

Future travelling / attractive region towards 2035

Johanna Danielsson
CEO Kairos Future
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FUTURE
Research-
based
foresight

STRATEGY
Future-
based
strategy

ACTION
Strategy
enforcement



Kairos (καιρός)

the ancient Greek word for "opportune moment" or "time for change"

- 35 employees
- HQ in Stockholm, representatives in e.g. Singapore and Hongkong.

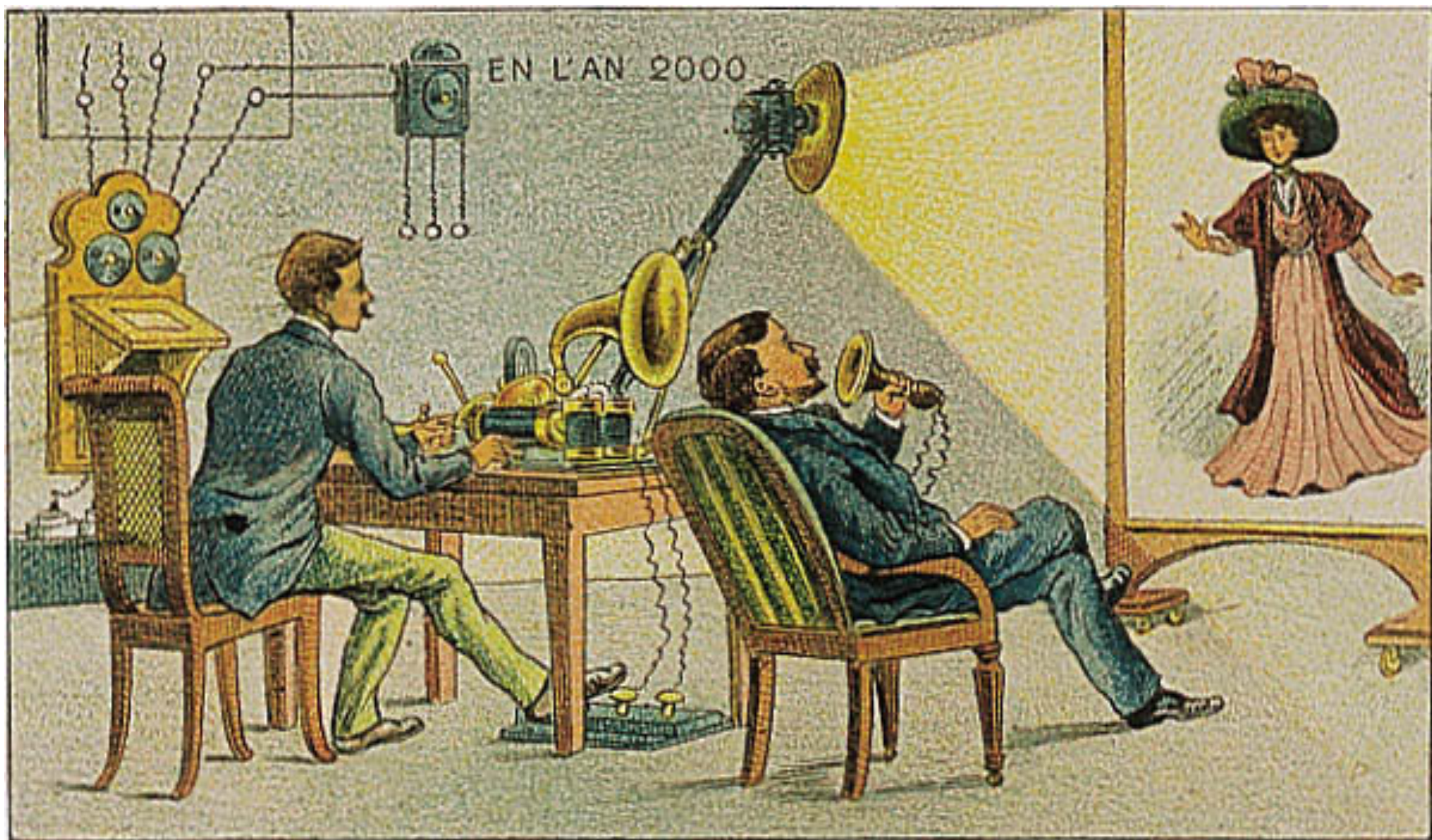


The power of visualizing the future

Consultants for Strategic Futures.



