

Tourism 2023: strategic future-proofing

**Identify the future opportunities for your business.
Be among the first to benefit from this important project.**

About Tourism 2023

Tourism 2023 is a major collaborative industry project which has helped the UK outbound industry understand more about its future and be able to plan for it. Supported by **ABTA, The Travel Foundation, TUI Travel, Thomas Cook, DEFRA, The Co-operative Travel, British Airways** and **Carnival UK**.

The project has delivered a set of strategic tools which were launched at the ABTA Convention on 8th October 2009: four scenarios exploring plausible but very different futures for the industry; a vision of a commercially sustainable industry, which benefits communities in tourist destinations and protects the environment. The founding partners have committed to this vision; and a strategy to implement the commitments.

Insight sessions for senior management teams

Forum for the Future can interpret the scenarios for your individual organisation and spend up to a day with senior managers working through potential impacts for your future strategy, business models and products and services. During the session we will work through:

1. our set of four **plausible, stretching scenarios**

These offer a picture of the UK outbound travel and tourism industry in 2023. Insights from the scenarios will **test your current strategy**. Is it fit for the future? What are the risks and where are the opportunities? For example the session could evaluate how your current **products** may fare in different futures, or help identify the innovative new sustainable tourism products that may be successful in years to come.

Senior managers will also spend time **exploring critical uncertainties** for the industry in the years up to 2023 and what your organisation can do to future-proof itself. There are some issues that our research indicates we can be **more certain** about, such as climate change impacts, drought and water scarcity, rising costs of resources and an ageing UK population. These factors appear in all of the scenarios, and any future strategy will need to address them.

Other future factors are **less certain**, such as; how legislation might shape travel; the cost of energy (especially oil); how strong the UK economy will be; how active older people will be; people's attitudes towards travel; and how attractive and welcoming destinations might be. These, and other future uncertainties are explored in the four scenarios. Understanding a variety of possible outcomes will help you plan for **success in any future**.

2. the project's **vision and strategy for a more sustainable outbound tourism industry**

These will help guide your organisation towards a future that is profitable in a way that doesn't harm the environment and provides maximum benefits to the communities you operate in. What will achieving this vision mean for your business? What are the potential business benefits and what do you need to put in place now to achieve this vision by 2023? How might your company benefit from taking part in the project's **collaborative industry workstreams** which are designed to take the industry towards the vision?

More than 100 people with expertise in different facets of the industry - including business leaders, academics, legislators, campaigners and commentators – have helped develop the scenarios, vision and strategy. By signing up to a strategy session you will be among the first to benefit from the considerable insights that have been gained throughout the project process.

For more information please contact Vicky Murray: v.murray@forumforthefuture.org or +44 (0)20 7324 3618.