

the transformation
economy is here,
are you ready?

accelerating
value-creation for travel
and hospitality brands by
being human

TRANSFORMATIONAL
TRAVEL COUNCIL



FHS
SAUDI ARABIA



story of separation

problem

Systemic issues threaten tourism's ability to be additive rather than extractive in our lives and society.

solution

This system-wide leveling up of transformative experience design synced with the advancement of regenerative thinking builds a healthier, more compassionate, and eco-conscious tourism.

‘A New Tourism’



eudaimonia

Lit “human flourishing”;
a contented state of being happy,
healthy, and prosperous

pronunciation -U-de- mOn-E-a
origin: Greek

When was the last time you felt
this way and what were you
doing?



overview effect



‘savikalpa
samadhi’

A psychological experience where astronauts, upon seeing Earth from space, undergo a transformative shift in perspective, often feeling a sense of awe, self-transcendence, and a heightened awareness of Earth's interconnectedness and fragility.

unlocked

We focus on 5 related states
for travelers and how, through intention
and exploration in each one you can
nurture the development of ...

- Self & Spirit
- Bridging & Others
- Systems & Stewardship



THE TTC FRAMEWORK Your Inner Compass



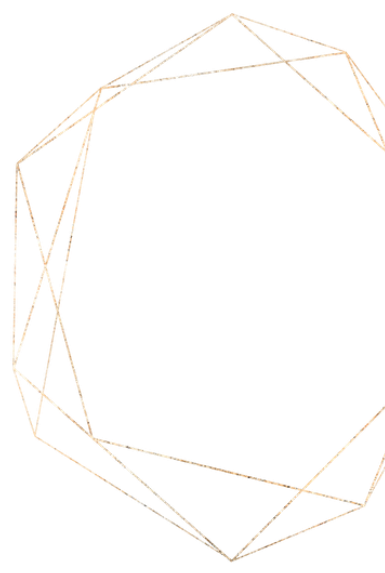
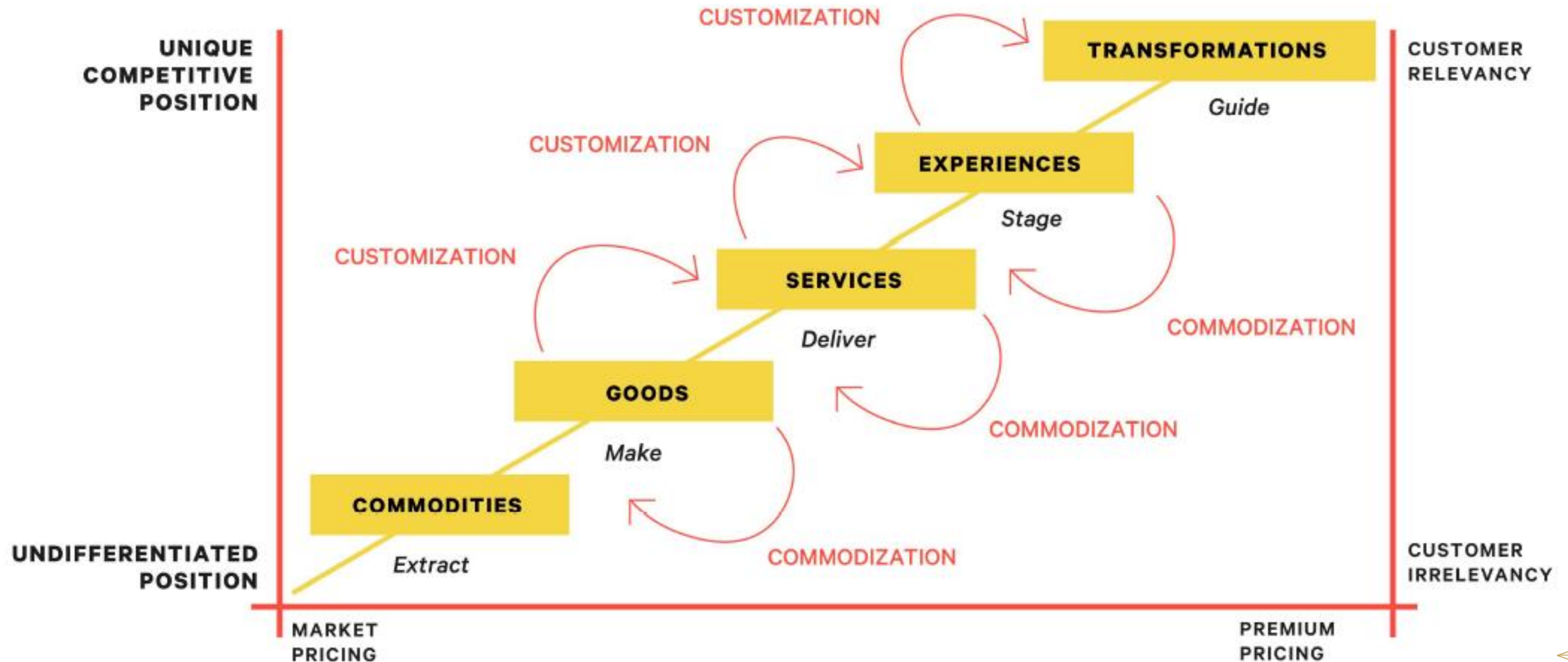
the new you

