives.
- The future is **not predictable** – we have choices.
- The future **can be influenced** – there are consequences of our choices and action today for future generations.

Futures tunnel...



Technological Development

The application of knowledge or science to commerce or industrial processes. Both the innovation and diffusion of technologies.

Knowledge Society

Increasingly educated populations and growing economic value of knowledge where skills, information, and data constitute primary economic assets.

Acceleration & Complexity

Shortening business lifespan, innovation, and product life-cycles with greater industry convergence.

Polarisation

Growing gap between extremes, such as top and bottom market segments, at the expense of the middle and lower segment.

Individualisation

Increasing desire for personalized products and services that directly conform to the needs and interests of any particular user.

Immaterialisation

Changes in our perceptions and our values that includes a greater focus on value over volume.

Network Society

A society and operating environment where networks are shaping social interactions and organisational structures.

Demographic Development

Measurable changes in demography covering distribution and size in human population – including: urbanization, ageing, ethnicity & religion and family composition.

Economic Growth

Overall increase in productivity and subsequent growth of wealth at a global scale.

Globalization

The process of interaction and integration among the people, culture, companies, and governments of nations across the globe.

Sustainability

Meeting the needs of the present without compromising the ability of future generations to meet their own needs.

Focus on Health

Global movement towards improving the health and well-being, transcending all aspects of public, private, and professional lives.

Commercialization

Areas in society and the public sector that become assigned to commercial business.

Democratization

A process of transformation in which equality, access, and transparency are improved by accountability, decentralization, empowerment and openness.

Source: Copenhagen Institute for Futures Studies

GLOBAL MEGATRENDS

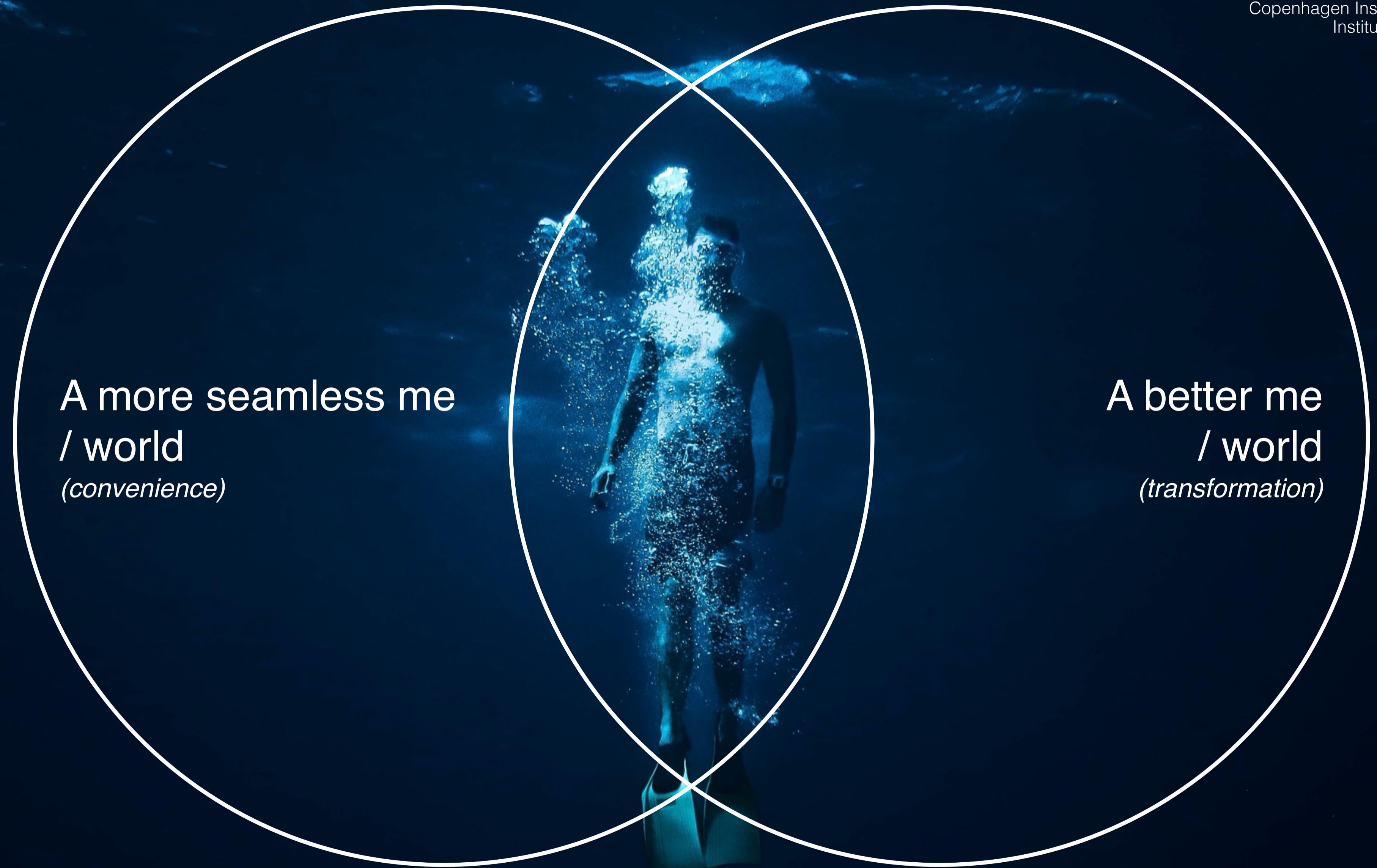
Megatrends are major pathways of development, global in scope, and have a lifetime of at least 10-15 years.

