

LAB8

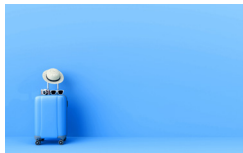
Haaga-Helia

TRENDAHUNTER
CREATE THE FUTURE



The Future of Tourism

Trend report 4/2021
8.9.2021



Introduction 3

Special Features and Definitions 4

Megatrend Matrix 5

Trends and Insights 6

Proximity Escape 7

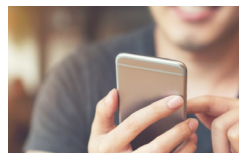
Brands are launching local vacations and curated experiences during COVID-19

Scientific Stay 9

Hospitality businesses are partnering with science experts to boost experiences

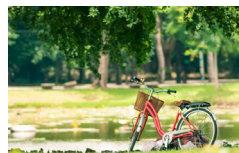
Eclectic Overnight 11

P2P hospitality companies offer more unique, one-of-a-kind housing options



Digital Companions 13

Digital platforms keep travelers informed during COVID-19



Hyper-Localized Tourism 15

Customers are staying close to home when planning trips



Review of the Trends 17

by Hospitality panel research

Specific Examples 19

Relevant Ideas & Case Studies



LAB8 TRENDS | What we offer 39

Introduction

This report dives into the emerging trends within the tourism space, focusing on innovations within the hotel space including looking at the integration of technology, innovations in check-in, and trends in hotel experiences.

With the pandemic coming to an end and customers starting to emerge out of their homes to travel again, many are looking at new experiences in a safe yet adventurous manner. This report highlights the strides that the hospitality industry have taken to meet customer needs.

Curated travel, unique housing, and digital transformation have all been enhanced or transformed for post-pandemic tactics.



Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in the trend report, as well as a breakdown of the scoring system that's used to evaluate the performance of the content in your report.

Retro Electric
8.8 Score

Expedition Camper Vehicles
9.2 Score

Top Lists

Customer Insights: The what and why of major industry shifts. Customer Insights are split into two sections: the trend section and the insight section.

Specific Examples: Carefully selected individual innovations to provide more in-depth analysis.

Clustered Lists: Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

8.8
Score



Demographics:
The target audience. This value is determined by the researcher, not by site statistics.

Freshness:
The relative newness of an article.

Activity:
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

Popularity:
Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

Overall Score:
All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

Megatrend Matrix

Each trend relates to one or more of 18 megatrends defined by TrendHunter. The megatrends are categorized under 6 patterns of opportunity (A-F)

 <p>A) Acceleration 1. Perfecting One Thing 2. Aspirational icon 3. Exaggerated Feature 4. Reimagined Solution</p>	 <p>Prosumerism From user-generated content to maker culture, today's customers are content creators and experts</p>	 <p>B) Cyclicity 1. Retro . Nostalgia 2. Generational 3. Economic. Seasonal 4. Repetitive Cycles</p>	 <p>Nostalgia Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years</p>
 <p>Catalyzation Businesses have taken a role of accelerating the personal development of customers</p>	 <p>AI We are entering a transformative new era, denoted by an exponential growth in data, RAM and intelligence.</p>	 <p>Naturality The desire for sustainable products. Including local, organic, recyclable and pronounceable ingredients.</p>	 <p>Youthfulness The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life</p>
 <p>C) Reduction 1.Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription</p>	 <p>Instant Entrepreneurship New services make it easier than ever to conceptualize, fund launch and companies</p>	 <p>D) Redirection 1. Refocusing 2. Reversing 3.Surprising 4.Gamifying</p>	 <p>Tribalism Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p>Curation Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p>Simplicity In a fast-paced, cluttered world simplicity stands out, resulting in focused businesses & clean design.</p>	 <p>Gamification The application of game dynamics to real-world problems results in a world that's more competitive and engaging</p>	 <p>Experience In a world abundant with stuff, experience becomes a more important currency and life priority.</p>
 <p>E) Convergence 1. Combining + Layering 2. Adding value 3. Co-Branding 4. Physical + Digital</p>	 <p>Multisensation Tech, AR and interactive experiences are raising our expectations in the realms of entertainment, retail—even food.</p>	 <p>F) Divergence 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashioning 4. Generational Rebellion</p>	 <p>Authenticity Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p>Co-Creation Businesses, products, services and customers are increasingly co-creating an interdependent world.</p>	 <p>Hybridization Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p>Personalization Small batch production technologies and more personalized media are creating an expectation for personalized</p>	 <p>Many-to-Many A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy</p>

Trends & Insights

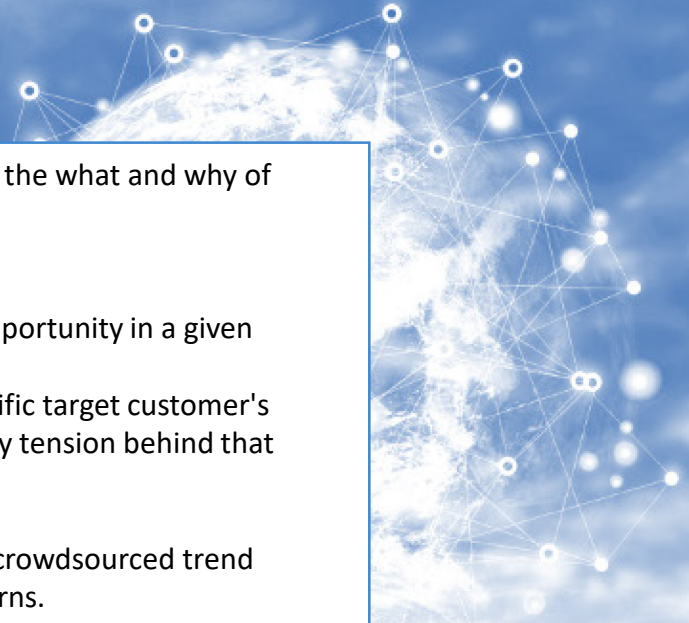
Overlooked Opportunities & Examples

The global customer trends and insights highlight the what and why of major industry shifts.