An economic phase where businesses offer experiences designed to create lasting personal change in customers.

“Enterprises should recognize the economic opportunity offered by the transformation business, in which they partner with consumers to improve some fundamental aspect of their lives—to achieve a “new you.”

- Harvard Business Review, Joe Pine, author of "The Experience Economy" & TTC Advisor

transformations



change is hard

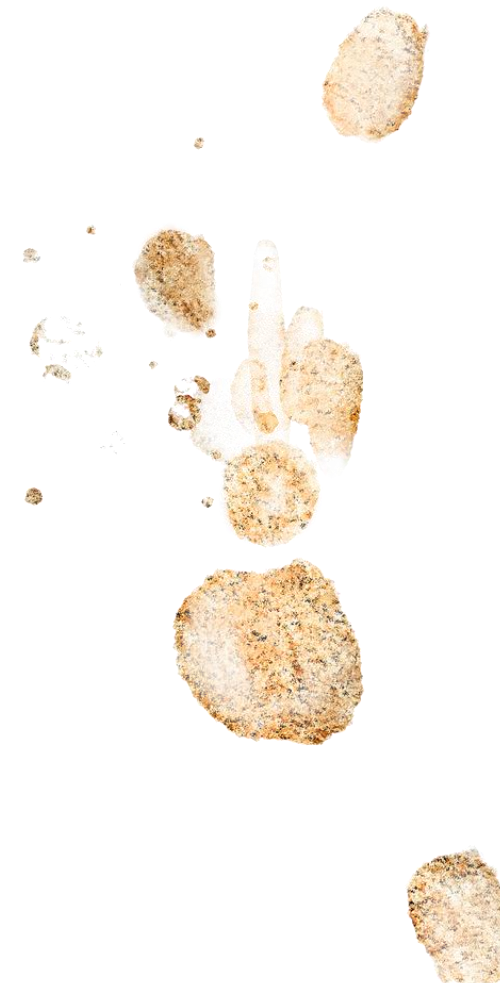
The failure rate on creating change can be as high as 90%

The Challenge

- Overtourism, threatening culture & heritage
- Superficial & artificial experiences
- Socio-economic inequality
- Carbon & biodiversity loss
- Commoditization & digitalization
- Competitive vs. cooperative

The Opportunity

- Behavioral science
- Purpose, mindset, motivation
- Reciprocity, holistic impact
- 'Personal vs Personalized'
- Mass-Customization



mindset

The definition of transformative travel ...