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Produced: 1962
Plays in: 2062

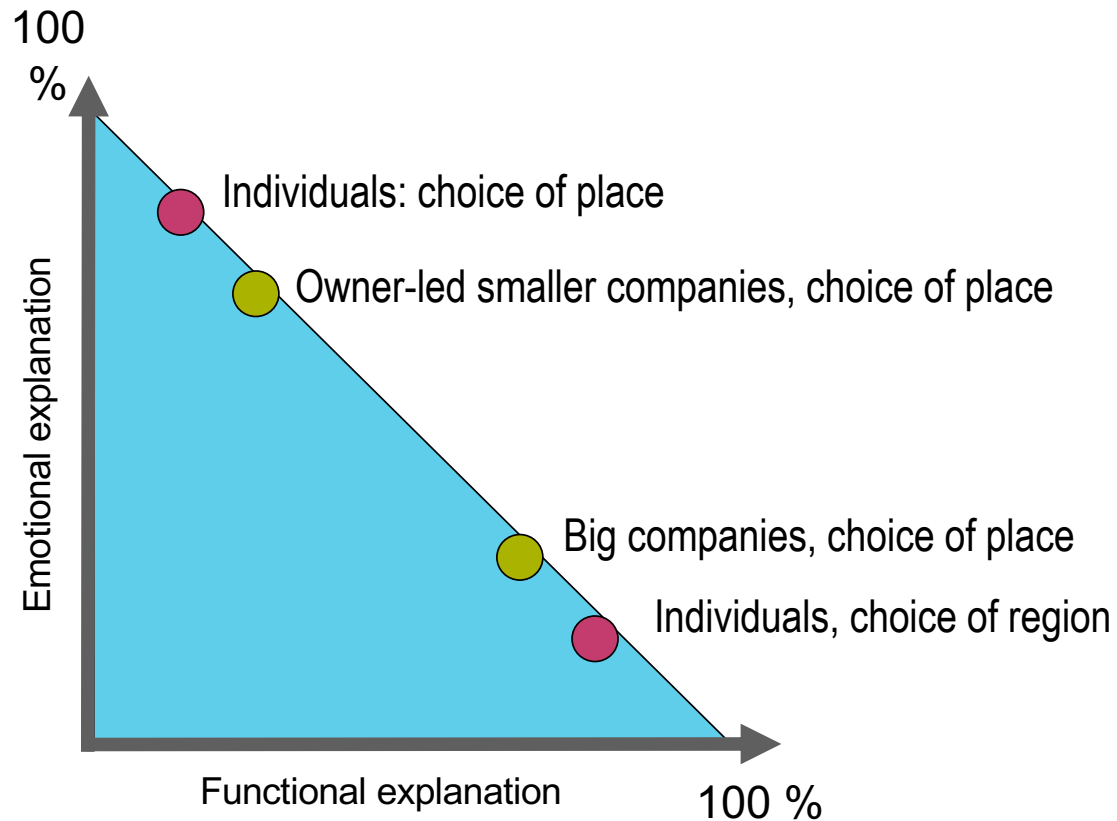
Future region

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Moving dynamics



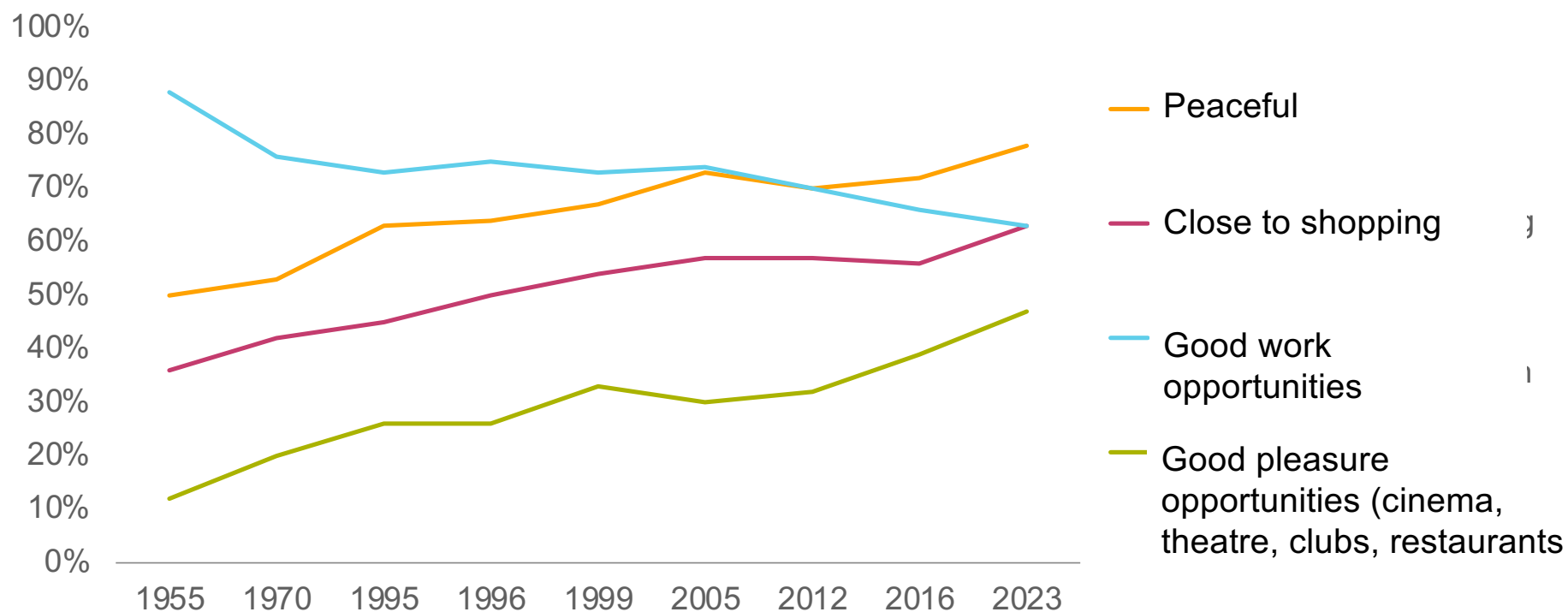
We choose a charming place within a functional region.

