THE

Swiss banking with a mission Globalance

# Futuremover



# How much wanderlust can our planet bear?

Discover the world, without depleting it

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# 77 The most beautiful journey is the one that moves us – that's where the future begins.

### Dear readers

Why are we drawn out into the world? Rarely for the distance itself - we travel because we seek connection, growth, and perspective. My most memorable journeys didn't take me to the farthest corners of the world. What moved me were moments of closeness to people and nature: the crisp scent of fresh mountain air at sunrise in the Alps, an unexpected conversation with a fisherman in Sardinia, the awe of encountering orcas in the Lofoten Islands. These were moments of closeness - and I realized: connection matters more than distance.

This issue of *The Futuremover* asks: How will we travel tomorrow? We spotlight high-speed trains over short-haul flights, resorts that capture  $CO_2$ , and digital tools that help reduce our ecological footprint. You'll also find Claus Sendlinger's vision of *Slowness* and travel scenarios for the year 2035. It's about creating value – for travelers, hosts, and the planet alike.

This aligns perfectly with the philosophy of Globalance: to direct capital where the future is taking shape. Those who see their money - like their holidays - as an invitation to make a meaningful impact are building bridges to a better world.

I wish you an inspiring read and a beautiful late summer full of connections that truly matter.

Reto Ringger
Founder and CEO

# Wanderlust in numbers

Where data meets desire: a global look at how we travel.

Switzerland 2024:
15.2 million
International travel
(Population: 9 million)

of CO<sub>2</sub> emissions in tourism come from transportation.

of the world's population has never set foot on an airplane.

Brazil 2024:

12.8 million
International travel

(Population: 212 million)

What share of each country's population holds a valid passport?

Source: National statistical offices and tourism administrations

billion

1.2
billion

7.70
million

Global travelers



## Where are we headed?

Tourism is booming - and changing. While Europe debates overtourism and carbon footprints, the Global South is embracing travel like never before. Driven by a growing middle class, relaxed visa rules, and major infrastructure investments, international travel is rising fast. In China, only about 10 percent of the population holds a passport; in India, just 7 percent. And yet, the two countries already account for around 158 million outbound trips each year.

Across Asia, rail networks are expanding beyond borders: a high-speed line already connects China and Laos - soon, it will reach Thailand and eventually Malaysia. Visa-free agreements - like those between Thailand and China or South Korea - make spontaneous cross-border trips easier than ever. At the same time, Al-powered booking assistants, immersive platforms, and social commerce are reshaping how we choose and experience travel.

Tourism is no longer just a growth industry - it is a reflection of change. And it raises new questions: Who is traveling, where to - and why?

# 130,000 years on the move

From early humans to commercial air travel: travel has evolved from a daring endeavor into a multi-billion market - and yet, it continues to raise a timeless question: What are we truly looking for when we set out?

Travel is part of human nature. Our longing to see what lies beyond the horizon is ancient. But traveling simply for the sake of it? That's a much newer concept - and until not long ago, it was mostly reserved for the upper class.

It requires time, resources, and suitable means of transportation. Technological, economic, and geopolitical developments in recent decades have made it accessible to broader segments of society. And they are embracing it with enthusiasm: there have never been more travelers than today - and the numbers continue to rise. But why, exactly?

### 130,000 TO 40,000 BC

### Journeys of discovery

Neanderthals move from Portugal to Siberia, as shown by similar stone tools found across the region. The distribution of these finds suggests isolated exploration rather than large-scale migration.



### **Trade routes**

China's Han Dynasty opens the Silk Road, forging trade links with the West. It becomes the most important trade route for centuries to come.



# C. 325 BC

# Conquests

Alexander the Great returns from his expedition to India with a fantastical tale about a (mythical) creature named Odontotyrannus, which is said to have attacked him and his soldiers.

# 12TH CENTURY CE

### **Pilgrimages**

The steadily growing number of pilgrims traveling to Santiago de Compostela leads to the emergence of numerous guesthouses along the Camino de Santiago. They lay the foundation for tourism as an economic force.

# Travel is ...

# ... adventure and transformation

From early explorations to polar expeditions to modern-day safaris, it's the call of the unknown that moves us.

### ... self-discovery and purpose

On pilgrimage routes, multi-day treks, or in immersive cultural experiences, we find new ways to see - and reinvent - ourselves.

Alexandria, July 1872

My dear friend,

The blessing of going into port, at the conclusion of a first long voyage, awakens feelings so deep and so lasting, that it must form a striking era in the life of every traveller. Eagerly, during a long morning, did I and my children strain our eyes as the low uninteresting coast of Egypt spread before our view, that we might catch the first glimpse of one or more of those monuments of which we had hitherto only heard or read.

Yours. Sophie In this letter, Englishwoman Sophie Lane Poole captures the timeless magic of travel: the courage to leave, the thrill of anticipation, the strain of the journey – and the wonder of arrival. Whether it's a monument, a landscape, a culture, or simply the unknown, something always waits to be discovered.