“Intentionally traveling to stretch, learn, and grow into new ways of being and engaging the world.”



the shift



WHAT

WHY

HOW

OUTCOME

Transformations

Experiences

Personal Growth,
Self-Actualization, Change

Entertainment,
Engagement, Enjoyment,
Escape

Seeking knowledge,
confidence, productivity,
focus, wellness, fulfillment

Relaxation, adventure,
cultural exploration,
inspiration

REINVENTION

AWE MOMENTS

Lasting Change

Episodic Inspiration

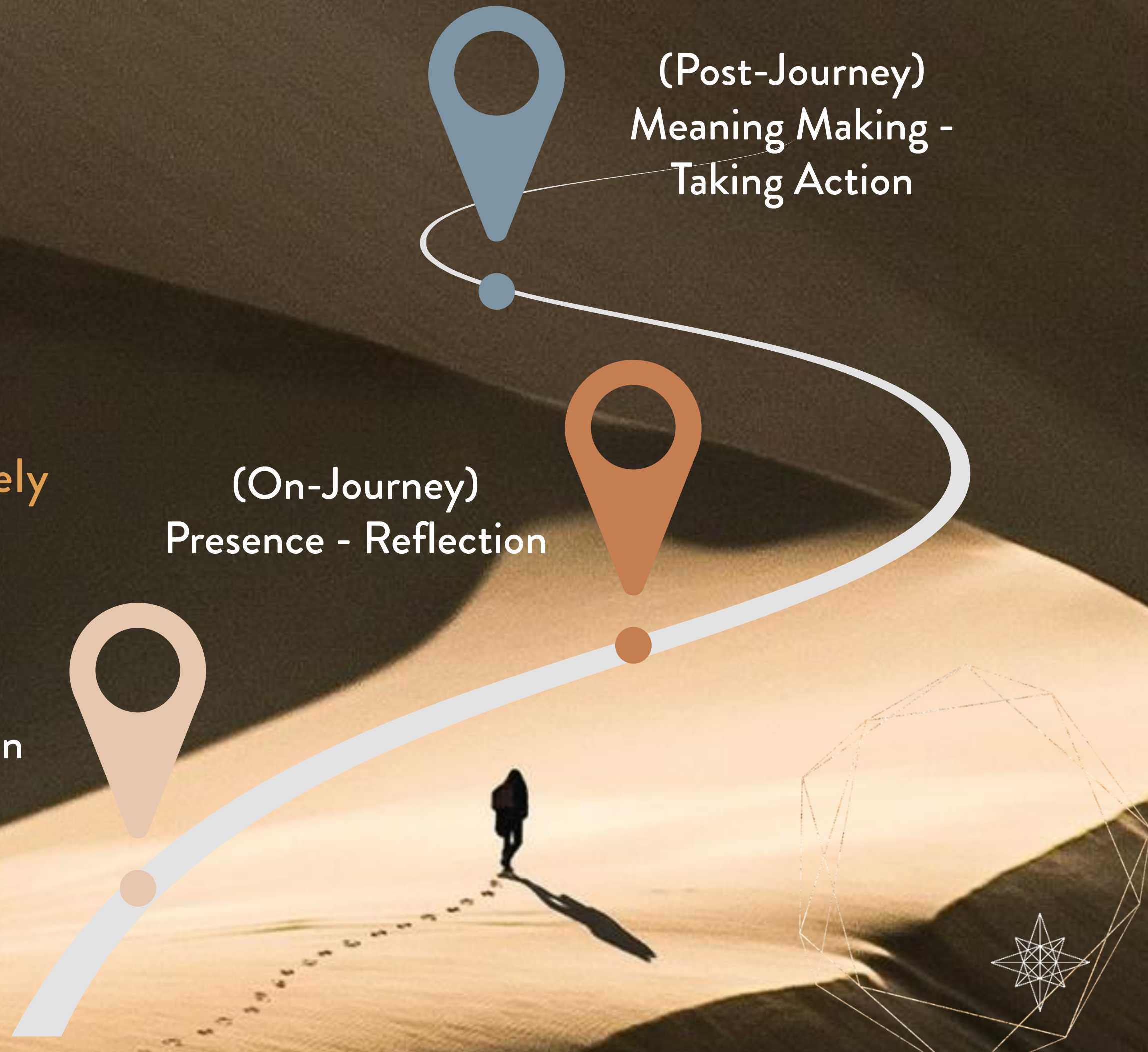
journey

Travel is a Practice and Process,
NOT a Product and a thoughtful
customer journey needs to be
designed and executed to effectively
guide transformations

