

What if...?

20 questions to take action and create your preferred future for travel business.

If you search for innovation in your tourism business, bring some of your employees, external SME's and tourists together in a room for one day and let them explore possible futures for your business.

After they explored the effects of the "what if...?" questions, let them decide together what combination of futures would be the most likely for your situation.

Then co-create solutions to define a new innovative, resilient business model for your organization.

If you don't like to do it by yourself, call Frank at (+34) 677229475.

He can facilitate and guide you through the process.

01

What if flight-shaming would be the new normal?

02

What if hotels would be forbidden?

03

What if tourists would not want to be treated like tourists?

04

What if pandemics would be the new normal?

05

What if air transport won't be affordable anymore?

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What if short term trips would be restricted?

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What if holidays would have to be fully sustainable?

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What if localization would be the new globalization?

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What if people would work only 4 days a week?

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What if the average weather drastically changed in your destination?

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What if intermediaries like tour-operators would not exist anymore?

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What if people would have double vacations each year?

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What if long distance travel would be linked to a minimum stay in the destination?

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What if income of tourism would depend on local production income?

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What if every citizen of the world would travel like north europeans ?

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What if everything stays as it was before the pandemic?

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What if you would depend only on national tourism?

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What if your cultural environment does not reflect anymore your offered destination?

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What if your employees would not want to work in services anymore?

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What if your government limits tourism in your country?