Source: Kairos Future

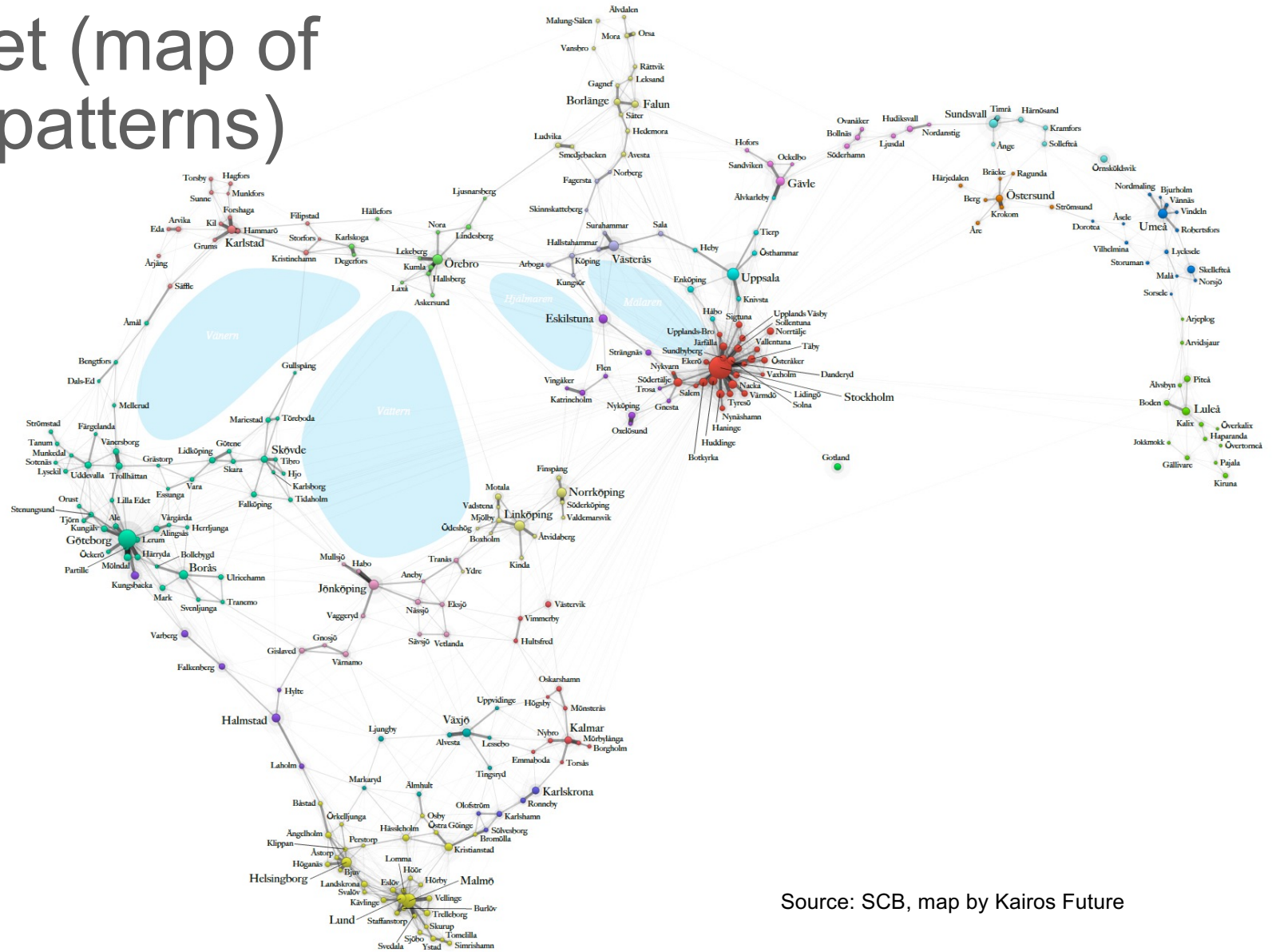


Work opportunities less important

How important do you consider the following to feel really good about the place where you are living? Share answering "extremely+very important" (Sweden).