They are split into two sections:

1. [the trend section](#), which identifies a new opportunity in a given industry, and
2. [the insight section](#), which explores the specific target customer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.



Proximity Escape

Brands are launching local vacations and curated experiences during COVID-19



Proximity Escape

Brands are launching local vacations and curated experiences during COVID-19

LAB8

Haaga-Helia

TRENDSHUNTER
CREATE THE FUTURE

Trend - As traveling has substantially subsided during the ongoing pandemic, businesses in the tourism and hospitality industry are launching special discounts, contests, and offers for unique experiences in one's vicinity. With features focusing exclusively on wellness, these initiatives are boasting a short-term change of pace.

Insight - Due to the government's orders, pertaining to health and safety during the COVID-19 pandemic, many individuals have diligently cancelled all non-essential travel plans and remained socially distant at home. As time goes on, customers are becoming more and more restless in their personal quarters, especially if they share a space with family or roommates. Recognizing that they need a change of pace, many individuals are opting-in for short escapes that are convenient, safe, and nearby.



Royal Staycation Caravans

The Royal Caravan Replicates the Queen's Buckingham Palace Residence



Urban Hanging Hotels

Jeep's Renegade Motel Promotes a Sky-High Staycation



Self-Quarantine Special Healthcare Packages

Mövenpick & Bangkok Hospital Focus on Comfort



Locally Hosted Canadian Tours

A Free Contiki Adventure Trip Can Be Won Through This Contest



Solitude-Themed Hotel Promotions

Hotels.com is Offering a 'Get A Break Rate' for Feuding Couples

7.2
Score



☁ Simplicity

📊 Experience

5 Featured, 45 Examples

87,884 Total Clicks

URL: [Hunt.to/436729](https://hunt.to/436729)

★ Advisor Pick

8

Scientific Stay

Hospitality businesses are partnering with science experts to boost experiences



Scientific Stay

Hospitality businesses are partnering with science experts to boost experiences

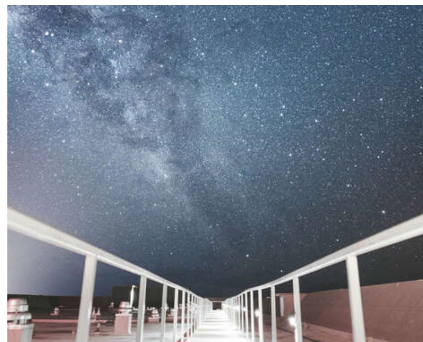
Trend - Luxury travel companies are known to rely on unique activities to attract travellers and, most recently, the emphasis has fallen on science-backed experiences that combine education and wonder. Hotels are partnering up with scientists and experts to deliver involved and collaborative explorations of surrounding nature.

Insight - When going on vacation, contemporary customers often look for activities that they can enjoy at their destination and much of this search is motivated by curiosity and the need to escape from the mundane. In this space, many are prioritizing activities that will allow them to learn and/or experience something new. This demand is usually driven by a desire to enrich one's life and when this is satisfied, customers feel inspired and energized.



Massive Hotel Aquariums

Four Seasons Resort Hualalai Brings New Experiences to the Fore



Educational Stargazing Hotel Experiences

Hyatt Regency Maui Resort and Spa Boasts a New Package



Stargazing Hotel Experiences

The Kimpton Vero Beach Hotel & Spa Offers Stargazing on the Sea



Adventure-Encouraging Experiences

Hyatt Hotels Corporation Announces 40+ Unique 'Explor-cations'

7.5
Score



Experience

Naturality

Catalyzation

4 Featured, 28 Examples

52,122 Total Clicks

URL: [Hunt.to/454592](https://hunt.to/454592)

10

Eclectic Overnight

P2P hospitality companies offer more unique,
one-of-a-kind housing options



Eclectic Overnight

P2P hospitality companies offer more unique, one-of-a-kind housing options

Trend - Seeking to create more personalized overnight experiences, P2P hotel rentals like Airbnb are expanding their options to include unique, outside-the-box options for guests looking for something a little bit different. Moving beyond just minimalist aesthetics and high-end decor, alternative options are emerging that speak to more kitschy, non-typical overnight stays.

Insight - The growth of the hospitality space has coincided with the growing customer desire for one-of-a-kind experiences. This desire is fuelled by social media's influence on customers – where the most visually interesting experiences and adventures are able to gain traction among peers. Thus, travel businesses that are able to facilitate unique experiences for tourists are able to gain an advantage – particularly among younger demographics.