### 17TH CENTURY CE

### Educational travel

For the European and Russian aristocracy of the 17th and 18th centuries, the "Grand Tour" becomes a rite of passage: these often years-long educational journeys across the continent expose them to new cultures – and help forge useful political ties.



### 1944

### Air travel

Nearly 40 years after the Wright brothers' first flight in 1903, the International Civil Aviation Organization (ICAO) is founded. It lays the groundwork for safe and cooperative global air travel.



# Day trips

British entrepreneur Thomas Cook organizes a rail excursion for factory workers from Leicester to Loughborough. It marks the birth of the modern group tour - and the world's first travel agency.



### Mass tourism

With around 41 million flights world-wide and 1.4 billion international tourists per year, travel is a mass phenomenon. Popular destinations like Venice are fighting overtourism with measures such as entry fees.



Travel fosters cultural exchange and shared knowledge. It helps us see our own world through different eyes.

## ... recovery and healing

From historic mountain sanatoriums to today's trendy yoga retreats, travelers have long sought wellbeing for body and mind. Or, in Goethe's words: "One does not travel to arrive, but to travel." Always with the hope - then as now - that happiness will find us along the way.



# Slowness is a movement for the future

# Pioneer Claus Sendlinger

From boutique hotels to regenerative farms: Claus Sendlinger helped shape the hospitality industry as the founder of *Design Hotels* - and then began to question it. With *Slowness*, he is searching for new answers to the question of how travel can once again have meaningful impact.

Claus Sendlinger is a pioneer of conscious travel. With Design Hotels, he created a platform for carefully curated, independent boutique hotels, shaping the international hospitality scene for over two decades. In 2015, he sold his shares in the publicly listed company and launched Slowness - an international collective for regenerative places, new learning spaces, and a mindful approach to hospitality.

# Claus Sendlinger, you have been shaping the world of travel for many years. What has changed for you personally?

I realized early on that change is a constant and that sense of movement has driven me. Even with *Design Hotels*, our goal wasn't just to market places to stay – it was to represent a mindset. But over time, even the best ideas get absorbed by the mainstream. What once felt unique turns into just another label. When a term like "design" ends up in every downtown shop window, it loses its original depth. That's why *Slowness* was born – as a response to sameness.

### What does Slowness mean to you?

*Slowness* stands for depth, clarity, and responsibility. It's about making conscious decisions, taking the time to understand things, and building relationships rooted in quality.

The idea came out of a certain dissatisfaction with a world that is accelerating, obsessed with marketing, and increasingly losing substance. I wanted to return to a state where purpose matters more than buzzwords.

# Why do you see terms like storytelling or sustainability as hollow today?

Because they have been overused. Storytelling once helped us make sense of things. Now it's often just marketing gloss. The same goes for sustainability. When everyone claims it, but no one shows what they actually do, the term loses its meaning. At *Slowness*, we say: Do first, talk later. Act first, then tell the story.

# What is needed to make travel feel meaningful again?

We need places that are real. Hosts who live their values out of conviction – not just advertise them. And travelers who are open to depth over speed.

Many of the most powerful ideas emerge in small settings – in places with character, rooted teams, and a spirit of community. Our farm La Granja in Ibiza was such a place: only eleven rooms, locally sourced food, people who understood nutrition and circular systems. Everything that happened there had a reason. We showed that meaning and profitability can go hand in hand. When values are tangible, trust emerges. And that's what makes places successful.



**75%** 

of travelers want to travel more sustainably in the next 12 months,



83%

say sustainable travel is important to them, and



28%

already feel oversaturated with climate messaging.

**Source:** Booking.com, Sustainable Travel Report 2024, survey in 34 countries

# So how can sustainable tourism actually be implemented?

Sustainable tourism is not a contradiction if it's taken seriously. Today, what's being marketed as sustainable is often just a green label. Real concepts often fail because of the structural conditions. Take this example: if a hotel project plans fewer rooms and more space for community, it's quickly seen as "not financially viable." As long as sustainability isn't measured alongside EBITDA or cash flow do, it will remain a nice-to-have.

# We need to stop viewing travel as a raid and start treating it as a relationship.

And we often overlook housing: in destinations like Ibiza, vacation rentals push out the workforce. Apartments that once cost €1,500 per month now rent for €4,000. No chef or receptionist can afford that. If communities don't regulate, you get a split reality: a polished façade up front, imbalance behind the scenes.

# Is sustainability a luxury for the few?

For me, true luxury is knowing where my breakfast comes from - and that no one was exploited for it. Quality has its price. But there are ways to make responsible travel more widely accessible and fairly priced. What matters isn't the size of the room, but the values lived inside it.