While megatrends are expected trajectories, do not expect the development to occur linearly.



Up until now...



A large white Venn diagram is centered on a photograph of a person swimming underwater, creating a trail of bubbles. The diagram consists of two overlapping circles. The left circle contains the text "A more seamless me / world". The right circle contains the text "A better me / world".

A more seamless me
/ world

(convenience)

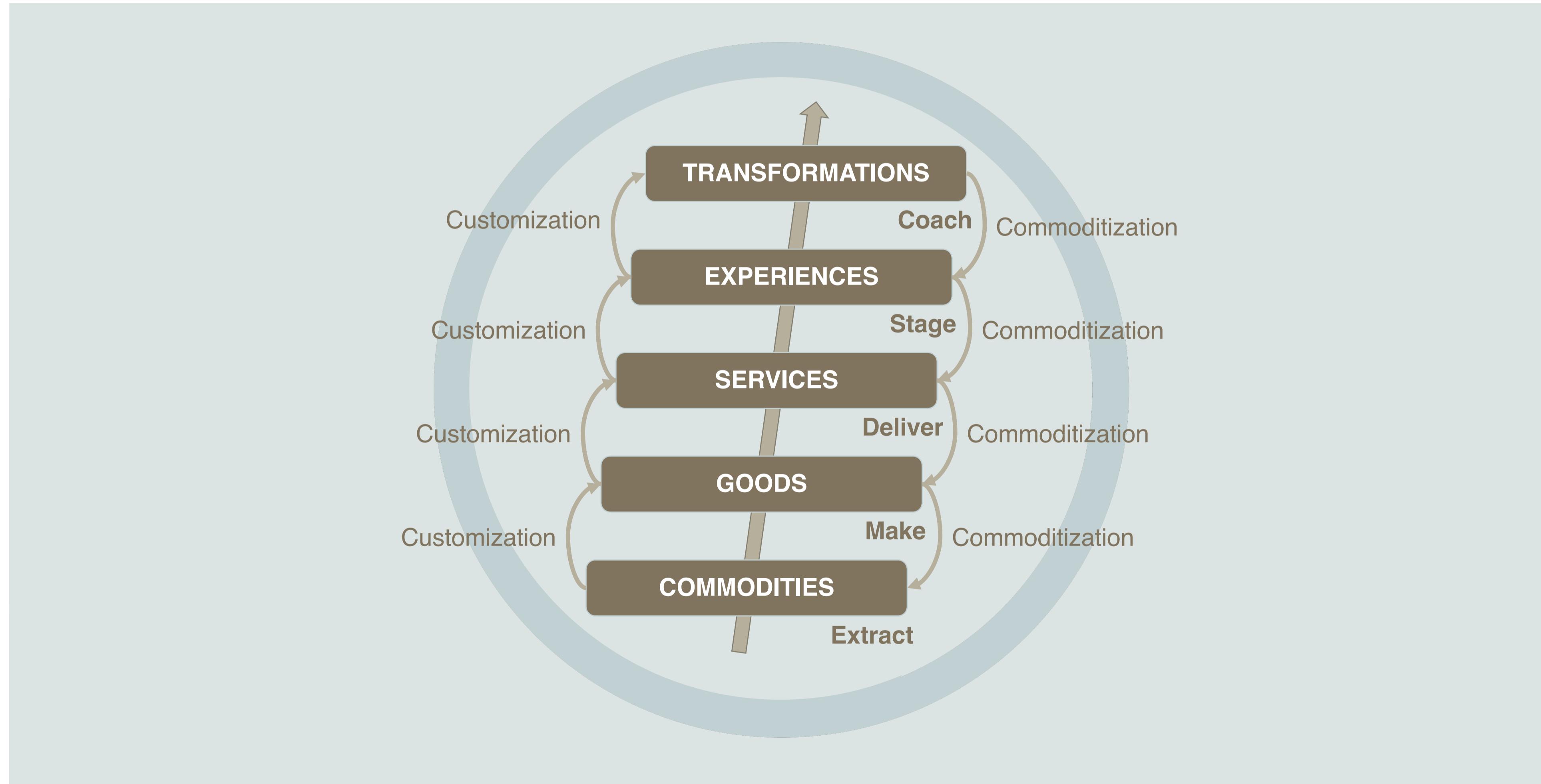
A better me
/ world

(transformation)

**THE LIQUID
IDENTITY**

The Experience Economy

the shift from commodities to transformations.





We live in a culture of liquid expectations where each new and amazing experience becomes the standard to which all others are compared.

If I can pay seamlessly when I take an Uber why can't I do the same when I plan my next travel?!

Why can I buy sustainable food but cannot travel in a sustainable way?!

CRUMBLING PILLARS

FOUR THREATS TO THE GLOBAL STATUS QUO

SUMMARY

We are living in a time of upheaval. Many of the conditions we have long taken for granted are now changing. The report looks at four trends that threaten the global status quo: Democratic recession, the end of Western technological dominance and Western-led globalisation, and accelerating environmental change.