Expressive Rainbow-Inspired Abodes

Big Bit is a Whimsical Rentable Apartment in Margate Old Town



Overnight Travel Experiences

Airbnb Just Launched 'Airbnb Adventures' for Ambitious Travelers



Overnight Museum Stays

Airbnb is Allowing Two People to Spend the Night at the Louvre



Branded Vehicle Rental Promotions

The Oscar Mayer Wienermobile is Available for Rental on Airbnb



Supersized Potato Hotels

You Can Stay Inside a Giant Potato Airbnb in Boise, Idaho

6.7
Score

Popularity

Activity

Freshness



Tribalism

Experience

Personalization

5 Featured, 45 Examples

157,329 Total Clicks

URL: [Hunt.to/410711](https://www.hunt.to/410711)

★ Advisor Pick

12

Digital Companions

Digital platforms keep travelers informed during
COVID-19



Hyper-Localized Tourism

Customers are staying close to home when planning trips



Hyper-Localized Tourism

Customers are staying close to home when planning trips

Trend - Amid the COVID-19 pandemic, customers are flocking to local tourist attractions as a way to enjoy the landscape in their own country. These include everything from drive-in music festivals to local tours and hotel visits.

Insight - With social distancing measures still being recommended by healthcare professionals, and enforced in many countries, customers are unable to travel in the way they could pre-pandemic. The pursuit of fun has prompted many customers to explore local attractions and take leisure trips as a way to elevate boredom and safely enjoy time with family and friends.



Social Distancing Parks

Precht's Maze-Like Outdoor Park Uses Tall Hedges to Encourage Separation



Drive-In Music Festivals

The Metamorphosis Drive-In Music Festival Was Recently Hosted in Houston



Safety-Focused Museum Toolkits

Isometric Studio Has Released Visual Guidelines for Post-COVID



Safety-Focused Theme Parks

Legoland Florida Resort is Ending Its Nearly Three-Month Shutdown

4.4
Score



Experience

4 Featured, 40 Examples

86,750 Total Clicks

URL: [Hunt.to/433840](https://hunt.to/433840)

Nearly half of the panelists who responded to the survey work in the restaurant, tourism or accommodation industry. The Hospitality Panel Research was also attended by professionals in the fields of education and marketing, among others.

According to the panelists, the current trends presented in the report in Finland are **Hyper-Localized Tourism** and **Digital Companion**.

Scientific Stay wasn't considered a significant trend in Finland.

In the comments, almost every panelist responded that **domestic tourism** is an important trend in the tourism industry. Respondents said they also observed the following trends: solo traveling, sustainability, ecological values, experiences and safety.

Do you want to hear more about the results of the Hospitality Panel Research or use our professional panel as part of your own research?

Get in touch and let's figure out how we can best help you! ►

How are the trends seen in tourism in Finland?*

+ A quote from the panelists' answers

Trendi 5: Hyper-Localized Tourism

"Homeland rules."

4.2

Trendi 4: Digital Companion

"Digital services related to travel rules have been developed by airlines."

4.0

Trendi 1: Proximity Escape

"July in Hiekkasärkät in kalajoki was fully booked."

3.9

Trendi 3: Eclectic Overnight

"Special accommodations are interesting and popular."

3.9

Trendi 2: Scientific Stay

"Offers for special guidance services have been requested."

2.8

* n=44, scale 1-5, : 1 = does not affect at all, 2 = not much, 3 = somewhat affects, 4 = affects quite a lot, 5 = affects very much

We asked the panelists what kind of trends they have noticed in tourism and how they think traveling will change in the next five years. The following themes were emphasized:

Domestic tourism, nature, responsible tourism, memorability, new luxury, health, wellness and safety

Domestic tourism was mentioned the most. Most panelists think that domestic tourism is popular now and will be in the future as well.

Traveling abroad shared opinions. Some of the panelists believe that traveling abroad will increase dramatically when the pandemic situation allows it, while others consider that the popularity of traveling abroad is declining to a minimum due to, among other things, ecological and ethical reasons. One of the respondents stated that people are already traveling abroad, but it is not advertised loudly for example on social media.

Many panelists mentioned **wellness** and **safety**. With the pandemic, good hygiene, cleanliness and safety will be emphasized in tourism. This will be visible for example in terminals, where health safety checks will increase in the departure and entry processes.

According to the panelists, the desire for **luxury** and **experiences** will increase – travel less, but with better quality. On the other hand, people want to experience the feeling of being special. According to one panelist, tourists are willing to pay for good-looking drinks in a restaurant to get good pictures on social media.





Specific Examples

Relevant Ideas & Case Studies

These ideas & case studies can consist of anything from campaigns, concepts, products, services and more.

This section offers a more detailed exploration into those individual innovations that relate back to the report topic at hand.

Post-Pandemic Tourist-Focused Pubs

The London Eye Pub Has an Exclusive Intimate Atmosphere

The London Eye Pub opened atop the world-famous tourist attraction offering guests unparalleled views of the London skyline alongside a couple of rounds of drinks. The pub itself has a refined esthetic that features rich, wooden furniture accented by red cushioning and decorated with flowers. The pub also has a dartboard for casual entertainment. Given the attraction's 443-foot height and all-glass exterior, the London Eye Pub allows guests to enjoy a 360-degree view of the city.

Access to the London Eye Pub is available through a 30-minute package which includes two drinks per guest and a souvenir enamel gin cup. The bar offers Beefeater Gin as well as craft beer and wine. Experiences in the London Eye Pub can be booked on the London Eye website.



7.3
Score



9 Related

5,182 Total Clicks

URL: Hunt.to/452983

★ Advisor Pick

20

Video Game-Themed Hotels

Atari Will Open a Gaming Hotel in Phoenix with AR and VR Experiences

Atari recently announced that it will create video game-themed hotels in the United States. The first locations will be located in Phoenix, Las Vegas, Denver, Chicago Austin, Seattle, San Francisco, and San Jose.