Labor market (map of commuting patterns)

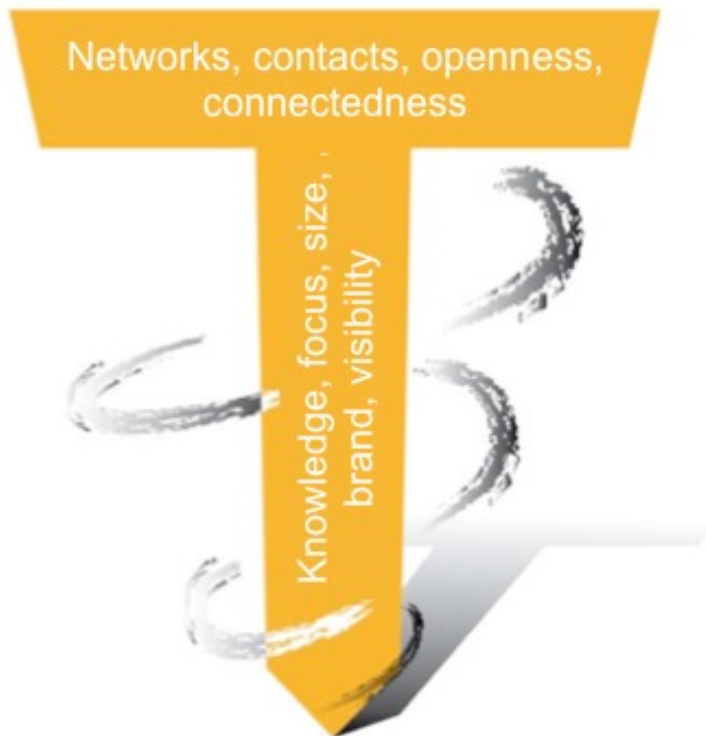


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Source: SCB, map by Kairos Future

Future successful region: a creative and connected center



In a “thought era”, where ideas are an increasingly important asset, we are more and more gravitating towards tight and attractive centres. It is about talent, people, customers and also money. To be a winner in this “T-society”, one needs to become centre of where everything gravitates towards. As a company or a region one needs to be dense and big. Regions and companies are increasingly competing to become creative centre points such as Silicone Valley in the US.

- Regional specialisation and business clusters are decisive for the migration of specialised manpower, which again is the motive force behind broader emigration to a given region.
- We will see a growth in mega regions towards 2020 which will position themselves and increase in power with the help of specialisation, cluster formation and human capital – including a major concentration of global talent.

Source: Kairos Future



The big picture: what drives peoples' moving patterns

- Work opportunities

- -2000

- Work opportunities
- The hunt for better quality of life

- 2000-2030

- Work opportunities
- The hunt for better quality of life
- Basic safety (e.g. escaping climate change effects)

- 2030-



Future travelling

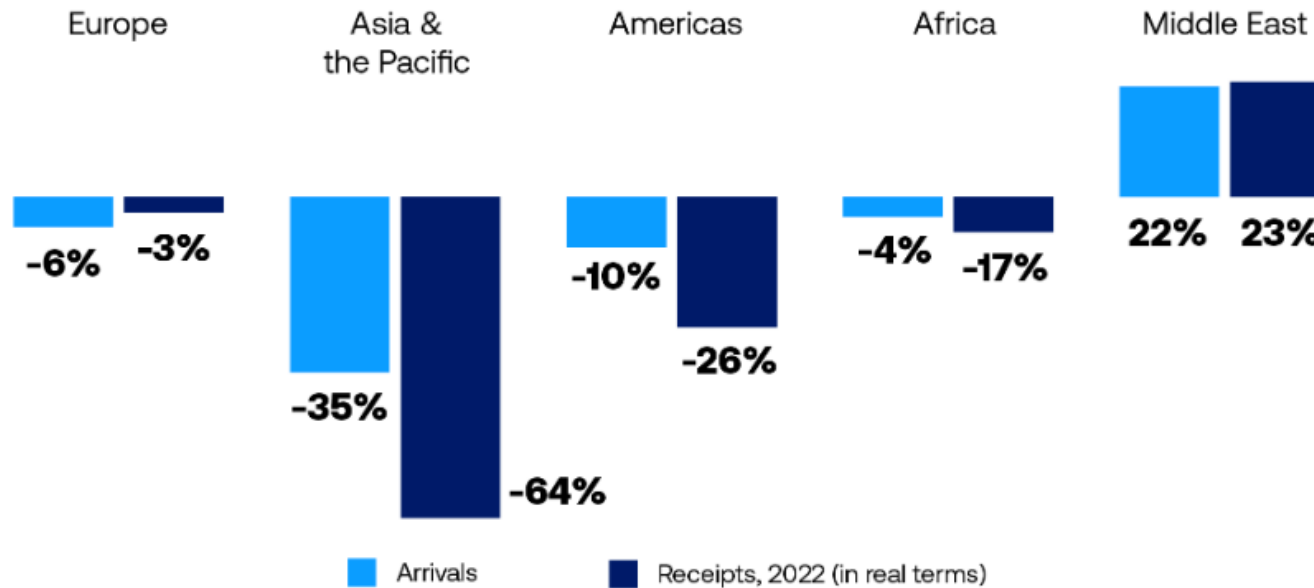
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Globally not yet back to prepandemic levels

