

# Work Reinvented: Future Business Travellers

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## Abstracts

There is a powerful confluence of forces shaping the future of business travel, with the next wave of automation, the rise of the gig economy and digitisation changing how business travellers behave. We consider four potential business traveller types each with their own set of priorities, preferences and devices of choice to see how travel brands should respond to their different needs. Meet the road warrior 2.0, unipreneur, homemaker reimagined and second careerist.

Euromonitor International's Work Reinvented: Future Business Travellers global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

**Product coverage:** Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Travel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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