The Phoenix location was designed by Shelly Murphy and Napoleon Smith III, from GSD Group. The video game-themed hotels will feature various VR and AR experiences, and will also be able to act as an esports venue. Napoleon Smith III spoke about the design of the hotel, "When creating this brand-new hotel concept, we knew that Atari would be the perfect way to give guests the 'nostalgic and retro meets modern' look and feel we were going for."



7.5
Score

Popularity 

Activity 

Freshness 



9 Related

17,314 Total Clicks

URL: [Hunt.to/421943](https://hunt.to/421943)

★ Advisor Pick

21

Modern Hotel Makeovers

The Hilton Charlotte Airport Hotel Features Spacious Upscale Interiors

The Hilton Charlotte Airport Hotel in North Carolina received a modern makeover with a focus on upscale interior design. The revamp added over 28,000 square feet of renovated space, featuring new guest areas and executive floors. The updated lobby and atrium of the Hilton Charlotte Airport Hotel have an open concept layout with plenty of natural light, allowing guests to comfortably socialize in the spaces. New suites, an upgraded fitness center, and an indoor pool round out the renovations.

The Hilton Charlotte Airport Hotel now plays host to a contemporary design and refined accents. The calming blue and gray color scheme has a contemplative feel to it that is enhanced by the high-quality materials and the clean lines of the stylish furniture. For pandemic protection, expanded hygiene stations, contactless practices, and comprehensive cleaning maintain the highest standards of guest safety. The Hilton Charlotte Airport Hotel also works with local organizations such as the Second Harvest Food Bank and Classroom Central to promote sustainability and support the community.



4.2
Score

Popularity 

Activity 

Freshness 



4 Related

3,422 Total Clicks

URL: [Hunt.to/453645](https://hunt.to/453645)

★ Advisor Pick

23

Sleep Spa Hotels

Hästen Created a Destination That Emphasizes Health & Wellness Through Sleep

Swedish bed maker Hästen created a Sleep Spa Hotel with Portugal's O Valor do Tempo luxury group so that people can experience high-quality rest like never before. The experience puts an emphasis on health and wellness through sleep and it spotlights "the world's best mattresses to aid both physical and mental well-being."

The opulent Sleep Spa goes above and beyond providing guests with comfortable places to sleep, as there are services like Bed Talks that help to provide education on sleeping positions and more. Those who love to invest in quality rest will be delighted by pillow menus, curated music playlists and in-room channels with videos for sleep health. At the hotel, each room is unique and provides a restful experience for the mind and body.



7.6
Score

Popularity



Activity



Freshness



9 Related

42,365 Total Clicks

URL: [Hunt.to/453121](https://hunt.to/453121)

Permanent Modular Hotels

Stack Modular and Bird Construction Complete their Inuit-Owned Hotel

A collaborative effort from Stack Modular and Bird Construction brought the wholly Inuit-owned development of a permanent modular hotel. Recognized with a first-place award from the Modular Building Institute for "Permanent Modular Hotel Over 10,000 sq.ft.," the full-service energy-efficient hotel is complete with 94 rooms.

Off-site modular construction significantly reduced the build cost and total schedule by mitigating weather delays. The steel frame, the internal fixtures, and most other components of the build were pre-fabricated in the Canadian-owned advanced manufacturing facilities. On-site, the hotel was completely assembled in nine days and designed with the same high-quality and up-to-code materials as traditionally constructed buildings.

With the help from local community engagement, the hotel is complete with a conference center, lounge, restaurant, gym, spa, and commercial space.



7.6
Score

Popularity



Activity



Freshness



8 Related

12,518 Total Clicks

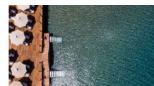
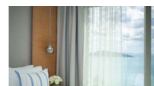
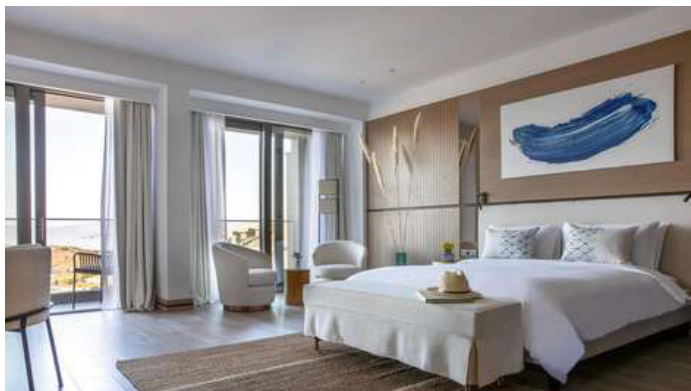
URL: Hunt.to/451822

Contemplative Contemporary Hotels

The METT Bodrum Offers a Relaxing, Wellness-Focused Experience

The METT Bodrum, a lifestyle resort on private beachfront property, officially opened its doors to guests. The hotel, situated just off the Aegean Sea across from the historic town of Bodrum, offers guests exciting outdoor opportunities alongside relaxing indoor experiences meant to calm the mind and body. Outdoor, the METT Bodrum has day-trips, tennis lessons, and beach days so guests can immerse themselves in the natural beauty of the stunning locale. Indoor, the hotel has the MOI Spa and RAISE Fitness & Wellness gym, both of which help guests recharge.

The METT Bodrum has 72 rooms and 31 luxury villas—all with warm, light interiors, so guests can choose the experience they're looking for. Alongside the relaxing resort aspects, the hotel plays host to exquisite restaurants that offer both local and international dishes.