(Pre-Journey)
Diagnoses - Intention

(On-Journey)
Presence - Reflection

(Post-Journey)
Meaning Making -
Taking Action



emerging demand

Consumers increasingly seek deeper more meaningful experiences after a period of isolation, disruption and existing chaos and uncertainty

Demand is high and growing:

- 91% seek ethical travel
- 78% feel they're more ethically conscious than a year ago
- 39% worry about their impact post trip
- Craving encounters with the deeply real
- Desire true, simple luxuries

Businesses respond by innovating to meet new demand.



desires

Consumers are turning to travel to help them change some aspect of their lives.

Their reasons for doing so vary by life stage.

37%

50+ adults want to improve their physical wellbeing

33%

Adults in their 40's want to become more confident

32%

Adults in their 30's want to get out of their comfort zone

26%

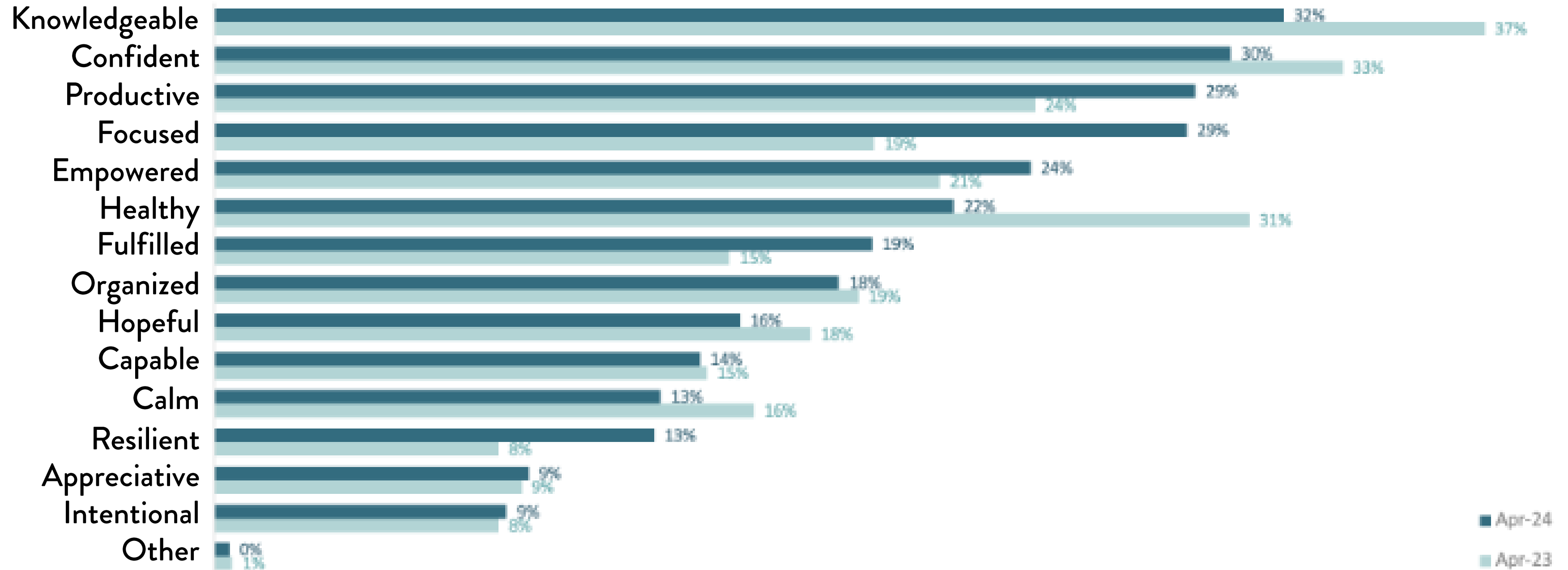
Adults under 29 want to become more balanced for the long term



goals

People's goals when hiring a company to guide transformation tend to be more active and outwardly demonstrated

Goals for Change



Question: When engaging a company to guide me through growth and change in my life, I want to become more: [select up to 3]