# You have launched a new campus in Berlin. What is the idea behind it?

The Flussbad-Campus aims to rethink hospitality - combining education, community, and conscious living. Alongside a hotel and restaurants, we are building a health space and a school for hosts who lead with purpose and want to take responsibility. Places like this campus can become incubators for real change.

# What is your vision?

In luxury hospitality, only seven out of ten open positions are filled - well-trained talent is key. I envision an industry that sees hospitality as a cultural contribution, and one that helps people to grow. Young people are looking for meaning, for community, and for the feeling that they can make a difference. If we can make that tangible, we can also change the way we think about travel.

### And what does Venice have to say?

Cultural mediator Cristina Gregorin has lived in the lagoon city for 35 years. She talks about overcrowding, lack of political courage - and what needs to change now.



# Traveling net-positive

Traveling can be rewarding - not just for the traveler, but for everyone involved. Regenerative travel goes a step beyond: it leaves a destination better than it was before.

Awareness of ecological and social responsibility is steadily growing – including in the travel industry. According to a report by the World Economic Forum (WEF), 75% of respondents say that environmental impact influences their choice of travel destination. Today's travelers are looking for experiences that are not only unforgettable but also leave a positive impact on the places they visit. They want to travel not just sustainably – but regeneratively. But what does that actually mean?

### From net-negative to net-positive

Regenerative travel goes beyond simply reducing harm. While sustainable travel focuses on minimizing footprints, regenerative travel strives to make a net-positive contribution – to the environment, to society, and to the local economy. It does so through a variety of practices:

# Mindshift: values over profit

The first step toward regenerative travel is a shift in mindset - from purely financial returns to creating lasting value for local communities and ecosystems.

# › Becoming part of the local ecosystem

Regenerative travelers see themselves as part of the place they're visiting. Supporting local businesses, respecting cultural practices, and contributing to conservation makes you more than a guest.

### > Restoring nature

To regenerate means to actively restore natural resources. In doing so, travelers also cultivate a deeper connection to nature and the planet.

### > Experiencing community

Whether through volunteer work, local festivals, or simply meaningful exchanges with residents - relationships grow through shared moments.

### > Honoring and sharing local knowledge

Keeping traditions alive means keeping cultures alive. Whether through pottery with local artisans or conversations about medicinal plants, those who listen and learn help preserve regional knowledge.

All these actions contribute to a form of tourism that makes the world a little better - one trip at a time. And regenerative travel doesn't mean giving something up. In fact, the following examples show how luxury and positive impact can go hand in hand - with travel providers like Journeys with Purpose (UK) leading the way. They just might spark your own wanderlust...



**REGENERATIVE - TROPICAL - COMMITTED** 

Song Saa is a private island within Cambodia's first marine protected area. The regenerative luxury resort was born from the restoration of two neglected islands. Today, it integrates reforestation programs, marine conservation, and initiatives that support local education and healthcare.

### ANDALUSIA, SPAIN



# CIRCULAR - SENSORY - CLOSE TO NATURE

Tucked away in the picturesque Serranía de Ronda, *La Donaira* is an oasis of discreet luxury. Here, where rolling hills touch the horizon and the air is scented with wild jasmine, the rhythm of nature sets the pace. The estate practices regenerative agriculture through permaculture, olive cultivation, and winemaking using heirloom grape varieties - all nurturing the land's natural beauty.

Free-roaming Lusitano horses are an integral part of this ecosystem, symbolizing the harmonious relationship between animals and nature. The culinary philosophy follows food from seed to plate, nourishing both body and soul. Guests become part of the local ecosystem and are invited to learn hands-on practices that strengthen nature and community.





# NEWFOUNDLAND, CANADA

# (+) Fogo Island Inn

### WILD - CONNECTED - VISIONARY

On a small island off Canada's wild Atlantic coast, Fogo Island Inn is a sanctuary like no other. The architecture mirrors the rugged natural surroundings, and seasonal dishes tell the stories of the island's hunters and gatherers. Profits are reinvested into a foundation dedicated to strengthening the local economy.

Image Source: Mike Dell (Coffee Abroad)

VAUD, SWITZERLAND

# Hôtel des Horlogers

**PURIST - ROOTED - SUSTAINABLE** 

A place of harmony: Hôtel des Horlogers blends luxury with a deep connection to its local roots. Supported by Audemars Piguet, the hotel brings together sustainability, craftsmanship, and authentic encounters with nature. The spa obtains its plants and flowers from the surrounding Vallée de Joux, and the restaurant sources its ingredients from its own organic garden or nearby farms.



# **Travel in 2035:** Fun, status, or purpose?

Elvis from Manila and Jia from Kunming show us just how different travel could look ten years from now. Welcome to the future.