7.1
Score



5 Related
13,989 Total Clicks
URL: [Hunt.to/452395](https://hunt.to/452395)

70s-Inspired Italian Hotels

The New Hoxton, Rome Combines Familiar Designs with Italian Accents

The new Hoxton, Rome combines comfort and class with its familiar Hoxton designs and artful Italian accents. The new international hotel, the company's tenth venture, makes use of an old Italian building from the 1970s. During the redesign, the architects of the Hoxton, Rome took influence from the old design features and incorporated them into the new one. While the rich wooden paneling and warm, eclectic interiors are decidedly Hoxton, the Murano glass chandeliers and lightly colored bathrooms pay homage to bygone Italian design.

Within the seven floors of the Hoxton, Rome is a large lobby, an outdoor terrace, an events space, a restaurant and bakery, and a top-notch bar and cafe. The hotel offers six room sizes: Shoebox, Cosy, Cosy Up, Roomy, Roomy Terrace, and Biggy. The Hoxton, Rome is located near several notable tourist destinations including Villa Borghese and the Parioli neighborhood.



7.2
Score



3 Related
10,533 Total Clicks
URL: [Hunt.to/452246](https://hunt.to/452246)

Modular Boutique Hotels

The Moxy Oakland Downtown Location Uses Sustainable Modular Construction

The sustainably built Moxy Oakland Downtown boutique hotel is part of the Marriott International hotel line. While luxurious in design, its completed construction marks Oakland's first Moxy Hotel. Moreover, the co-developed building stands as the first modularly constructed Moxy in the United States.

Development companies, Tidewater Capital and Graves Hospitality, developed 172 rooms using a sustainable and energy-efficient construction method to reduce construction waste. Throughout its modular construction, the hotel generated 100 jobs in the community, which helped educate local architects, contractors, and investors on the modular building process.

The Moxy Oakland Downtown consists of five levels of factory-built wood frame rooms and two levels of site-built concrete frames. Overall, the hotel's sustainable development process reduced construction time by 25 percent.



7.7
Score



4 Related

10,211 Total Clicks

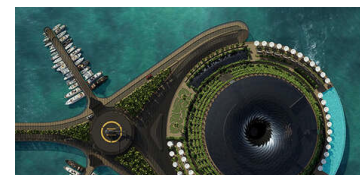
URL: Hunt.to/451810

Aquatic Energy-Harvesting Floating Hotels

The 'Eco-Floating Hotel' Captures Energy from Water Flow

The 'Eco-Floating Hotel' is a futuristic floating accommodation designed by the Hayri Atak Architectural Design Studio (HAADS) that is focused on offering a breathtaking guest experience as well as eco benefits. The hotel is designed for Qatar where it would float on the water to offer 152 rooms for guests along with ample amenities throughout. The system would make use of a Dynamic Positioning system to stay in place, while also passively capturing energy from the natural flow of the water.

The 'Eco-Floating Hotel' is further enhanced with 55 vawtau (vertical axis wind turbine and umbrella) modules to capture the energy of the wind in a design-conscious manner. The hotel is expected to be ready by 2025 and identifies the ways accommodations are being created with a stronger attention to the environment.



9.4
Score

Popularity



Activity



Freshness



9 Related

32,283 Total Clicks

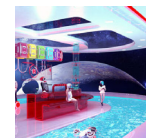
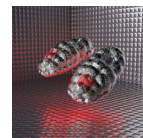
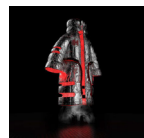
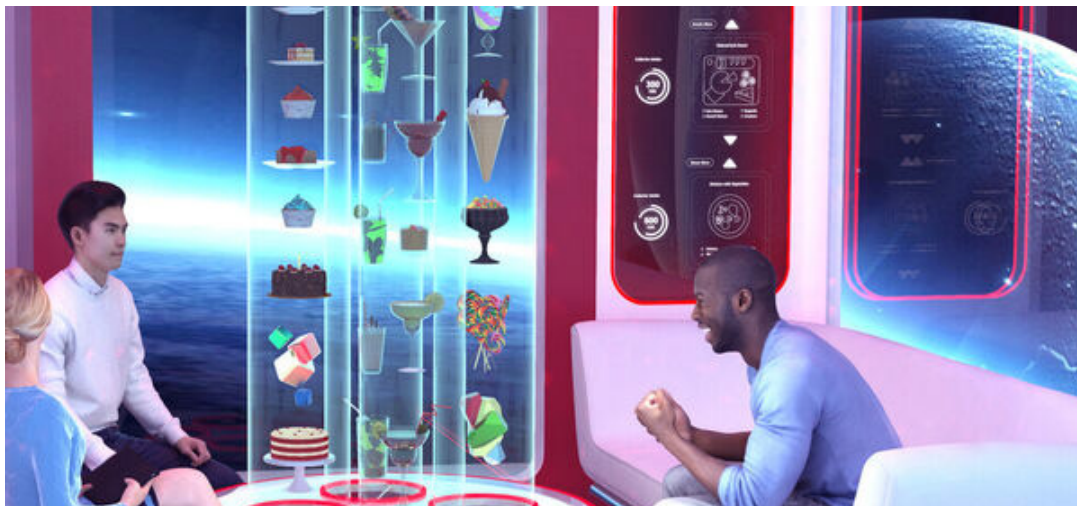
URL: [Hunt.to/449084](https://hunt.to/449084)

Galactic Hotel Room Stays

Hotels.com Imagines the Future of Space Travel and Tourism

Hotels.com is looking to the future and announced its goal to become the first online travel site to provide future hotel bookings in space. The company launched a new landing page, with the witty name of 'One Small Step for Hotels' that images what these futuristic bookings might include. The new platform showcases a Space Suit Robe and Moon Boot Slipper set, a Supernova Wake Up Call, and a Meteor Minibar — all boasting a space-inspired aesthetic.