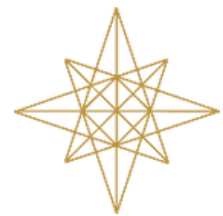
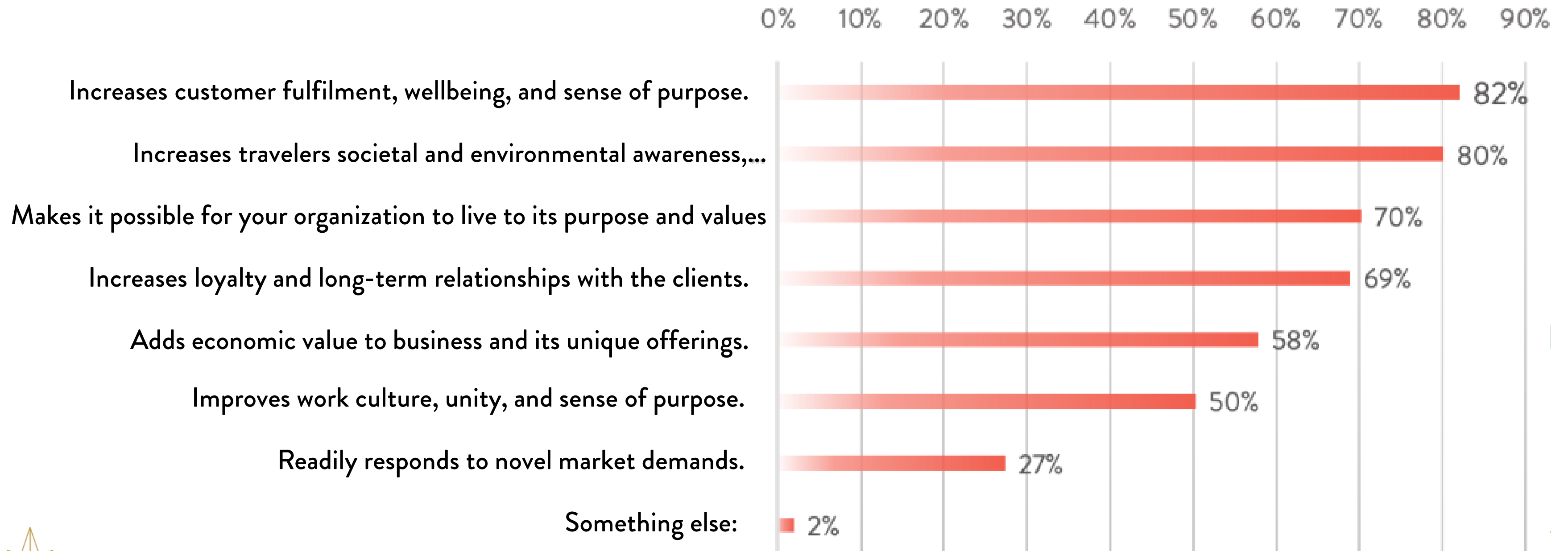
Apr-24 = 2024 Collab Round 4 Survey, April 2024 (n=1,540); Question T12

Apr-23 = TEC Round 4 Quant Survey, April 2023 (n=1,499); Question T3



purpose & values

Increase holistic health and monetary value to improve lives, places, and society

