INTRODUCTION

In December 2020, Visit Finland organized workshops for its academy coaches and regional experts, in which the Traveller 2030 scenarios were created. The scenarios are based on the future trends and change signals in the markets observed by Visit Finland's experts. Scenarios are visions of possible and alternative futures in 2030, they are not intended to predict the future but rather to serve as food for thought and support innovative thinking.
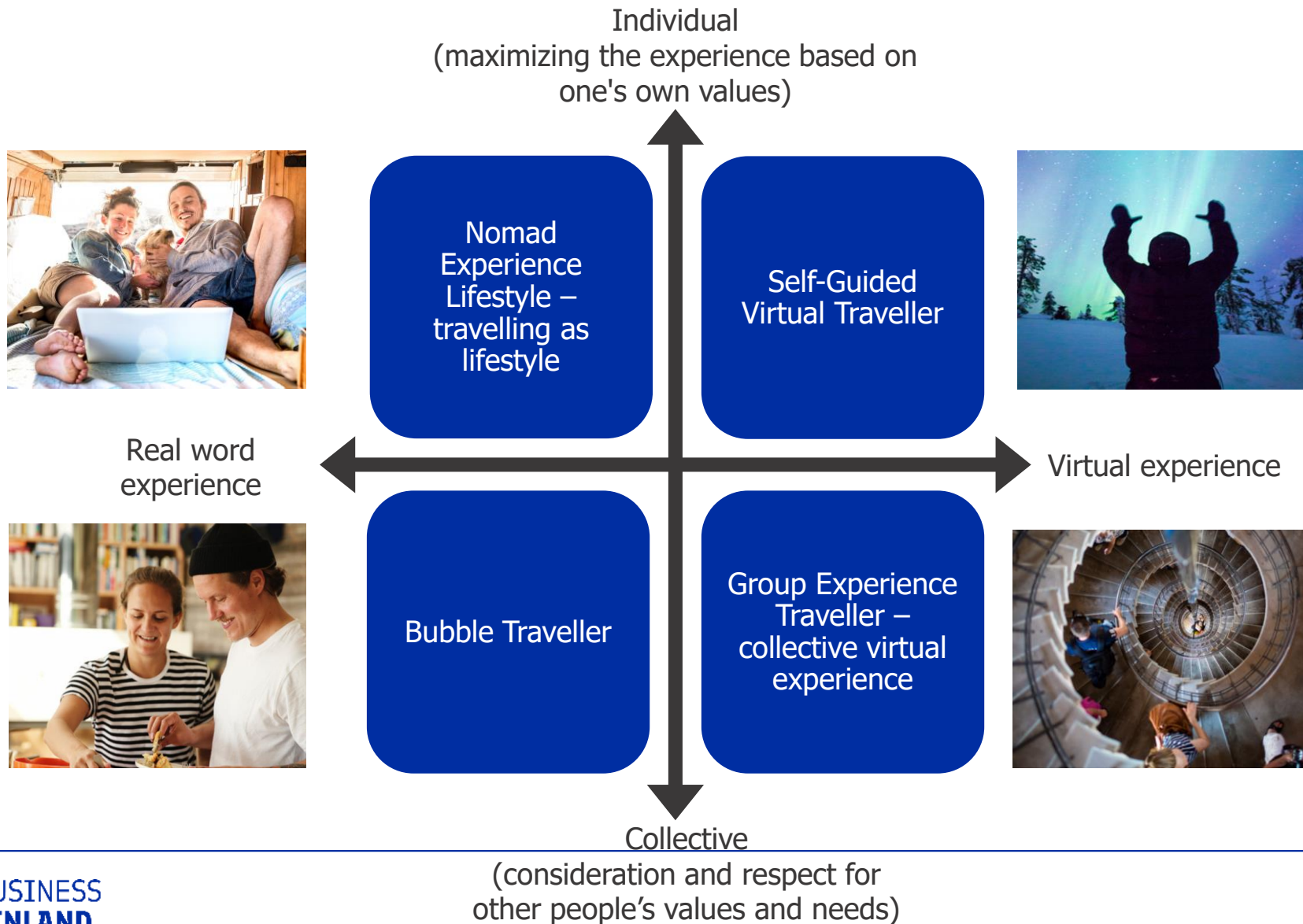
Based on intuitive logic method, participants formed four fields of potential worlds and traveller personas of the future. The axes of the four fields describe the sets of international change phenomena (trends and signals) considered by the participants being the most significant for the future of tourism. Based on the scenarios, perceptions were formed about the needs of each type of traveller, and solutions and value propositions were developed as respond to them. All together six scenarios and 24 future traveller personas is described in this document.