In addition to its futurist announcement, Hotels.com is also launching a new promotion, centered around its inter-galactic theme. If fans can prove they have one of the eight planets in their legal first, middle or last name, they could win a \$250 Hotels.com gift card to be used now or in the future.



8.1
Score



8 Related

8,985 Total Clicks

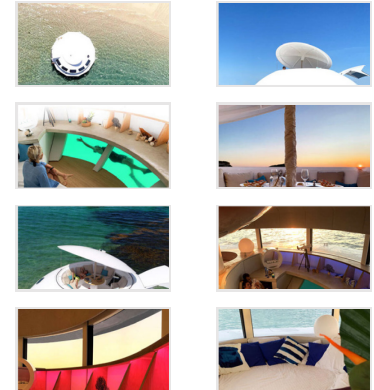
URL: Hunt.to/436512

Ethereal Eco-Conscious Oceanic Hotels

The Anthénea Floating Hotel Suite Offers Luxury Amenities

The Anthénea floating hotel suite is an ethereal accommodation for travelers seeking to enjoy time away that is luxurious, relaxing and eco-conscious. The floating suite is appointed with all the essential amenities that guests would expect to have in their accommodations including tranquil living space, a cozy bed, premium bathroom amenities and ample outdoor space. The unit features a covered sundeck on the roof that's perfect for enjoying with friends or for watching the sunset, while the exterior sides of the suite are accented by a deck that runs around the entirety of the unit for lounging out of the water.

The Anthénea floating hotel suite is the design work of Jean-Michel Ducancelle of Anthénea and boasts a solar-powered design that also has certified black and gray water stations.



8.0
Score



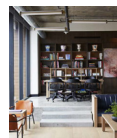
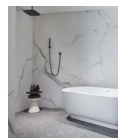
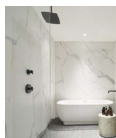
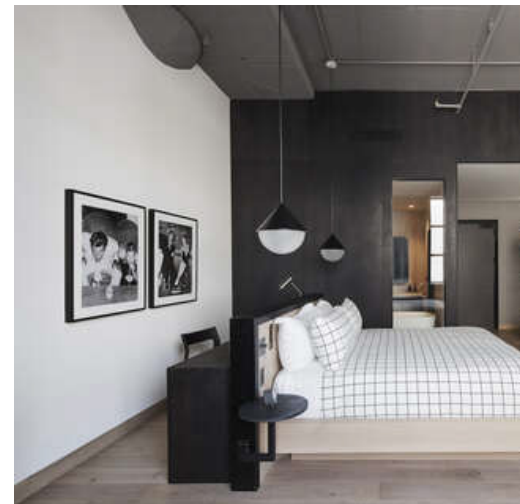
2 Related
75,339 Total Clicks
URL: Hunt.to/432635

Private Luxury Lifestyle Clubs

The Filter Club Combines Work, Wellness, and Socialization

This private lifestyle club, dubbed the Filter Club, is located in Philadelphia, Pennsylvania. Designed by M-Rad, the club is owned by David Gustadt, who drew from his experience in hospitality. He teamed up with other industry workers to create a 136,000 square foot, leading-edge technology lifestyle space with his prior knowledge.

The space is an intersection between work, wellness, and social in a modernist ambiance. Filter Club takes the place of the former Marketplace Design Center while retaining the structure's historic exterior. Featuring 14 expansive guest rooms, the club boasts stunning interior finishings and designs, including collaborations with Studio Frazer and Fury Design Inc. Equipped with urban gyms, travelers can choose to work in the club's flexible open workspaces or its more private office suits.



7.8
Score

Popularity

Activity

Freshness



3 Related

4,874 Total Clicks

URL: Hunt.to/453852

Beginner-Friendly Adventure Trips

G Adventures' Perlo Sees Increase in First-Time Nature Trips

As customers look for travel and vacation opportunities amid COVID-19, many are focusing on trips that focus on the outdoors. G Adventures' Perlo notes this significant increase, especially with novices who do not necessarily have much experience with outdoor-focused activities like hiking, camping, or climbing.

G Adventures' Perlo commented on the first-timers inquiring about trips in nature, stating: "A lot of these people may not feel comfortable doing it on their own, and they like the support of having a tour operator and making sure the activities are structured."

To accommodate travellers in the COVID-19 era, G Adventures' Perlo has begun to offer smaller group sizes as well as private transportation and rooms, to keep travellers safe and maintain necessary distance.



