

The Future Is Living: Trends in Travel and Hospitality

Explore how culture, tech and vision are reshaping experiences across hospitality, aviation, QSR and travel—from consumer shifts to innovation at scale.

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Drawn from the insights of our top leaders and strategists across the travel and hospitality space, the Travel & Hospitality Living Trends Report highlights the shifts influencing how people live, move and experience the world. These aren't just ideas—they're actionable perspectives relevant to hospitality, aviation, QSR, OTAs and beyond. From reimagined spaces to emerging consumer priorities, this report is built to spark innovation across industries navigating rapid change.

The report is organized into three sections—**vision, culture and technology**:

- Vision explores the big-picture forces redefining how we think about the future of living and travel
- Culture dives into changing consumer behaviors, values and identities that are shaping expectations across experiences
- Technology looks at the tools, platforms and innovations enabling smarter, more seamless interactions between people, places and brands



What makes these trends truly **living** is their ability to evolve. This report serves as a flexible, future-facing tool—one that will be continuously refreshed as new behaviors and cultural shifts emerge. Whether you're designing experiences, shaping strategy or exploring new opportunities, this resource is built to keep you one step ahead.

Curious about what's coming next?

Download the Travel & Hospitality Living Trends Report and explore how today's shifts are shaping the experiences of tomorrow.

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