Scenarios for the future of tourism in 2020/2021 - after COVID-19

How big is the impact of COVID-19?

Covid-19 Industry Impact
boardofinnovation.com

If characteristic is present in your or your clients' business, impact is negative (unless you successfully pivot).

Note: Detailed impact analysis per industry in dedicated reports.

	Large gatherings are essential	Close human interaction is essential	Hygiene, or perception thereof, is critical	Dependant on travel (business and leisure)	Service or product is postponable or expendable	Impact analysis
Tourism and hospitality	Very high	Very high	High	Very high	High	Very high
Sports	Very high	Very high	Medium	Low	Medium	High
Music	High	High	Low	Medium	Medium	High
Automotive	Low	Low	Medium	Low	Very high	High
Beverages (Alcohol)	High	High	Medium	Medium	Low	Medium
Retail (non-food)	High	Medium	Medium	Medium	Medium	Medium
Pharmaceuticals	Low	Low	High	Low	Low	Low



Using scenarios as a tool

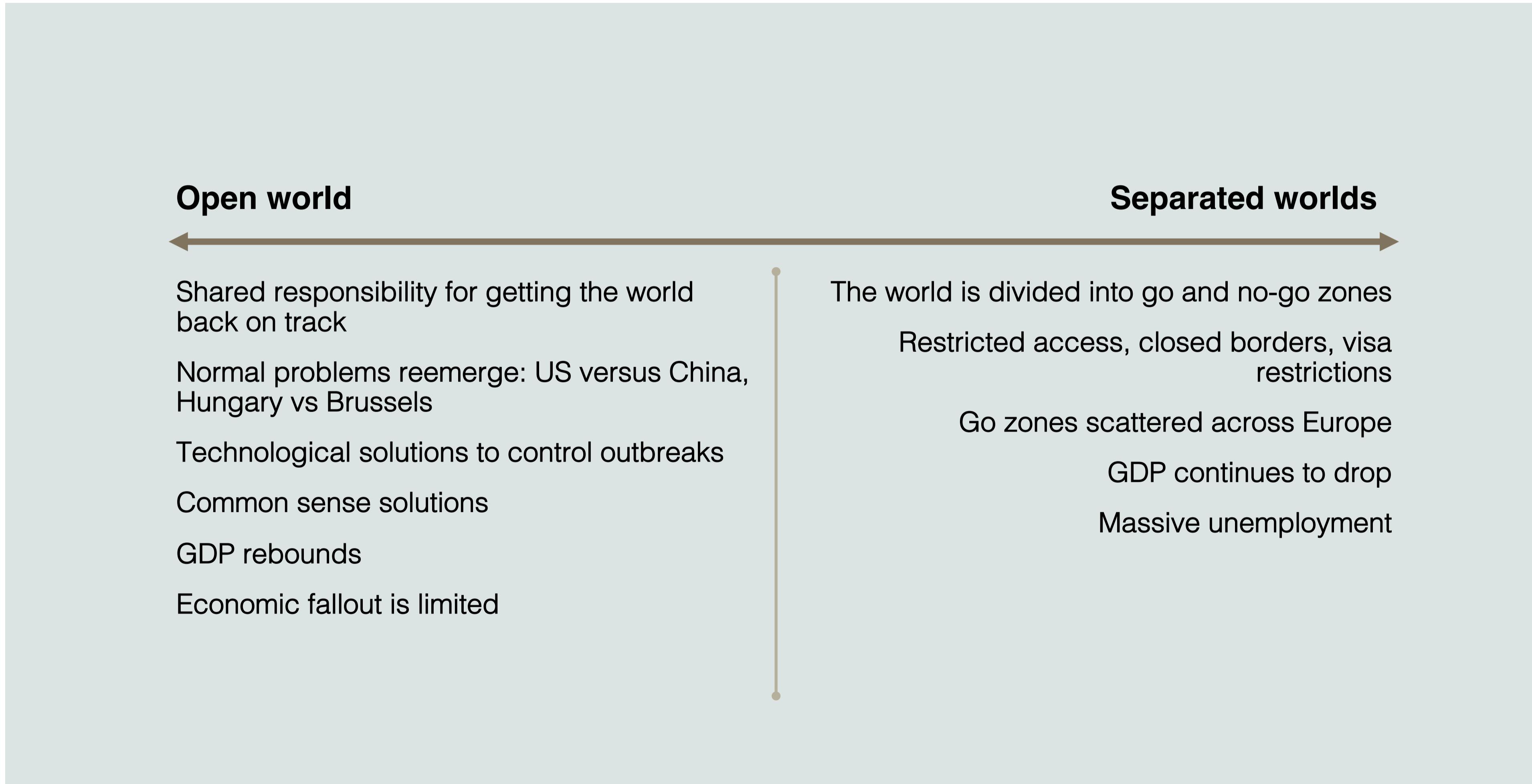
Scenarios can be used as a tool to:

