



# 2019 global travel forecast

Global air, hotel and ground pricing, and trends shaping the future

CarlsonWagonlit Travel

CWT Solutions Group

**GBTA**  
GLOBAL BUSINESS TRAVEL ASSOCIATION

  
CARLSON FAMILY FOUNDATION



# Welcome note



Welcome to our fifth annual Global Travel Forecast, a comprehensive look at travel pricing and the macroeconomic influences that are driving it.

Our report is designed to enable travel buyers around the globe to create and support their travel programs for next year whether local, national, regional or in-between. A collaborative effort between the Global Business Travel Association (GBTA) and Carlson Wagonlit Travel (CWT), the report is again strengthened by the expertise of Rockport Analytics, with additional analysis and context provided by CWT Solutions Group, and the support of the Carlson Family Foundation.

#### The view from 30,000 feet

A global macroeconomic overview

#### Touching down on four regions

A regional outlook for air, hotel and ground

#### Up in the air

New Distribution Capability (NDC), ultra long-haul routes and why there's never been a better time to be a pilot

#### Circling the globe

Key developments in air, around the world

#### Rooms with a view

Brexit and the hotel industry, mobile-first, and how a spike in air travel will fuel demand for rooms

#### Circling the globe

Key developments in hotels, around the world

#### The road ahead

Ride-hailing regulation, connected cars and why car rental firms will up their prices

#### Circling the globe

Key developments in ground transportation, around the world

#### Technology

The future of corporate travel gets personal with AI, machine learning and predictive analytics

#### Top tips for travel buyers

Key recommendations

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Methodology

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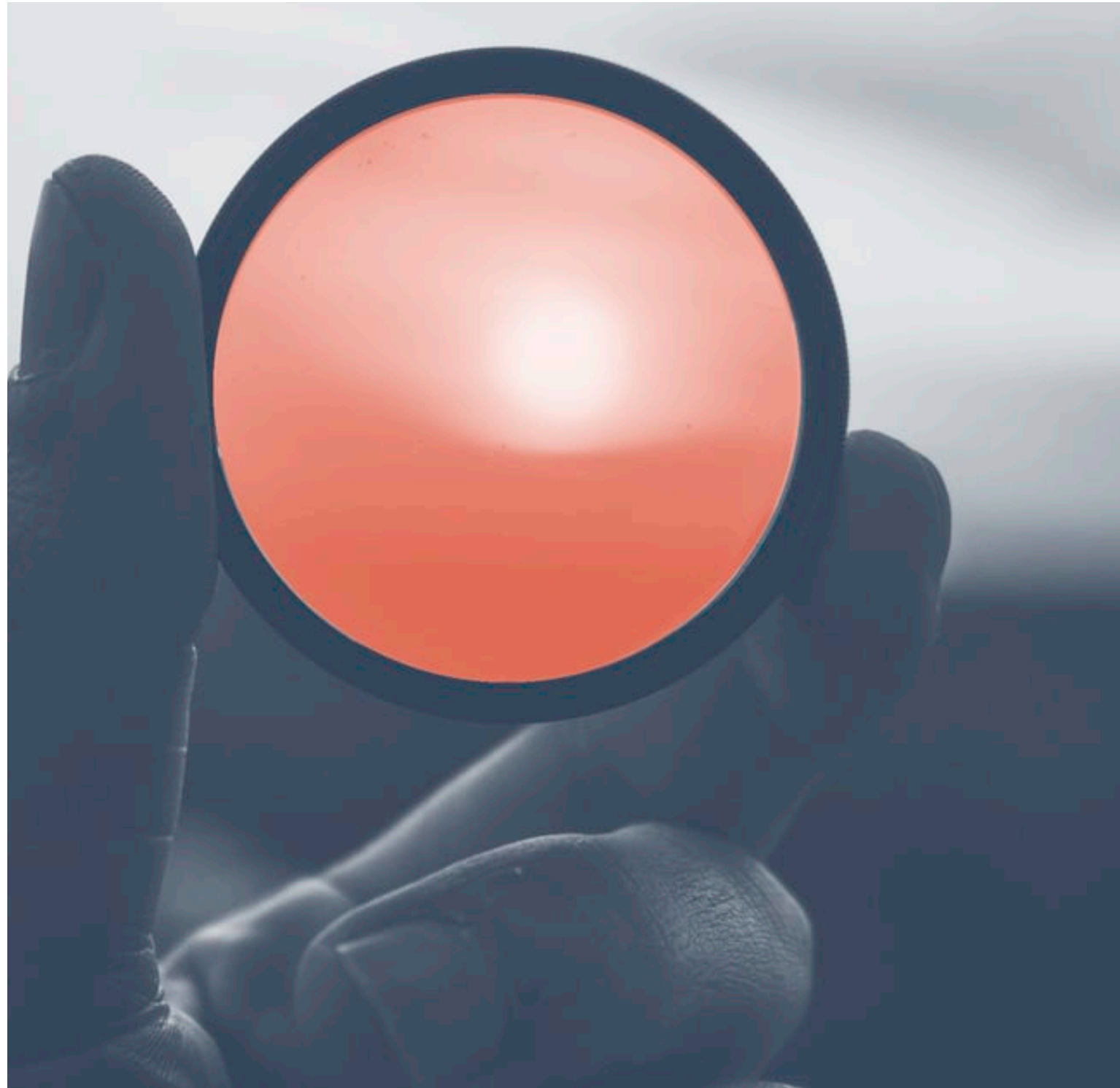
Foreign exchange forecast

#### Appendix 3

Additional travel price data and footnotes

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# Appendix 1

## Methodology

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## Appendix 2

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## Appendix 3

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Thank you for reading.

Interested in receiving a bi-monthly travel price forecast from CWT? Type in your email address here:

The first bi-monthly forecast will be released in August.



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