Asia is one of the most dynamic travel markets in the world - and it's moving at two speeds: some want to catch up, experience, and share; others seek meaning, impact, and deeper connections. While mass tourism continues to thrive, cities like Singapore, Seoul, and Shanghai are turning sustainability into a key differentiator. Conversations with experts

from academia, business, and innovation inspired this glimpse into the future - with special thanks to Prof. Dr. Wolfgang Georg Arlt (Meaningful Tourism Center), Robin Gilbert-Jones (Skift), Olga Heuser (DialogShift), and Carmen Murer (Synhelion). Discover two journeys from the future - and what they reveal about the transformation of travel.



# Max

# Elvis' personal Al

Max is wherever Elvis is: integrated into his devices, trained on his voice. Never interrupts, but always steps in when it matters.

I don't just want to see something -I want to leave something behind.

# **Elvis**

Sales Director, 42 years old, Manila (Philippines)

Travels with his family, values price and fun

# Jia

Tech entrepreneur, 34 years old, Kunming (China)

Travels alone, seeks resonance and regeneration

I work hard, so I treat us to everything we've missed out on.

# Lù

# Jias personal Al

Lù doesn't listen to words but reads resonance: through pupils, breath patterns, subtle skin reactions, measured via smart wristbands and contact lenses.





# Planning and booking in 2035

Elvis simply says, "Plan us a ten-day Asia Grand Tour - fun and family-friendly." His personal AI, Max, knows him well and gets it: hotels with kids clubs, TikTok trends, minimal transfers, maximum experiences - all tailored to the family's biorhythm and budget. Sustainable options take a nice-to-have. Max books the trip. "Max knows what I want - sometimes even before I do," Elvis admits.

Jia doesn't need to say a word. Her Al, Lù, reads emotional cues through breath, gaze, and subtle skin signals. A storycast about a women's cooperative in northern Thailand's rice fields touches her deeply. Lù finds the perfect offers. The Al negotiates a dynamic impact rate directly with the eco-lodge's booking system, balancing carbon footprint, availability, and local benefit. Jia doesn't click - she decides with an inner yes.

"In China, travel is a form of status and attitude. Those who can afford it want to make an impact not just take in sights."

Prof. Wolfgang Georg Arlt, Meaningful Tourism Centre



# Reality check 2025

- Startups like *Emteq Labs* (UK) are developing sensorbased technologies that read emotional reactions in real time.
- Impact-oriented platforms such as Regenerative Travel (USA) reveal CO₂ footprints and local benefits - especially popular with Gen Z.

"Solar fuels work with existing planes and fuel infrastructure - making global scaling feasible."

Carmen Murer, Synhelion

SPEED

China's CR450 reaches speeds of up to

450 km/h

making it the fastest commercial high-speed train in the world.

MASS TREND

**60%** 

of global passenger growth in Q1 2025 came from Asia. Volume is rising - and attitudes are catching up.

# Reality check 2025

- Solar-based aviation fuel is market-ready: early providers are scaling up, with subsidy quotas kicking in by 2030.
- $CO_2$  passports and impact points are emerging as new travel currencies, rewarding conscious choices.

# **Mobility 2035**

### Elvis arrives at Manila Airport with his family.

No queues, no check-in - luggage is registered via contactless tech, and his digital travel ID is confirmed with facial recognition. Max has already selected the seats, perfectly tailored to the family's needs. At boarding, a notification appears on his smart glasses: "Solar fuel booked. Emissions reduced by 87%." Elvis grins, "Kerosene used to be the cheap option. Now it's the other way around."

### Jia glides through southern China at 320 km/h.

The new high-speed train to Chiang Mai runs on electricity and refuels with hydrogen at border stations. No paperwork – just a quick scan with her smartwatch. Lù chimes in: "+ 12 impact points. Contribution registered."

Jia's climate-friendly choice earns her impact credits. As the landscape rolls by, she listens to a digital briefing from an NGO she supports.

"Travel bookings are increasingly driven by the desire to have a particular experience rather than visit a specific destination."

Robin Gilbert-Jones, Skift

### MARKET

Eco and adventure travel in Asia is growing by

5.8%

annually - a chance for distinctive offerings.



# Reality check 2025

- Travel inspiration in China often starts with short videos on platforms like Mafengwo or Xiaohongshu.
- Museums, cities, and parks worldwide increasingly embrace augmented reality and gamification.

# Staying overnight in 2035

Jia's room is simple yet smartly crafted from local materials, featuring a solar roof and water recycling system. The lodge tracks its impact: How much stays in the region? What difference does a stay make? For Jia, resonance matters more than comfort. On her return journey, she spends two nights at a regeneratively managed city hotel in Chiang Mai. In the morning, she sips jasmine tea in the garden.

Elvis checks into the same hotel. Max recommended it - family-friendly, well located, reasonably priced. The rooms are prepared: allergy filters activated, lighting preset, favorite juice stocked in the fridge. At breakfast, he sits at the table next to Jia and notices a note: "Green Rate activated - 12% discount because most guests booked sustainably."