TRAVELLER 2030 SCENARIOS EMPHASIZE INDIVIDUALITY, RESPONSIBILITY AND VIRTUALITY

Several Traveller 2030 scenarios emphasized individual, unique experiences, responsibility as value-based choice and virtuality in travel. Well-being and the desire for safety also emerged as drivers of future demand. In particular, virtuality and security as part of tourism services could create new business opportunities for Finnish tourism companies. The question remains: how the opportunities created by these phenomena are turned into income streams for Finnish travel trade; by what revenue logic does virtual player Gerald the Gamer (group 3) or security-minded Carrie Careful (group 2) enable tourism companies to make profitable business?

According to some scenarios, consumers like Hybrid Hedonist (Group 4) seamlessly combine work and leisure. For others, such as Mary the Merger (Group 3), tourism means escape from everyday life, authentic encounters and digital fasting. A more traditional mass traveller like Camila Cathedral (group 5), also still exists in the 2030 scenarios. Responsibility was seen as a clear driver for future demand, such as for the Responsible Traveller (Group 6), but the topic also evoked discussion from the supply side: how to provide economically, socially and environmentally sustainable tourism services for traveller segments like Luxury Individualist (Group 4), for whom sustainability as such doesn't add value?

TRAVELLER 2030 SCENARIOS, GROUP 1

Individual
(maximizing the experience based on one's own values)

Nomad Experience Lifestyle – travelling as lifestyle	Self-Guided Virtual Traveller

Real word experience ← → **Virtual experience**

Bubble Traveller	Group Experience Traveller – collective virtual experience

Collective
(consideration and respect for other people's values and needs)

- From the perspective of a traveller who values individuality and real-world experiences, future tourism can be a lifestyle choice, driven by certain personal needs at the destination (Nomad Experience Lifestyle). There is demand for tourism products and services that meet niche needs and can be independently booked and built.

- For the Self-Guided Virtual Traveller, virtual tourism becomes regular, possibly even a prerequisite for traveling in the real world.

- Safety is a key factor for the Bubble Traveller. Digital booking channels and sharing economy are booming.

- For the Group Experience Traveller, tourism is increasingly linked to playing games, which can provide new types of business opportunities where tourism is part of the gaming experience.

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TRAVELLER 2030 SCENARIOS, GROUP 2