7.8
Score

Popularity



Activity



Freshness



9 Related

13,639 Total Clicks

URL: Hunt.to/443992

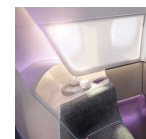
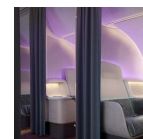
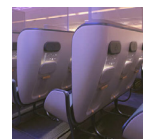
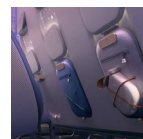
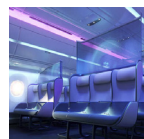
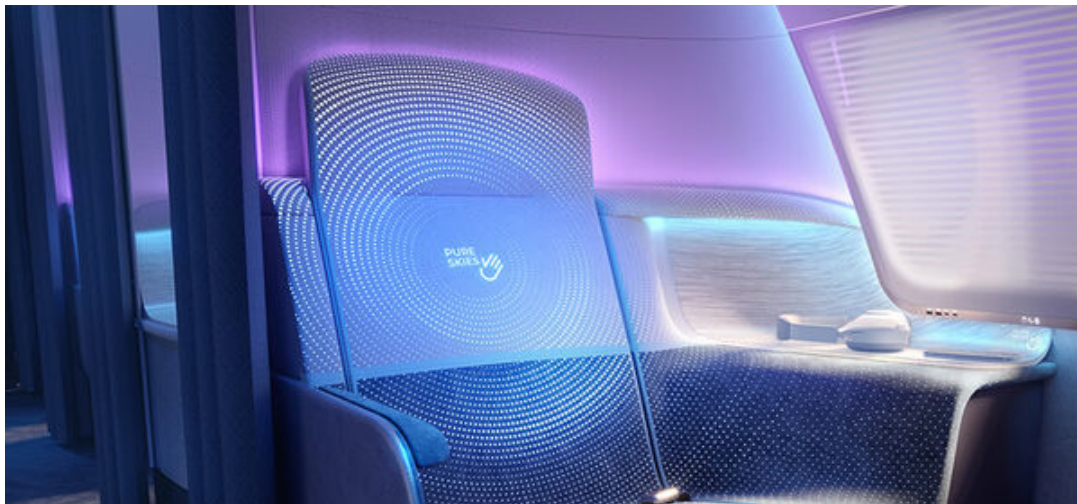
Post-Pandemic Airplane Cabins

The 'Pure Skies' Airplane Cabin Design Imagines the Future of Travel

The 'Pure Skies' airplane cabin design has been developed by PriestmanGoode as a rendering of how air travel could look in a post-pandemic world to help enhance hygiene and reinforce passenger safety.

The cabin designs include renderings of both Economy Class and Business Class, which features a number of innovative materials and the latest technologies for enhanced comfort. Pure Skies Zones is a rendering of Economy Class with dividing screens every other row for an enhanced feeling of personal space, while Pure Skies Rooms imagines Business Class with a fully enclosed space that's paired with full-length curtains.

The 'Pure Skies' airplane cabin design highlights smooth lines and surfaces that are easier to clean along with UV-C technology to eradicate germs between flights.



8.6
Score



8 Related

13,204 Total Clicks

URL: [Hunt.to/454625](https://hunt.to/454625)

Quarantine-Friendly Virtual Trips

Thrillist Creates a List of 360-Degree Videos for 'Tourists'

Given the current health climate and the global progression of the COVID-19 pandemic, social distancing and staying at home become the new norm—many strive to keep certain thrills in their life and with technology, things like digital events, streamlined communication, and even virtual trips become possible.

To make it easier for customers to decide where to go next, Thrillist has created a list of virtual trips that will help one still 'travel' amid the pandemic. The list includes a 360-degree virtual reality film provided by the Japan National Tourism Organization, featuring must-see wonders like the famous Shibuya Crossing and cherry blossom during Sakura season. One can also enjoy a virtual hike up the Great Wall of China, as well as multiple virtual trips with the Chile 360 app that covers popular destinations like the Atacama Desert and Easter Island.



6.4
Score



9 Related

17,447 Total Clicks

URL: [Hunt.to/425841](https://hunt.to/425841)

Autonomous Disinfecting Robots

LG's Disinfecting Robot Can Disinfect a Room in 30 Minutes

LG's disinfecting robot is preparing for the current world, as well as a post-COVID world, presenting an autonomous robot that can create a germ-free room in a matter of minutes. Making its debut at CES 2021, this device is set to serve as a solution to high-trafficked areas, like schools, restaurants or hotels.

According to the company, the autonomous robot has the ability to completely disinfect a room in just 30 minutes, providing inhabitants with peace of mind. According to LG's Business Solutions USA vice president Michael Kosla, "A higher level of disinfection is going to become the new customer expectation in the new contactless economy where we now all live, work, learn, and play".



8.3
Score

Popularity

Activity

Freshness



9 Related

8,326 Total Clicks

URL: [Hunt.to/444348](https://hunt.to/444348)

Wine-Delivering Hotel Robots

Hotel Trio's Robot Named Rosé Offers a Touchless Wine Deliveries

Rosé is the name of a hotel robot at Hotel Trio in Healdsburg, California that specializes in making sure guests receive wine straight to their room with a touchless experience. The hotel is located in proximity to many Californian wineries and Rosé the robot butler makes it easy to enjoy a taste of the region delivered straight to one's suite. The bot also boasts the ability to deliver other essentials like snacks, extra towels and toiletries as needed. While autonomously traveling the halls, Rosé focuses on its mission by displaying a message to communicate: "I'm on a guest delivery."

A few years ago, innovations like hotel robots were mostly seen as convenient and novel but in 2021, they're proving to be a valuable way to reduce contact between staff and guests during a global pandemic.



6.7
Score

Popularity



Activity



Freshness



8 Related

11,028 Total Clicks

URL: Hunt.to/432229

Hygiene-Focused Travel Kits

The Travel Safe Portable Hygiene Kit Was Made for Post-Pandemic Travel

A year ago, a traveller might have purchased a travel kit full of comfort-focused essentials like inflatable neck pillows and earplugs but in response to a global pandemic, travel kits are being reworked with a focus on safety and hygiene. The Travel Safe Portable Hygiene Kit was developed by Enviro-Point includes the new essentials for travel like multiple pairs of disposable gloves, a small bottle of hand sanitizer and disinfectant alcohol wipes.