# Experiencing travel in 2035

Elvis moves fast: three countries in ten days. In Singapore, his family explores a hologram safari; in Seoul, they attend a K-pop avatar show; street food arrives by drone. Now, it's Kyoto. The Fushimi Inari Shrine is crowded. Selfie spots and queues are managed virtually. AR glasses overlay historical scenes, a panda playfully hops through the garden, and the kids solve interactive quiz questions.

That evening, Max suggests the next activity, but Elvis waves it off: "Delete that. Not another must-see."

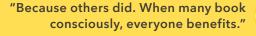
Jia chooses a different path. Still in Kunming, she tries an immersive VR module simulating rice seedling planting. Later, she books an eco-lodge in northern Thailand. On-site, she cooks with her host over a clay stove, helps in the fields, and discusses women's rights - with a discreet Al interpreter translating in real time. Instead of selfies, Jia records a reflective audio memo, which she shares with her "Impact Voice Circles" network.

"In ten years, people won't be booking anymore - their AI will, communicating directly with the hotel's AI."

Olga Heuser, DialogShift



"I didn't choose anything sustainable - and I still got a discount?"







"Thanks to the idealists."

"Or to those who make conscious choices."



# Reality check 2025

- Al enables hyper-personalization in hotels: already common in Asia, while in Europe it depends on data protection regulations.
- Impact tracking shows the measurable effect of each stay.

# Travel code 2035: purposeful journeys

A checklist to enhance your experience - and support your destination.

- Can I travel outside peak season? Avoid overcrowding at popular spots - and enjoy a more relaxed journey.
- How eco-friendly is my journey and local transport?

Carbon offset programs help reduce your footprint.

Am I aware of the destination's cultural and environmental guidelines?

From plastic bans to traveler etiquette: being informed and respectful is essential for mindful and hassle-free travel.

Is my accommodation sustainable and embedded in the local community?

Consciously choosing your hotel or resort supports future-oriented tourism. Sustainable travel platforms can guide you.

Do my excursions and activities help preserve local culture and nature?

By doing so, you enrich your journey with authenticity while making a positive difference for the people and places you visit.

- Am I leveraging tech tools like AI to their fullest?
  From route planning to real-time translation:
  tools like ChatGPT help you stay focused on real
  experiences.
- Am I leaving my destination better than I found it? Support local artisans, donate to onsite non-profits, or participate in environmental projects.
- What's the purpose behind my trip?
   A clear intention makes your journey more meaningful for yourself and those you meet.

### **FUTURE-ORIENTED INVESTING**

# **Investing where change delivers Impact**

As travel becomes a growing focus of sustainable investing within the consumer spending megatrend, Globalance analyzes companies across the entire travel ecosystem - from hotels and platforms to mobility providers. We assess whether they operate sustainably, drive innovation, and take ecological boundaries and social responsibility seriously.

In high-emission sectors such as air travel and cruises, we currently avoid direct investments. Instead, we support companies that are driving the transformation of the industry - through digitalization, innovative mobility solutions, and future-oriented business models.

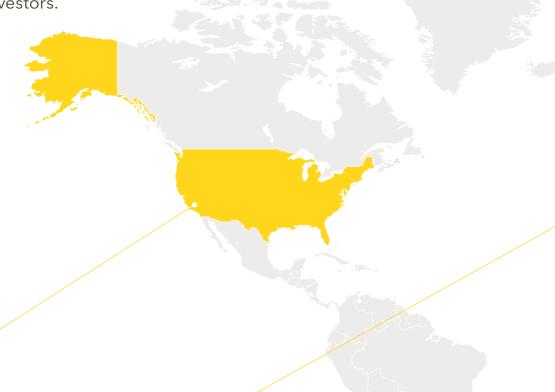
With the Globalance investment strategy, you invest purposefully in new growth areas and future-oriented companies that generate a positive footprint. Examples include Deckers Outdoors, Airtel Africa, Amadeus, and Xiaomi.

Discover more about the Globalance Futuremovers on pages 16 and 17, or visit Globalance World.



# Globalance Futuremovers

Shaping the future of mobility, technology, and sustainable consumption: these four companies combine innovation with impact – offering attractive opportunities for future-oriented investors.





DECKERS OUTDOOR - GOLETA, USA

### Iconic outdoor brands

Consumer spending: With renowned brands like UGG®, Teva®, and HOKA®, Deckers Outdoor is a major player in the outdoor and performance market. Founded in 1973 and headquartered in Goleta, California, the company's growth is fueled by innovation in materials, design, and brand development. Direct-to-consumer sales impress with over 20 percent growth, while international expansion boosted non-US revenue by 28 percent last year. Social initiatives and a certified resource-efficient headquarters demonstrate commitment to sustainability. With a return on equity of 30 percent, the recent price correction amid tariff uncertainties presents a buying opportunity.



