

# SSP whitepaper highlights latest trends across travel industry



SSP has released a new whitepaper that outlines the findings and insights from research into the key factors effecting travel and travel hospitality.

The report covers the trends impacting the behavior of the travelling consumer and why they matter and SSP has categorized these changes into three tiers:

Firstly, there are the macro shifts in the way people think and behave across the world that impact the wider population. These global trends include geopolitical factors that shape the global order, demographic and societal shifts such as ageing populations and changing family constructs, and environmental trends relating to sustainability, climate change and biodiversity.

# Trends Report

**This report provides an overview of the key trends affecting food and beverage choices in travel locations and what this means for F&B operations**



## **Megatrends prompting changes**

Secondly, the whitepaper debates the megatrends that prompt changes in what consumers want from the businesses they engage with, and the shifts that are shaping the future of the consumer landscape. These include the desire for new experiences and the way consumers are seeking the distraction of memorable events that engage multiple senses.

With the acceleration of the development of digital technologies, the demand from consumers for products and services that speed up and simplify their experiences is increasing. At the same time, consumers are seeking reassurance from brands on how digital enhancements will work alongside human interaction in the future. Consumers are increasingly taking a holistic approach to health, seeking products that support them mentally and physically. They want to make healthier food choices, reducing the amount of sugar, calories, salt and alcohol in their diets while allowing for indulgence.

According to the report, economic instability and the impact of inflation means value matters more than ever. People are becoming increasingly conscious of how their choices and purchases impact the environment, people and their local and global communities. As a result, many are actively seeking to reduce their environmental footprint by choosing brands and products that align with their values.



The SSP whitepaper considers key factors effecting the travel industry

### **Consumer thinking and behavior**

Finally, SSP's whitepaper also explores current trends in the way consumers think and behave while they are travelling. Travel remains a priority for consumers who are now travelling more for leisure than business.

Interest in 'bleisure' trips – travel combining business trips with holiday travel – continues to increase and travelers are also planning more trips outside traditional holiday seasons.

The report also offers further details on these trends and how food and beverage operators in the travel environment should respond. Further details are available [here](#).

Jeremy Fennell, Group Chief Operating Officer at SSP, said, "We are the food travel experts, and that expertise must be underpinned by a profound understanding of how the travelling consumer thinks and behaves. To deliver fantastic experiences wherever we operate, we stay close to our customers' evolving demands and what needs to be done to help our clients meet those needs.

"In the fast-changing post-COVID world, the pace at which trends have emerged has accelerated at an unprecedented rate, meaning keeping abreast of change and reacting to it quickly is an even more demanding process. Across our business, we run a spectrum of some of the most comprehensive studies within our industry to identify and track emerging trends as well as map the regional differences in these shifts.

"And of course how we use knowledge we have gathered is crucial. Here at SSP, it's the foundation of our planning, and we use it to create innovative brands, on-trend menus, and inspiring environments that delight passengers today, and will continue to delight them in the future. This is how we achieve our purpose of being the best part of the journey," Fennell concluded.