International Tourism 2023

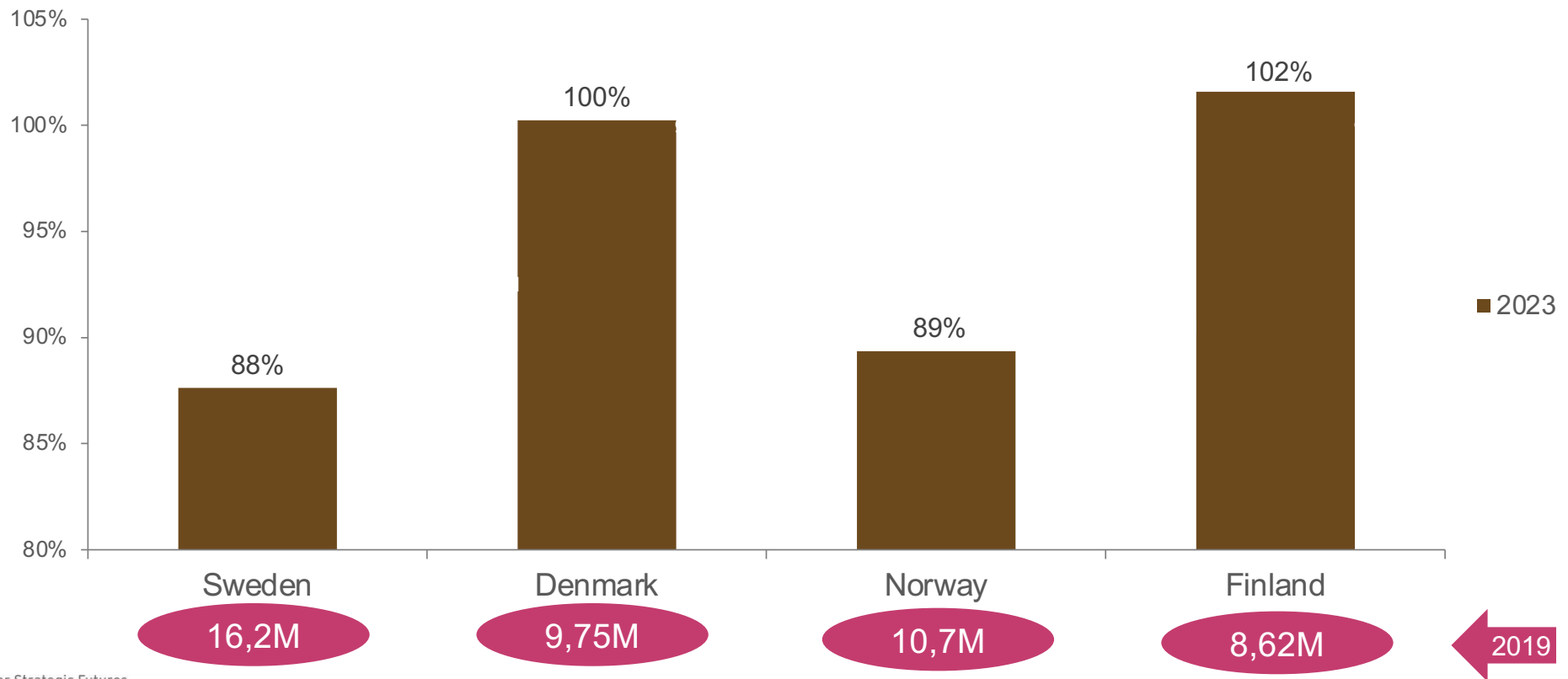
(Change % over 2019)





Outbound leisure travel has not yet recovered in S and N

How many holiday trips/private trips with at least 1 overnight stay did you make abroad in the last 12 months?
Percentage of 2019 levels





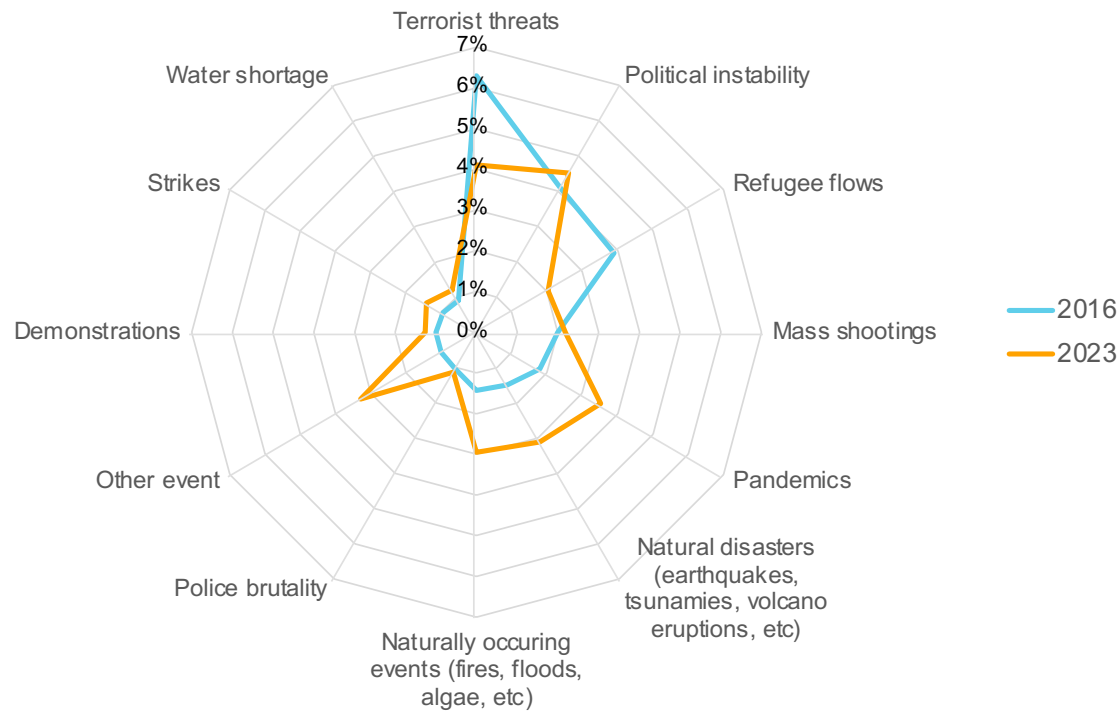
3,2 million trips still "missing"