- Reduce **complexity**
- **Structure thinking** about the future with storytelling
- Initiate **dialogue**
- Working with the most **critical uncertainties** for the organization
- **Not predictions** of the future

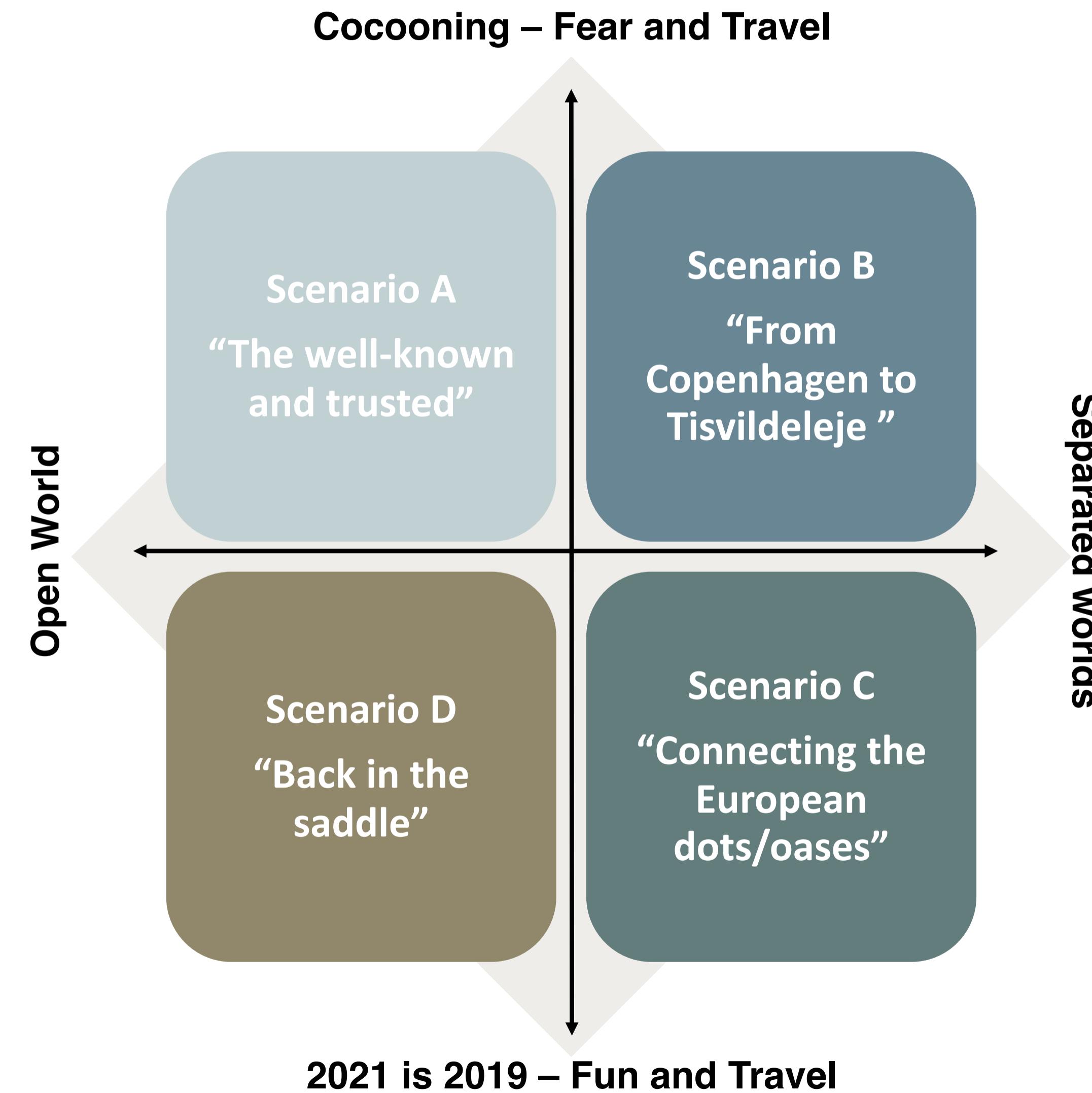
Consumers



Globalisation

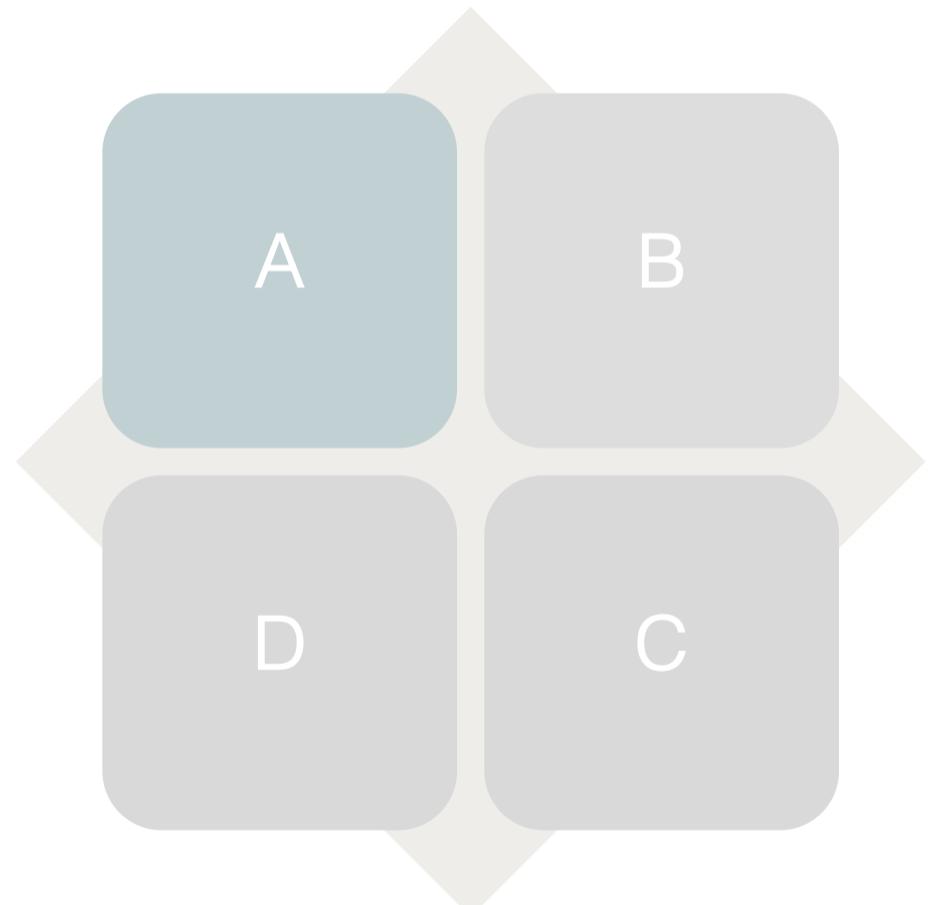


SCENARIOS FOR THE FUTURE OF TOURISM



Scenario A

Cocooning – Fear and Travel //
Open world

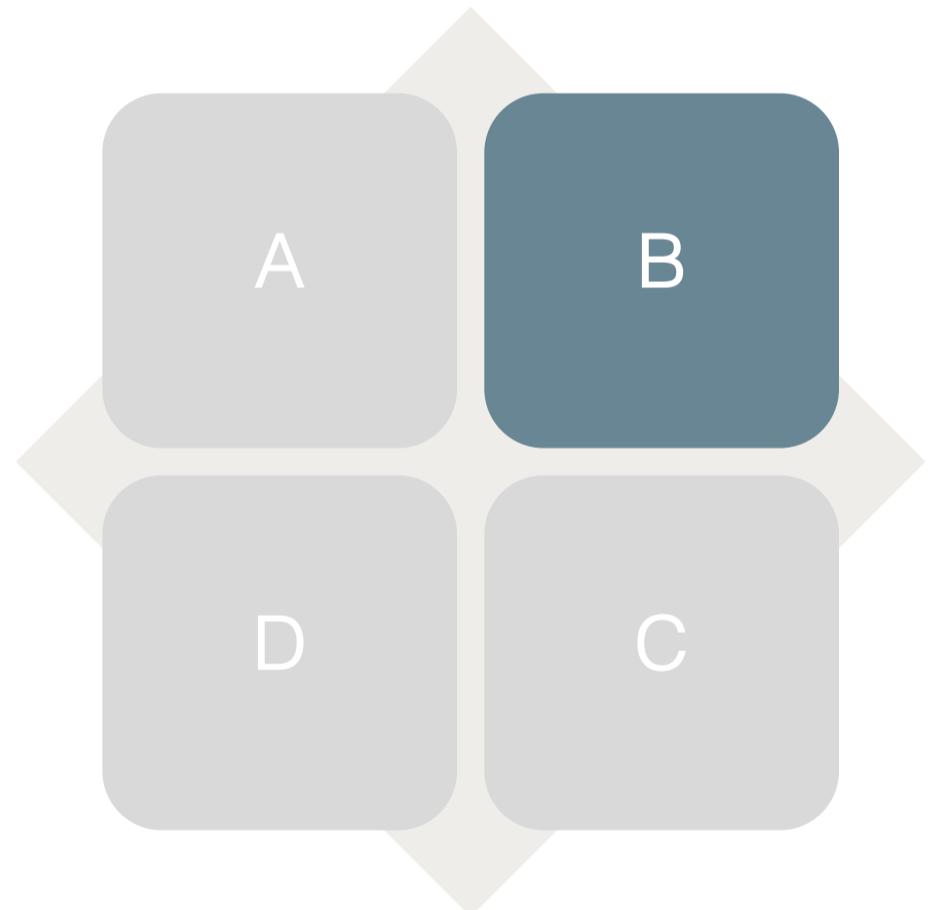


THE WELL KNOWN AND TRUSTED

- The world is **almost back to normal**, but tourists stay at home
- Mental models around travelling has change and the **willingness to explore is diminished**
- Tourist destinations:
 - Should be **well known**
 - High degree of **trust**
 - **Cultural connect** to Denmark
- **Safety measures are more important** - ratings, insurances, safeguards for all aspects of the trip
- **Markets close to Denmark prospers**. Peru is not on the Danes mental map
- **Shorter trips** – weekends etc.
- The (perceived) **quality of public services** is important at the destination
- The regions which took the worst hits with Corona are **stigmatized** (Lombardia etc)