Wellbeing Harmony

Edwin the Easy-Going

Easy travelling with family

Casey Conscious

Individual services, harmony, immersive experiences

Experience Mainstream

Experience Unique

Carrie Careful

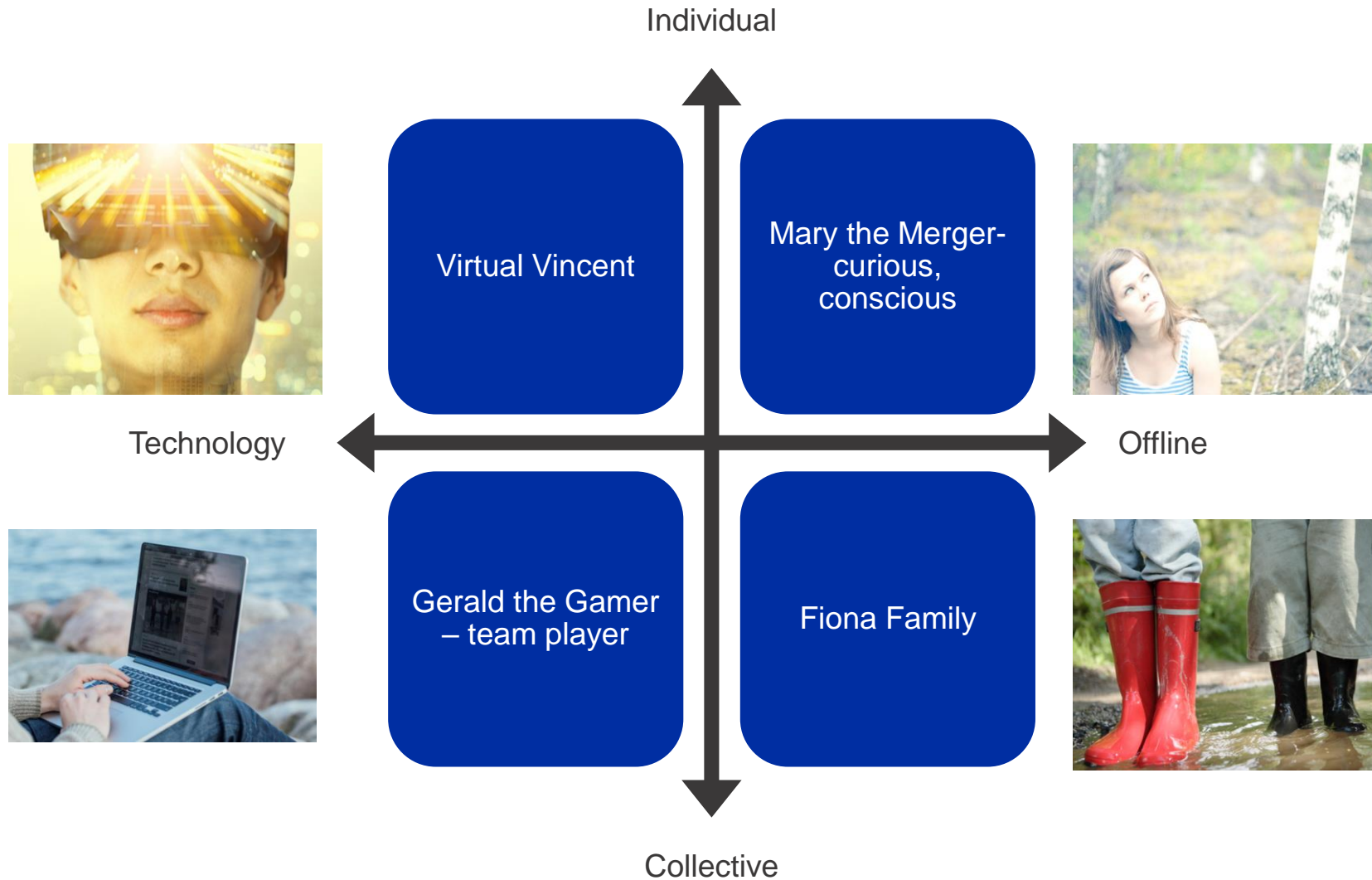Virtual group yoga. Everything has to be cheap and safe.

Leona Lonely

Individual experiences in one's own bubble.
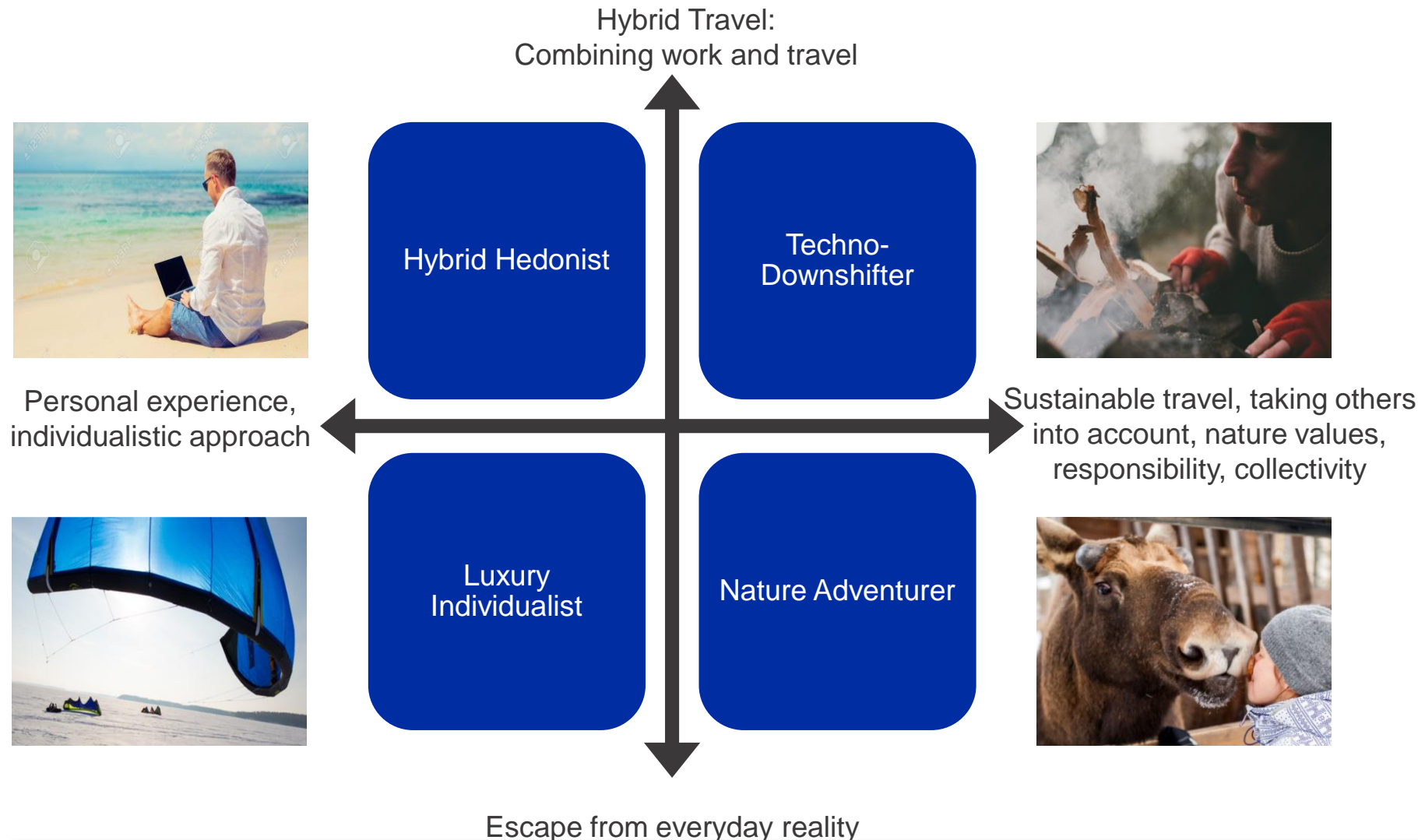
Wellbeing Fear