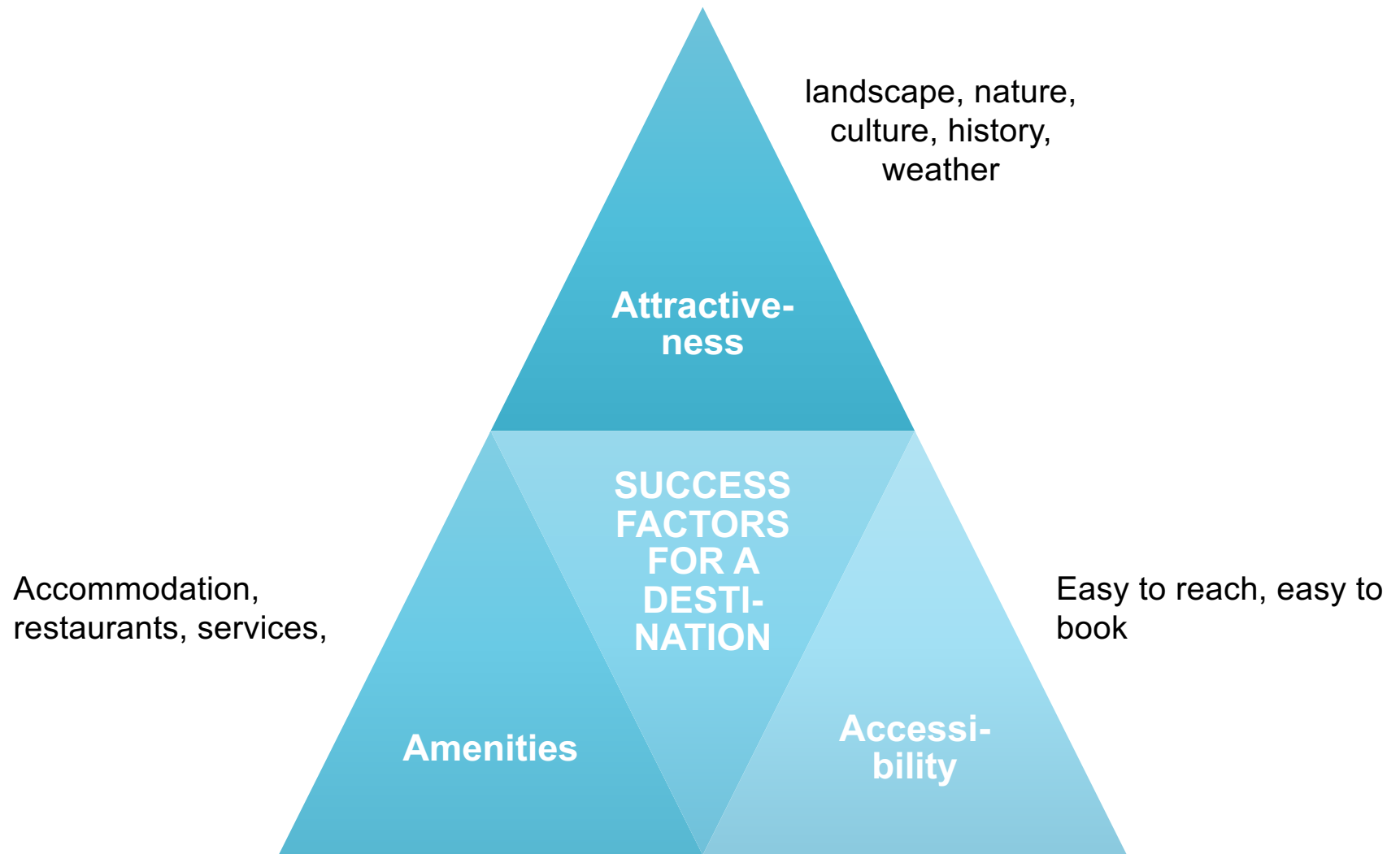




Several events affected choice of destination

Much is happening in the world right now. Was there any world event which affected you in your choice of destination for your trip?





What about business travel?

- Depending on source/area, 30- 80% of pre-pandemic levels.
 - Some types of meetings/business travel will not return
 - Others might increase, as for example transporting valuable experts in future tech etc. between different remote areas.
- There is still some pent-up demand
 - We need not to meet in person anymore for regular meetings, but we do need to meet in person to solve new problems and create new things!