Scenario B

Cocooning – Fear and Travel //
Separated worlds

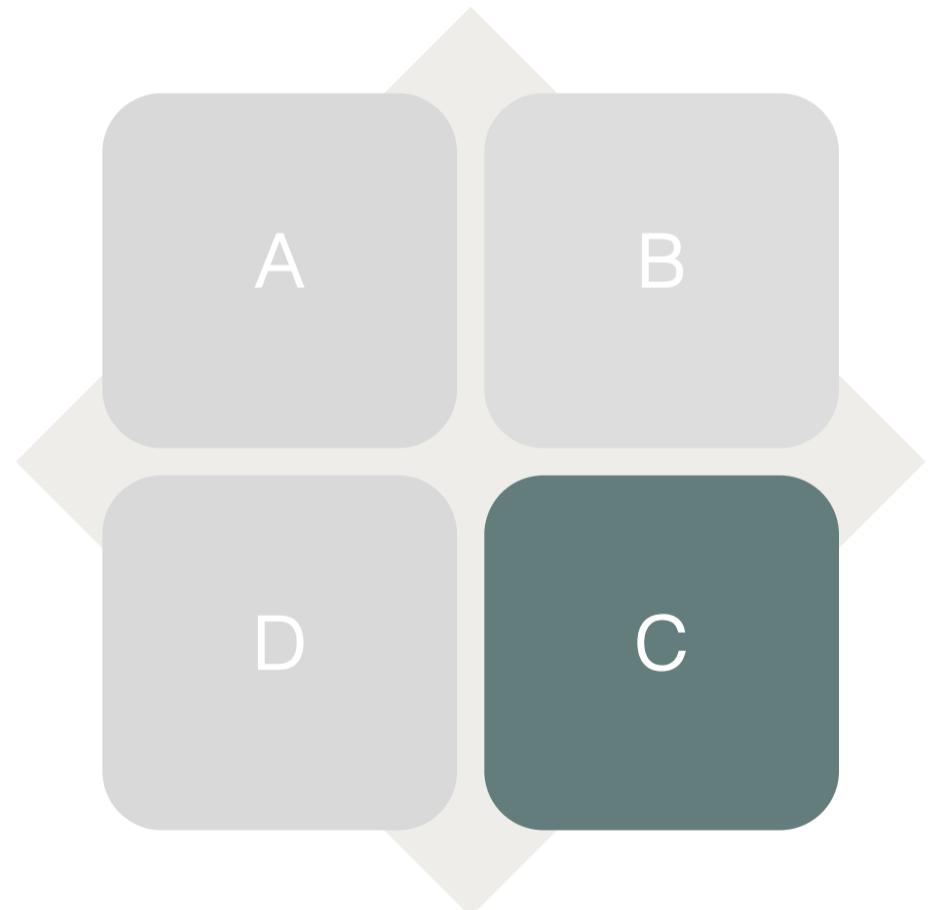


FROM COPENHAGEN TO TISVILDELEJE

- The world is **divided into zones**. Borders are not only mental but also physical
- **Savings rates increase** and taxes sky rocket
- Open **borders are difficult to cross**. A border is a check point and tourist do not feel safe and secure crossing borders
- **Limitations** on amount of tourists allowed into destinations and sights
- Tourists main concern continues to be how to **uphold social distancing**
- **Cocooning** in homes, huts, summerhouses and the odd cabin in Sweden
- Local tourist destinations make **limitations on tourists**: You are only allowed to visit if you win the weekly lottery (500 per day are allowed into Tisvildeleje)
- **Alternatives to traditional tourism flourishes** – technological and analog
- **Gardens are the new black**
- **Individual solutions**: No public transport – only private cars or bikes
- **Trust**: National and local