- In this scenario, tourism demand is driven by well-being and consumer expectations regarding the individuality of experiences.

- Edwin the Easy-Going likes to consume functional and inexpensive mass tourism products that improve well-being.

- Casey Conscious, on the other hand, seeks individual high-end services that retain authenticity.

- Carrie Careful is a very safety-conscious traveler who consumes wellness services mostly online.

- Leona Lonely thrives among her own and expects individual service.

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TRAVELLER 2030 SCENARIOS, GROUP 3

Individual

Virtual Vincent

Mary the Merger-curious, conscious

Technology

Offline

Gerald the Gamer – team player
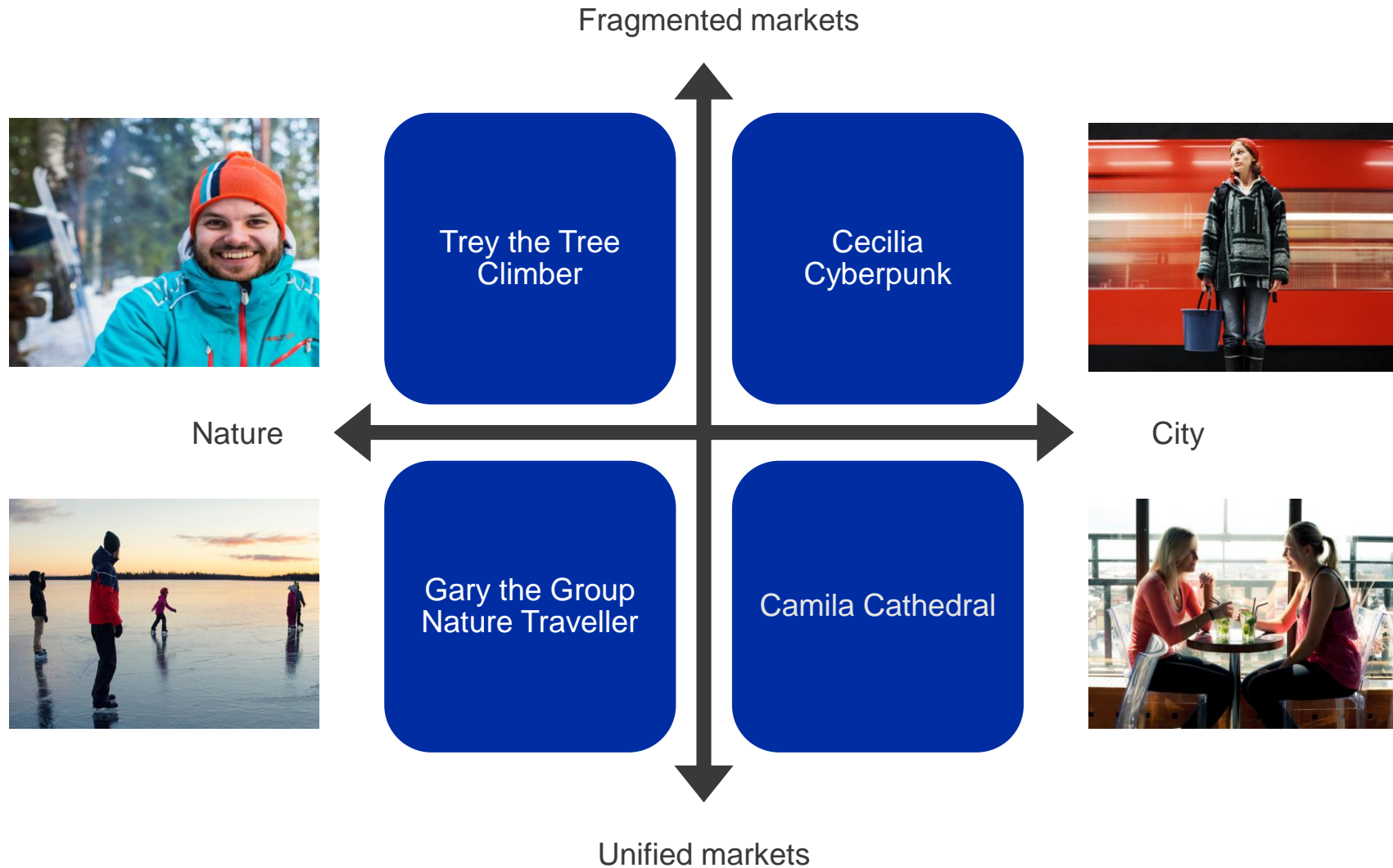
Fiona Family

