

Navigating Shifting Mindsets to Create Hospitality Opportunities

Understanding and embracing nuances in individuals' attitudes and behaviors allows us to identify and create opportunities.

WHAT IS IMPORTANT FOR ME TODAY ?
People focus on themselves, but also increasingly integrate the connection to others as part of their personal needs.



4 Trends

LEADING TO OPPORTUNITIES IN HOSPITALITY

The Hybrid Way of Life

Thriving through flexibility and living on own terms

HOW DO I WANT TO LIVE AND WORK?

Wanting to be remote

73%

of workers across 31 countries want flexible remote work options.



Needing to be together

47%

of workers miss social interaction with colleagues and associates.

Opportunity to..

Reimagine spaces and services to be highly versatile and multi-purpose – for business & leisure, for long stays & local life...

The Well-being Imperative

Expanding beyond body care to an all-encompassing need

HOW DO I DESIGN MY OWN WELL-BEING?

Adopting healthy habits

77%

of consumers act everyday to stay healthy.



Still caring about looks

38%

of consumers say their clothes are important to their sense of identity.

Opportunity to..

Infuse well-being into a broad range of services, from holistic wellness for guests, to well-being at work for Talent.

The New Community Boundaries

Caring for Community all around the world

DO I NEED TO CHOOSE WHICH COMMUNITY I FOCUS ON?

Focusing on local community

45%

of individuals wish to focus more on supporting each other and good neighborliness.



And discovering the ones abroad

+11pts

in intentions to travel internationally for Americans vs. 2019.

Opportunity to..

Build greater connection with local communities, becoming their local hub and fostering community-centric travel.

The Consumption Paradox

Blending ethics and convenience

WHAT SHOULD DRIVE MY NEXT PURCHASE?

Ethic matters

48%

of travelers state "I always act in accordance with my values".



Convenience too

55%

also agree to "I can compromise if it ends up more convenient".

Opportunity to..

Develop smarter consumption solutions, integrating sustainability without sacrificing convenience.

#FromChangeToOpportunity



Sources: "Me first", Accor study 2022 among 15,000+ travelers in 7 countries | "Togetherness", Harvard Study of Adult Development including new cohorts every 15 years since 1938. | "The Hybrid Way of Life": The World Trade Index conducted by Edelman Data x Intelligence for Microsoft, among 31,000+ full-time employed or self-employed workers across 31 markets in 2021. / Foresight Factory | "The Well-being Imperative": Foresight Factory in WBWP / Foresight Factory in New frontiers of Fashion Report. | "The New Community Boundaries": IPSOS holiday barometer 2022 conducted in 15 countries in 2022 including the United States, Canada, United Kingdom, Italy, France, Spain, Switzerland, Germany, Austria, Portugal, Belgium, Poland, Czech Republic, Thailand and Australia. / The National Lottery Community Fund – UK research January 2021 – survey of over 7,000 UK adults across the UK. | "The Consumption Paradox": Accor study 2022 among 15,000+ travelers in 7 countries.