# Connecting Africa

Digitalization: Airtel Africa connects people across 14 African countries. Since 2010, the company has been part of India's Bharti Airtel, headquartered in London. Its product portfolio includes mobile and internet services, mobile wallets, insurance, and microloans. Airtel Africa participates in the 2Africa subsea cable project and operates its own energy-efficient fiber networks and data centers. Key growth drivers are mobile money services and an expanding customer base. With revenue growing 10 percent annually and net profit rising about 30 percent, the stock remains well positioned for further gains.



AIRTEL AFRICA – LONDON, UK

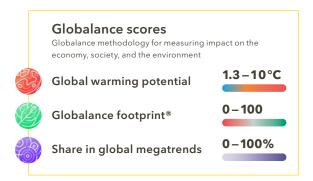
### Megatrends



**Digitalization:** Companies which are driving the digital and automated development of the economy and society.



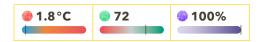
**Consumer spending:** Companies which are identifying and nurturing sustainable consumption and the opportunities presented by the circular economy.





# Technology that moves travel

**Digitalization:** From airports to hotel receptions: leading travel brands worldwide rely on Amadeus technology to handle bookings efficiently and reliably. Founded in 1987 in Paris and now headquartered in Madrid, it operates one of the market-leading global distribution systems (GDS) and the airline software platform Altéa. Benefiting from a transaction-based business model, strong global presence, and a broad client base, Amadeus expects annual revenue growth of around 10 percent, with slightly higher profit growth and a return on equity of about 25 percent, making it an attractive investment.



# Innovation for everyone

**Digitalization:** Smartphones, smart home, internet services, and electric vehicles: Chinese tech giant Xiaomi integrates everything into one connected ecosystem – "Human × Car × Home". Founded in 2010 in Beijing, Xiaomi is now the world's third-largest smartphone manufacturer. The 2024 launch of the electric sedan SU7 was strong, and its \$28 billion investment in R&D signals promising innovation ahead. With revenue growth of 20–30 percent and profit growth up to 50 percent annually, Xiaomi ranks among the fastest-growing technology brands worldwide.



# A debate between a tourism entrepreneur and a philosopher

He runs luxury hotels at Lake Tegernsee, she is a philosopher critical of consumerism: Lisz Hirn and Korbinian Kohler discuss whether - and how - we should travel today.

Korbinian Kohler is a hotelier and CEO of the Bachmair Weissach Group, which runs luxury hotels, restaurants, and leisure facilities around Lake Tegernsee. A trained philosopher, he was named "Hotelier of the Year 2023" for his outstanding work building a unique hospitality experience.

Dr. phil. Lisz Hirn is an Austrian philosopher, author, and lecturer focusing on ethical and consumer-critical issues. Her books include "Who Needs Superheroes? What It Really Takes to Save Our World (2020)" and "The Overrated Human: Anthropological Price of the Control of th

"The Overrated Human: Anthropology of Vulnerability (2023)".

Image source: Inge Prader

Image source: Bachmair Weissach

# With climate change and ethical concerns on the rise: Is it still acceptable to travel today?

Lisz Hirn (LH): Traveling is not only allowed, it's necessary. The question isn't whether we travel, but how. Freedom of movement is a human right - but it comes with responsibility. Not everyone can travel as they please without considering the consequences.

Korbinian Kohler (KK): Why shouldn't people travel? People have always traveled to connect and broaden horizons. Travel fosters cultural understanding.

# In Spain, residents are protesting against overtourism. How does that fit with intercultural exchange

KK: Overtourism is a luxury problem for locals. These regions rely on tourism to sustain their standard of living. If people are unhappy with that, they should question the system itselfnot the tourists.

LH: I understand the frustration when local governments fail to ensure residents' quality of life. But the problem also lies in the disrespect shown by many tourists. There's a difference between travelers and tourists: travelers engage with the world they visit, while tourists expect an ice-cold Coca-Cola at any time of the day, anywhere in the world.



# Should travelers give something back to the people, culture, and environment they visit?

KK: I don't see travel taking anything away. On the contrary - it brings money and cultural exchange. Tourism provides many benefits to locals, such as jobs and economic development.

LH: Travelers bear personal responsibility: they should support and respect local communities. But rules are needed too. Nepal is a good example: while it benefits from mountain tourism, it's overwhelmed by plastic waste. That harms both the destination and its appeal - often because there's no proper regulation.

# On the topic of regulation and environmental protection: Should we set an annual $CO_2$ budget for travel?

KK: That's hardly feasible. As a consumer, I don't think anyone has the right to dictate how much I travel or my  $CO_2$  emissions. Tourism accounts for just eight percent of global  $CO_2$  emissions - and if you exclude accommodation, food, and local transport, it's only four percent. To me, that's a price worth paying, since the benefits of travel far outweigh the negatives. But to reduce emissions, society should invest in technologies that lower or capture  $CO_2$ . That's the only way forward.