Collective

- Virtual Vincent, who values individual experiences and utilizes technology, tailors his travel package himself, takes virtual trips and serves as his own guide at the destination.

- Mary the Merger appreciates authentic, local encounters and enjoys taking a digital detox and escape from everyday life while travelling.

- Gerald the Gamer is a virtual package traveller, who plays and travels with his own tribe.

- Fiona Family is interested in traditional, safe package travel.

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TRAVELLER 2030 SCENARIOS, GROUP 4

Hybrid Travel:
Combining work and travel

Personal experience,
individualistic approach

Hybrid Hedonist	**Techno-Downshifter**	
Luxury Individualist	**Nature Adventurer**	

Sustainable travel, taking others into account, nature values, responsibility, collectivity

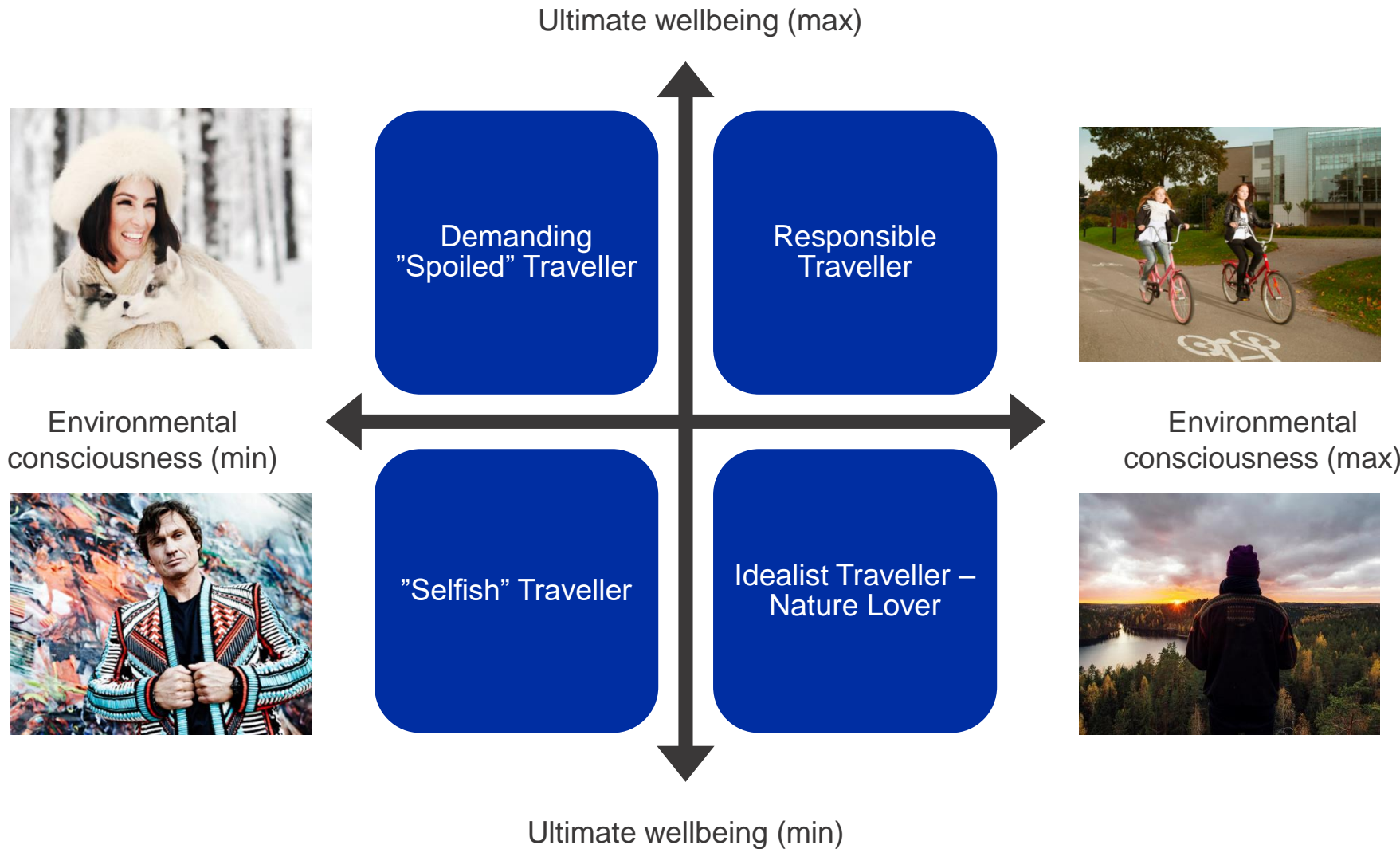
Escape from everyday reality

- For a Hybrid Hedonist who combines work and tourism, work is a passion. He is looking for quality and personalized travel services.

- For Techno-Downshifter, work and tourism are part of a unique, responsible lifestyle. He appreciates good, slow everyday life and exoticism as well as community spirit.

- Gathering extreme, unique travel experiences is important for the Luxury Individualist. Technology plays a big role in service production for this traveller. Turning sustainability into luxury is something to be considered.

- The Nature Adventurer wants to break away from everyday life and make responsible choices, is looking for meaningful experiences, e.g. participating in volunteer work on their holiday. Nature Adventurer values quality and luxury.

TRAVELLER 2030 SCENARIOS, GROUP 5

Fragmented markets

Trey the Tree Climber

Cecilia Cyberpunk

Nature

City

Gary the Group Nature Traveller

Camila Cathedral

Unified markets

- Fragmented needs and interest in nature define Trey the Tree Climber as traveller. He is interested in diverse and customized nature tourism services.

- Urban traveler Cecilia Cyberpunk is fascinated by different subcultures, locality and exoticism. She likes to use sharing economy services.

- Mass traveler Gary the Group Nature Traveller likes to travel where others do. In service production, the sustainability of natural sites must be considered.

- Camila Cathedral is interested in traditional city tours and well-known destinations.

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TRAVELLER 2030 SCENARIOS, GROUP 6

Ultimate wellbeing (max)

Demanding "Spoiled" Traveller	Responsible Traveller
"Selfish" Traveller	Idealist Traveller – Nature Lover

Environmental consciousness (min)

Environmental consciousness (max)

Ultimate wellbeing (min)

- Demanding "Spoiled" Traveller values holistic well-being and expects high-quality and customized services for their trip. The environment is not a significant value to her.

- Responsible Traveller takes care of one's own well-being, but also the well-being of the environment. She is an individualist who values quality, genuine encounters, nature experiences and slowing down.

- "Selfish" Traveller is engaged in all-inclusive travel with focus on maximizing personal pleasure. He buys affordable package tours and wants to experience a lot on his journey.

- Idealist Traveler loves nature and is willing to pay for environmental actions when travelling. He values authenticity and the ability to make an impact.