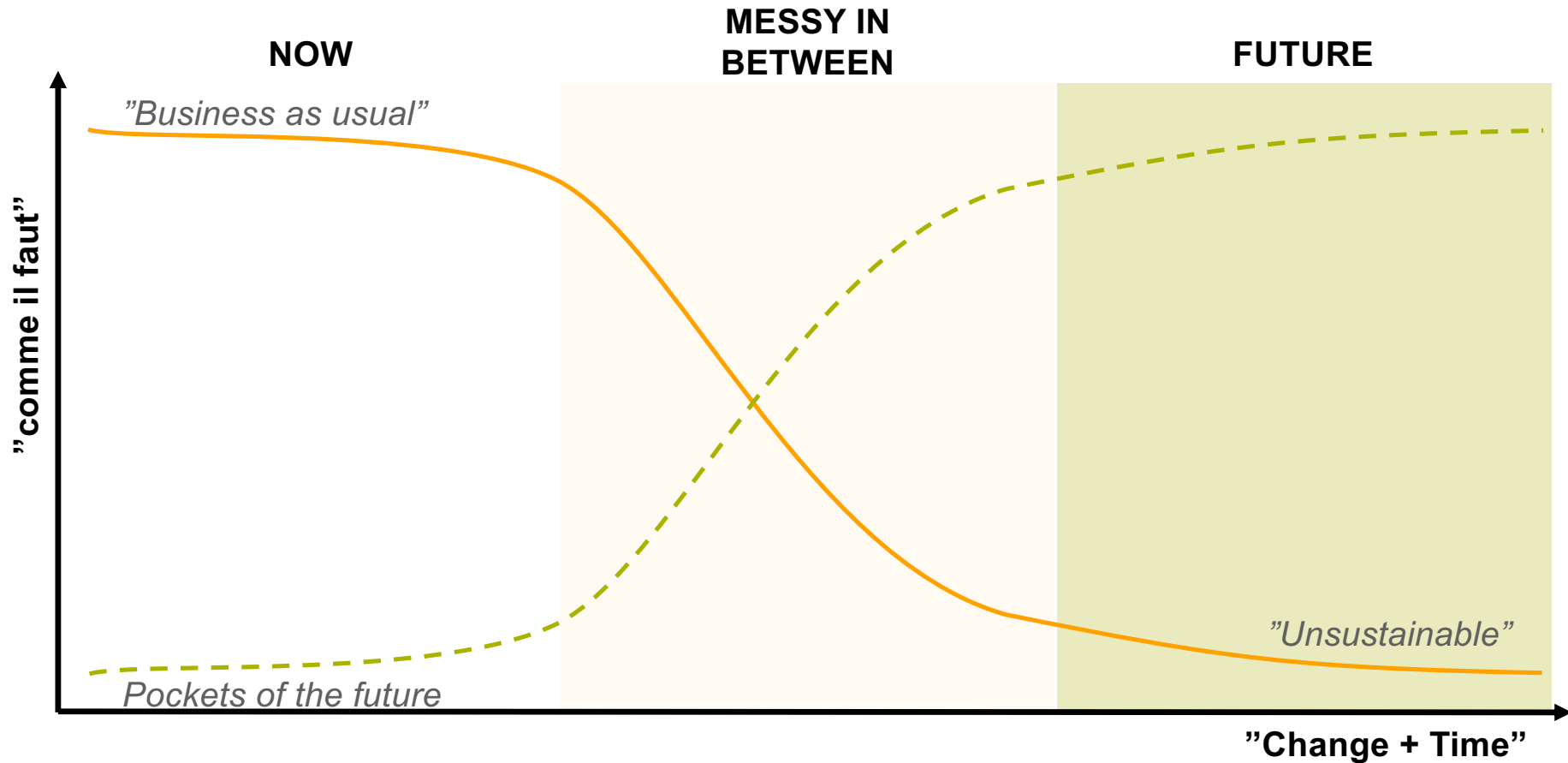
Future leadership

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The challenge: planning for the messy in between



Foresight pays off

33%

Better profitability and ...