LH: The idea that technology will solve all problems is dangerous. Of course, we need technology - but also regulations. Technology must not override ethics. In Kenya, for example, plastic bags are banned and the ban is strictly enforced. You simply won't find them there anymore. That might feel odd to visitors at first. But

### BAN OF PLASTIC BAGS IN KENYA

- In effect since 2017, Kenya has the world's strictest ban on single-use plastic bags.
- Bags are confiscated upon entry into the country.
- Offenders face fines of up to \$40,000 or up to four years in prison.

Source: Kenya brings in world's toughest plastic bag ban. The Guardian.

# 77 I believe luxury hospitality is the most socially responsible business there is.

Korbinian Kohler

that's exactly the point - just like with the icecold Coca-Cola example: the freedom to have everything everywhere, anytime, is immoral. There is no right to universal convenience.

# Who benefits most from today's tourism - people or capital?

KK: People - especially in my sector, luxury hospitality. Our guests receive exceptional service - which requires a lot of staff. It's a massive redistribution machine from top to bottom: guests pay high prices for services, and that money is spread across many people in the organization. When this happens sustainably, as in our case, I believe luxury hospitality is the most socially responsible business there is.

LH: It's not that simple for me. In countries like Tanzania, all travelers want to visit protected national parks where animals are safe. Yet trophy hunting and safari tourism are allowed - because they bring in money. But the indigenous tribes who have lived there for centuries, are no longer permitted to hunt or even live there because tourism generates more money and takes priority. So it's the capital that benefits.

### How can we improve our travel behavior?

LH: Freedom to travel also means a duty not to cause harm. That means traveling consciously, engaging with local realities, and contributing positively.

KK: By traveling! And as much as possible. In the end, travel is a net positive for everyone.

# Travel tips by our community



**Explore all travel** tips from our community here.

Five personal recommendations that show how travel can protect nature, drive change, and shape the future.

# GREENLAND AND ANTARCTICA

# Untouched wilderness at the edge of the world



Greenland and Antarctica are among the planet's last truly pristine places. Travelers here encounter wild fjords, vast glaciers, silent ice sheets, whales, penguins, polar bears - and a profound sense of how fragile these ecosystems truly are.

Community member Philipp Cottier has explored both regions multiple times on expedition cruises. In that moment, he grasped how incredibly small we are amid this endless wilderness - and how fragile these regions remain in the face of climate change. "We all share a profound responsibility to protect the Arctic and Antarctic with everything we've got."

# **Philipp Cottier**

Impact investor and blockchain entrepreneur Kusnacht



Ice reserve: Greenland holds 10% of the world's freshwater. Million-strong colonies: In Antarctica, penguins breed in vast groups. Safe haven: Only 4,000 to 5,000 polar bears remain in Greenland.



# Community-based tourism

# A visit to Rio's favelas

Most visitors to Rio see Copacabana, Sugarloaf Mountain, the Christ the Redeemer statue, and perhaps the historic city center. But real life pulses in the favelas - densely populated neighborhoods with limited infrastructure but a wealth of local initiatives.

Tours led by local guides offer a powerful glimpse into what community-based tourism can achieve. Residents walk you through their neighborhood, share social initiatives, and speak openly about both challenges and the strength of community. The income generated goes directly to local people.



"Community-based tours offer a behind-the-scenes perspective - and provide direct income opportunities for local residents."

Richard Gerster

Development economist and activist Zurich



Learn more about Helvetas tourism projects



GRESGEN, GERMANY

# Learning and thriving in a regenerative world

"I'm leaving with a vision of how we might live together in healthier, more mindful, and future-ready ways."

Nicola Kienzle Entrepreneur and skipper Zug

# Where the future takes root

Perched on a gentle hill with views over the Wiesental, the Rhine Valley, and the Jura mountains sits Hofgut Leo - a historic inn dating back to 1404 and now home to Germany's first regenerative cooperative.

The heritage estate has become a living laboratory for new ways of doing business and living together. Guests can take part in seminars, retreats and exchange with pioneers - all in the heart of the Southern Black Forest Biosphere Reserve.

# LJUBLJANA, SLOWENIA

# A green capital in Southeast Europe

# Ljubljana: A pioneer of urban transformation The Slovenian capital, Ljubljana, was quick to pedestrianize its old town, expand public transit, and create green spaces. The Ljubljanica River - once lined with parking lots - is now bordered by cafés, walking paths, and bike lanes.

Back in 2016, Ljubljana became the first city in Southeastern Europe to be named a European Green Capital. It remains a hidden gem, with vibrant city life, walkable neighborhoods, and a high quality of life.