Scenario C

2021 is 2019 – Fun and Travel //
Separated worlds



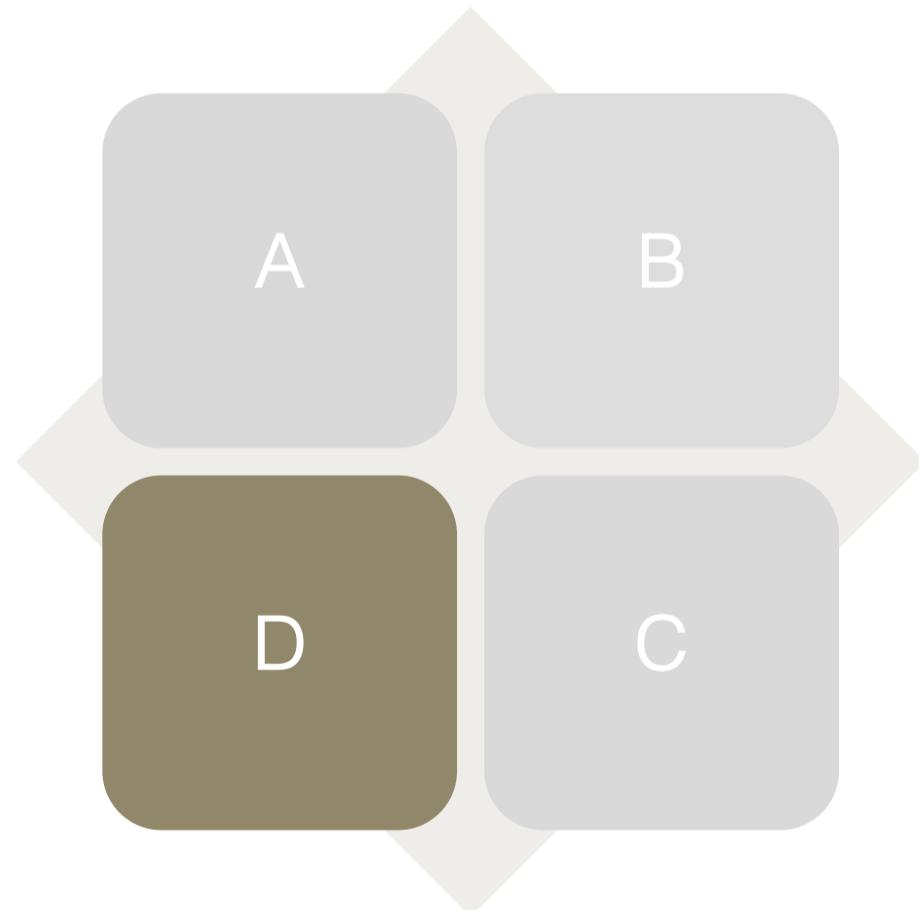
CONNECTING THE EUROPEAN DOTS / OASES

- International **regulations are lifted very slowly**
- **Borders and checkpoints persist** – not only because of the pandemic but also for local political reasons
- International relations have taken a hit – EU and other **international organizations struggle**
- Consumers/tourists are **impatient** – they felt cheated in 2020 and have difficulties travelling in 2021
- **Local and regional deals are made** – “*Hamburg opens up for Danes and Norwegians but not Swedes*”
- Each destination creates **its own set of rules** – some are closed down; others are open for business 24-7
- **Technology plays a huge part** in the tourism industry
- As many consumers are frustrated because of travel restrictions they try to **bring the experience of the destination back to their home** – music, wine, parties etc.
- **Cheating and illegal set ups** grow – the demand is there but the politicians and authorities tries to stop us
- Safety and security is important for authorities **not so much for the individual tourist**

BACK IN THE SADDLE

Scenario D

2021 is 2019 – Fun and Travel //
Open world



- The pandemic rapidly **moves down the global agenda**
- **V shaped recovery** and the world is open again
- Safety and security is highly prioritized but not something that is on the individual tourist's mind
- **Fast pick up and high demand** from many segments (not including segments directly hit by unemployment)
- **Have fun and show solidarity** by visiting also regions where the pandemic were severe
- New habits are formed – more digital and better hygiene – but they **supplement existing consumption patterns**
- **New companies** spring up all over the place to take over from companies killed by the pandemic

THE NEW NORMAL Low touch economy

TOP DOWN ENFORCED
Rules/policies will swing up & down.

- Travel restrictions
- Limited gatherings
- Hygiene requirements
- Protecting vulnerable groups
- Surveillance and data tracking
- Legal & insurance conflicts will pop-up everywhere
- Expect many after-shocks
- ...

BOTTOM UP EMBRACED
New habits & behaviors that will stay.

- Remote flexible working
- New work/life balance
- Accelerated digital and online adaption
- Hyper-localism & micro adventures
- Social distancing