200%

*...faster growth for the average company
(between 2008 och 2015)*

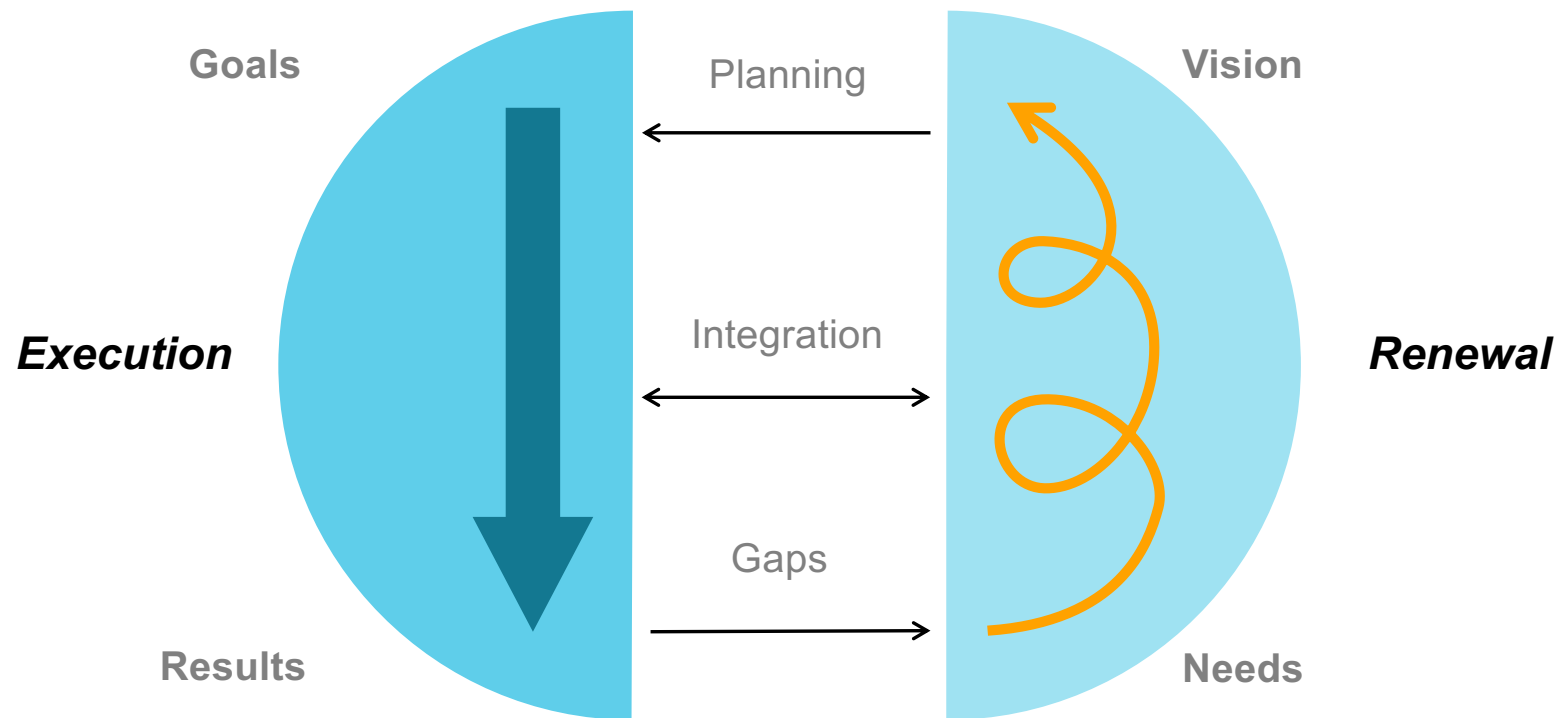
Källa: Rohrbeck & Kum, 2018

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A time for pioneers!



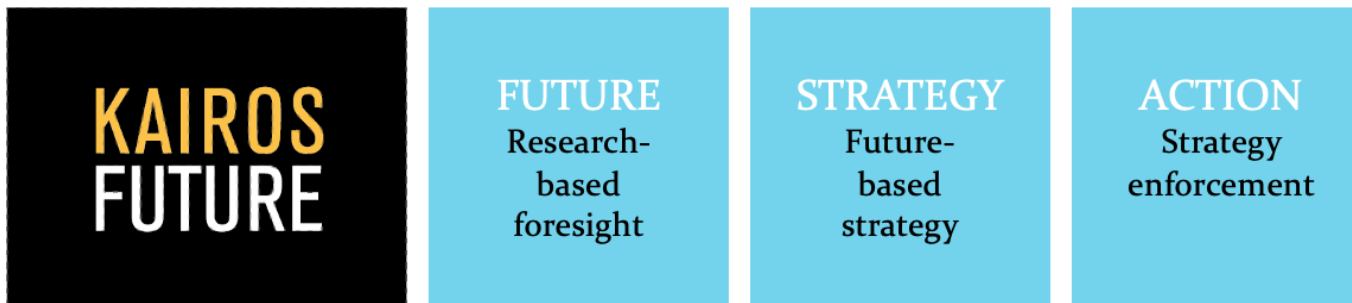
Legend of Kairos

- Kairos was a demi-good in the Greek mythology. Half God, half human. The legend has it that you should keep an eye out for when Kairos comes running. When he comes roaring over the Greek fields. He's fast! You can tell by the wings on his feet and his back. But the catch is, that you need to catch him as he comes towards you. That's what the ponytail in the forehead symbolises. You catch him by the hair, and since he's shaved on the back of his head, you can't catch him when he has already passed you.
- But if you do manage to catch him. If you stand prepared at the right moment – the opportune moment – and you catch him as he comes towards you. Time stops! An everyone around you will stop in their pace. And you can get a head start.
- That is what our projects are about. In every project with every client we try to identify : what is the opportune moment for them? When will it occur? What are the signs of it approaching? And how do they best prepare to be ready to make the most out of it when the moment finally arrives. Or even better, how can they shape this moment themselves.



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www.kairosfuture.com

Contact: johanna.danielsson@kairosfuture.com