# "Ljubljana shows that real change is possible when urban planning takes a holistic approach."

Johs Höhener Fintech entrepreneur and board member



2007: Vision launched to make the old town car-free 2012: Private vehicles largely banned from the city center

2014: Zero-waste strategy officially adopted



# VAL MÜSTAIR, SWITZERLAND Hiking close to home

# A breath of fresh air in Val Müstair

For those who want to feel the future with every step, the journey leads to Val Müstair: a quiet valley within a biosphere reserve where nature sets the rhythm. The valley can be explored on foot in four to six hours, from Tschierv to Müstair, following clear streams and light-filled woodland. Cozy family-run inns like Hotel Staila in Fuldera warmly welcome hikers. Those seeking greater heights can hike from Lü through the car-free high valley to S-charl, home to the largest Swiss stone pine forest in Europe, and continue on to Scuol. And for those craving even more open space, the route can be extended through the Engadin all the way to Maloja, where the air has a hint of champagne.

# "Val Müstair shows how gentle tourism works: slow, authentic, and always respectful."

Paul Zumbühl Passionate long-distance hiker Bad Ragaz



# Tourism needs people to carry it forward

More meaning instead of more hotel beds: For tourism expert Martin Barth, future-oriented travel starts where places preserve their stories - and hospitality is genuinely felt.

"What fascinates me about tourism is the interplay between places, people, and stories. I've always felt drawn to Alpine hospitality - perhaps because it combines perspective with rootedness. And because it creates spaces where warmth and welcome come to life.

### A forum for the future

When I launched the World Tourism Forum Lucerne in 2006, my goal was to create a platform for open dialogue on the future of tourism - bringing together CEOs and students, investors and entrepreneurs. I believe in the power of meaningful encounters and the ideas they spark.

For me, the future of tourism begins at the local level: in places where stories have grown over generations, and where culture is lived, not staged. 'Regenerative tourism' offers the most compelling answer to the question of how tourism can create real impact not just by preserving, but by giving back: to nature, to communities and to entire destinations.

We need new mindsets and business models that make transformation possible. Over the years, I've worked with many start-ups - and I've seen that most ideas don't fail because they lack substance, but because of inflexible systems and the fear of failure.

# Jelieve in the power of human connection.

### People make the difference

Today's hosts are more than just service providers - they embody values, share stories, and bring people together. Human capital is our most important asset. Technology can support the industry in countless ways, but it can never replace people.

Letting go is often the first step toward something new. Giving up the World Tourism Forum during the pandemic was painful, but it opened up new opportunities. And it raised one of the most important questions of all: What do I truly want to pass on?"

# **About Martin Barth**

Martin Barth is a lawyer, board member, and professor of tourism. He teaches at the Lucerne University of Applied Sciences and Arts, leads international development at the Swiss Hotel Management School, and is actively engaged in education, innovation, and mentoring start-ups in the tourism sector. He is the founder of the World Tourism Forum Lucerne – a kind of World Economic Forum for the tourism world.

# Globalance event outlook

Whether in travel or investing - those who want to shape the future need fresh perspectives. Our events offer in-depth insights into the ideas and innovations that drive meaningful change.

As highlighted in this magazine, tackling the major questions of our time requires fresh thinking and a spirit of innovation. Our events and roundtables provide valuable insights into emerging trends and reveal how entrepreneurial thinking can unlock new solutions to global issues.

Our aim is not only to inspire, but to empower our clients with forward-looking strategies that generate long-term returns - financially, socially, and environmentally. Please note: All events are held in German.



# Trees instead of screens - nature as the classroom of the future

16 September, GDI Gottlieb Duttweiler Institute

Education is one of our most vital resources, and investing in future-ready education is essential for a sustainable tomorrow. Together with the SILVIVA Foundation, we explore how learning in nature equips us for the future - backed by scientific insights and hands-on activities to try out.



# **DigitalEye Clinic:** The retina as a mirror of our health 12 November, Stadtspital Zurich Triemli

The DigitalEye Clinic uses cutting-edge retinal imaging and artificial intelligence to detect chronic conditions such as dementia, diabetes, and cardiovascular diseases - often before any symptoms appear. At the event, Prof. Dr. med. Matthias Becker will highlight how precise diagnostics can open up new paths in prevention and help ease the long-term burden on healthcare systems.



# **Roundtables**

Our roundtables take place in an exclusive setting at Globalance in Zurich. We present current topics in a concise and insightful way, offering fresh perspectives - accompanied by a shared lunch and plenty of space for meaningful exchange.

# Is the energy future renewable? 10 September, 5 November

How companies are shaping the future of energy: Daniel Muntwyler and Thomas Pfyl explore the opportunities and risks of tomorrow's global energy supply.

## Rethinking food. Shaping the future. 14 November

Which investments truly contribute to a sustainable world? Peter Zollinger and Niklaus Haller explore what really matters when it comes to impact and quality in your portfolio.

## Innovations shaping our future 25 November

Artificial intelligence, decarbonization, cleantech - Reto Ringger, Founder and CEO of Globalance, reveals which innovations are moving markets today and set to transform our world tomorrow.

Sign up now

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