The kit was created in response to the fact that even though most people aren't thinking about travel, they will want to be prepared to take personal steps to reduce the infection rate. As the new norm sees people using face masks, antibacterial wipes and hand sanitizers in daily life, travellers are being introduced new essentials.



8.1
Score



9 Related

24,166 Total Clicks

URL: [Hunt.to/429679](https://hunt.to/429679)

LAB8 Trends | What We Offer?

The future is full of changing factors and new opportunities. In order to understand the future of customers and innovations, predicting changes is essential. **LAB8's Trends spots rising trends and answers your questions about the most recent phenomena in your field.**

Identify future trends and scenarios

LAB8's trend report provides an overview of the hottest topics in the service industry, taking a peek at rising and hidden trends. Our customized workshops delve into trends and future scenarios important for your business.



LAB8's Trends Workshops:

1. Guided trend workshop

Our guided trend workshop uses the Consumer Trend Canvas tool to find trends important for your company. Identifying trends is an important part of finding innovation opportunities.

2. Guided scenario workshop

Led by LAB8's specialists, the workshop helps your company develop and test scenarios by making assumptions about future prospects and changes.

TRENDS



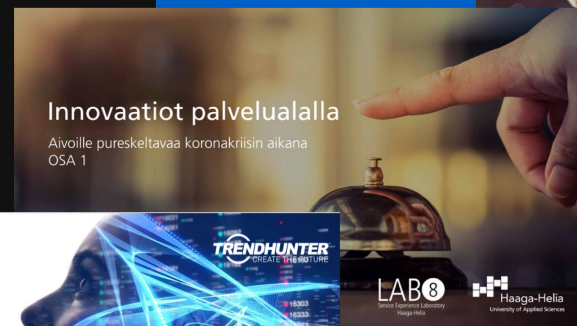
LAB8 | Haaga-Helia

LAB8 | Customised Trend Reports

As a corporate customer of LAB8, you can get customised reports on your sector or field of interest.

Schedule and scope can be arranged depending on your needs.

More information ►



TRENDS

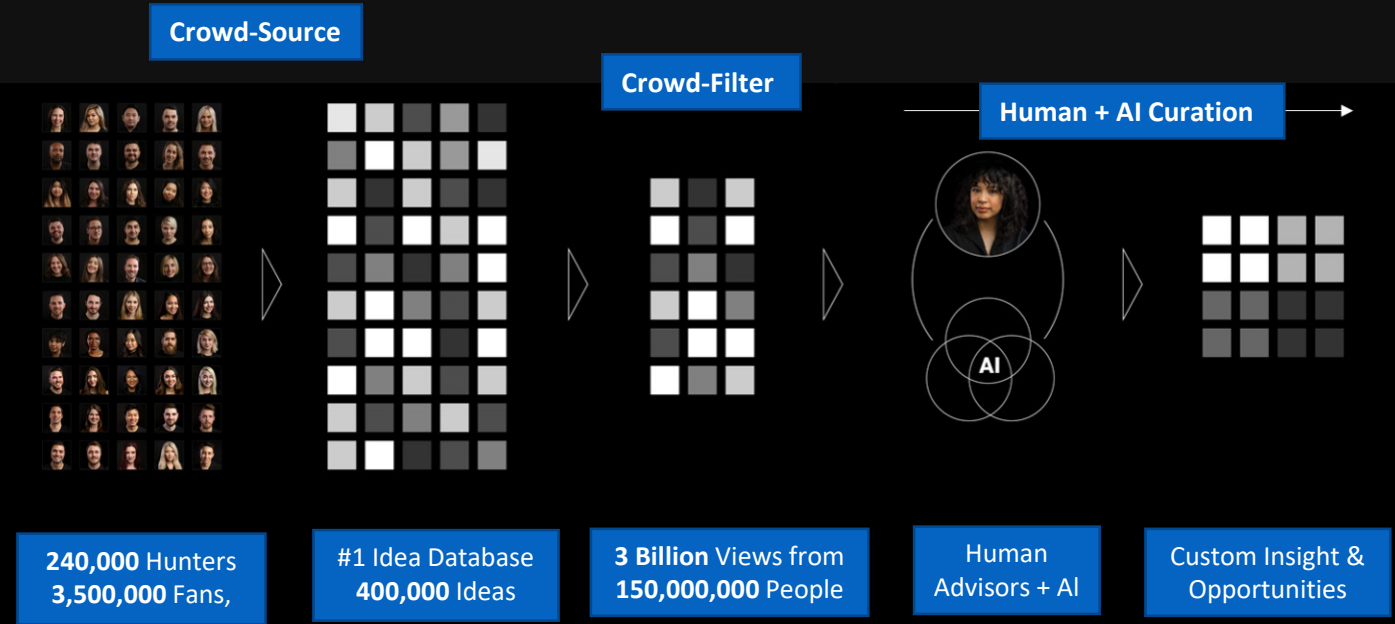


LAB8 | Haaga-Helia

Report Process

TrendHunter has built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

LAB8 Customizes a trend report utilizing the Hospitality Barometer four times a year together with TrendHunter.



After TrendHunters curation, we ask the Haaga-Helia's Hospitality barometer to review the trends and how they apply in the Finnish hospitality and retail field.

LAB8 | Haaga-Helia

Come play with us!



<https://www.haaga-helia.fi/en/lab8>



lab8(at)haaga-helia.fi



LAB8 by Haaga-Helia



LAB8 by Haaga-Helia



POETS OF
HOSPITALITY