- The need to escape (*people are bored*)
- ...



LOW TOUCH INITIATIVES

A trend that is very urgent is the need to make low touch initiatives.

- Non-human services like indoor **delivery robots** at hotels
- **Virtual Reality Tourism**
- **The remote destinations** will become even more luxury escapes
- **Voice control and facial recognition** instead of touchpad and physical contact
- **Pod hotels**
- **Visible temperatures** of guides and staff



THE TRIP GOES TO DENMARK

The share of **Danes feeling proud** of being from Denmark and being Danish has increased over the past 40/50 years.

Whether these feelings can be replicated towards Scandinavia, the Nordics and Europe is debatable.

The pride in being Danish/from Denmark might increase if Denmark handles the pandemic well and decrease if the pandemic is handled less well in Denmark.

This might imply that Danes will start to **look for destinations that resembles Denmark**. Holland, Germany and Scandinavia.



SUSTAINABILITY AND TOURISM

Post Corona we will probably see **3 consequences** for how sustainability affects the tourism industry:

1. **Driven by fear in the short term.** The linkages between low key and practical sustainability parameters will be more important. (chemicals used, pesticides)
2. **New solutions in the long term.** How can digital solutions improve experiences and reduce climate impact?
3. **Climate change as a megatrend** continues to be important.

Sustainability beyond climate:

- **Sustainable economic growth** of the industry
- Potential **end of “overtourism”** in cities like Venice
- **Sustainable social interaction** of travellers instead of individualism resulting from people being reminded of depending on a community during corona times.

WHAT COMES AFTER THE HYPE OF HYPER LOCALISM AND MICRO ADVENTURES?



Remaking tourism

Create **TRUST** and **security**

Combine a **better** me/world with a **seamless** me/world

Enable the customer to make clearer choices,
reduce complexity

Megatrends

- **Focus on health & hygiene**
 - Transformation
 - Sustainability
- **Digitalisation & automation**
 - Individualisation
 - Transparency

WHY?

Values, purpose & uniqueness

WANT TO KNOW MORE?



[LINKEDIN.COM/IN/SOFIEHVITVED](https://www.linkedin.com/in/sofiehvitved)
shv@cifs.dk

[LINKEDIN.COM/IN/BUGGEHOLMHANSEN](https://www.linkedin.com/in/buggeholtmhansen)
bhh@cifs.dk