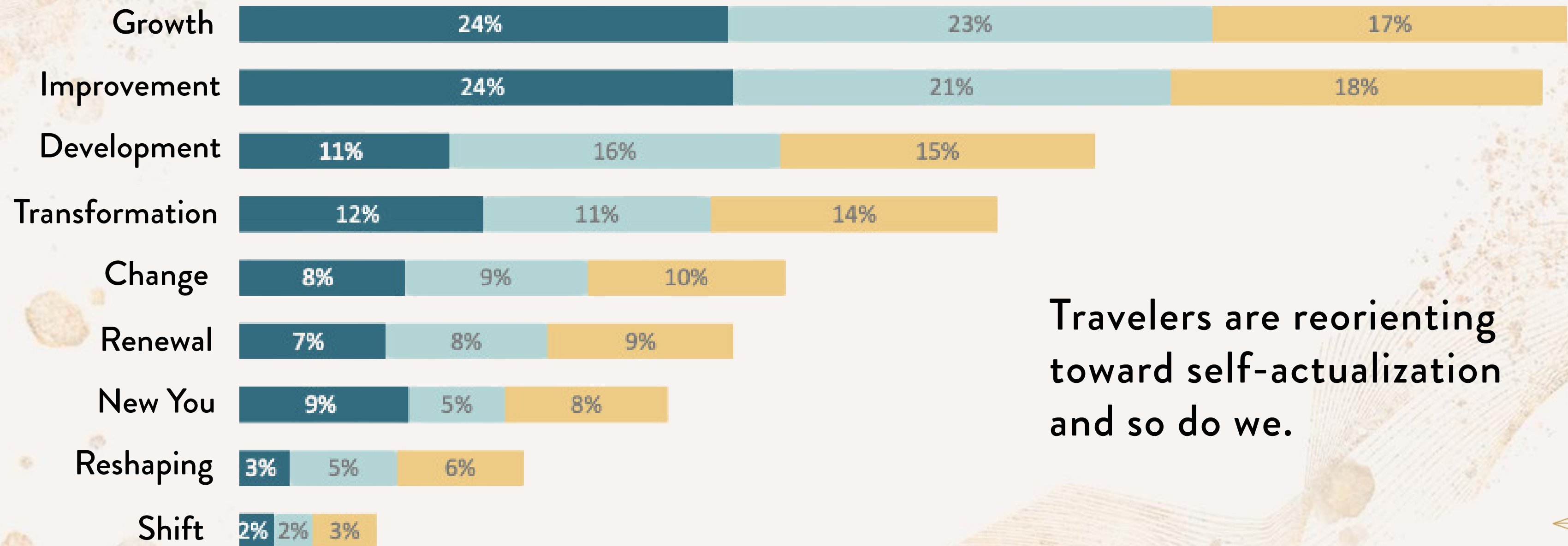


VALUES + PURPOSE + CARE = TRANSFORMATION = VALUE CREATION

words matter

Growth And Improvement Are The Preferred Terms For Communicating Transformational Outcomes

Most Appealing to Get Out of an Experience



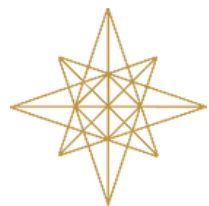
Travelers are reorienting
toward self-actualization
and so do we.



early adopters

Executing against a host of strategies aimed at supporting lasting change.

Building an end-to-end experience is key.



57%

Building in bonding opportunities between travelers and the community

43%

Conducting pre-trip discovery to uncover goals & aspirations

30%

Offering support post-trip to sustain change & maintain relationship

24%

Offering co-created trips instead of off the shelf solutions

time

“We have to move more than our feet when we travel, we have to move our hearts and minds.”

time
wasted

time
saved

time well
spent

time well
invested



your challenge

Consumers have always used travel to promote personal transformation. This is true whether they are after a major shift in lifestyle or a minor adjustment.

To meet this opportunity, how will YOU transform?

Intentional, Deliberate,
Constructive,
& Additive

or

Accidental, Random,
Unproductive,
& Extractive



The background of the slide features a scenic landscape with a calm lake reflecting a forested mountain range under a clear sky. Overlaid on this image are several thin, golden, curved lines that sweep across the frame from the top left towards the bottom right.

thank you



TRANSFORMATIONAL
TRAVEL COUNCIL

A golden, multi-pointed star logo with intricate internal patterns, positioned below the text "TRANSFORMATIONAL TRAVEL COUNCIL".

“Today we are in an Experience Economy, with a Transformation Economy hot on its heels. You can stay in the elusory safety of past practices and keep on doing the same things you’ve always been doing – in which case, mark my words, you too will be commoditised.” – Joe Pine

2025
TRANSFORMATIONAL
TRAVEL
State of the Industry Report

A short, horizontal golden bar with a textured, metallic appearance, located at the bottom left of the slide.

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