

TREND REPORT

Women in Motion.



TEAGUE

A

s leaders in global travel and mobility experience design, we are driven to serve each other better through the experiences we create.

This report is a part of that process, it looks at the trends that have, and will continue to influence design across the travel, technology, and hospitality industries.

Specifically, it addresses the unique needs that women face while in motion, be that through their daily commute or those bucket-list adventures across the globe.

Women still face major safety issues and gender inequalities on their excursions. As creatives specializing in the future of mobility, we are passionate about finding solutions that better serve women and vulnerable groups.

Our **Women in Motion** trend report investigates five areas of opportunity for brands that are tailoring new products and services for women.

In this report, you will find thought-provoking market explorations on these opportunity areas, which can be used by companies of all sizes to promote inclusive design thinking.



In sharing this report, we know it will be a useful tool and inspiration for your ongoing research, and design efforts. We look forward to seeing how together we can create new and better travel experiences for all.

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Design This Day.



FIVE AREAS OF OPPORTUNITY

1 **Sharing Economy.**

How do we rebuild trust and empathy as we share our travel experiences with others?

2 **Safety on the Streets.**

How do we eradicate fear and promote confidence for women in public spaces?

3 **Adventurous Spirit.**

What's broken in solo adventure travel for women, and how do we set them free?

4 **Faith on the Move.**

How do we reconcile travel, technology, and freedom of faith?

5 **Business Commuters.**

What are the missed opportunities for brands targeting female business travelers?

1 Sharing Economy.

Women are key players within the sharing economy. They make up the majority of users for many popular sharing services, with Lyft reporting a 58% female user base, and Uber reporting 52% ([businessofapps data](#)). Women account for over 67% of all visitors on the Airbnb website ([Gemius/PBI](#)), and 59% of women hosts have gained the status of “Superhost” ([Airbnb citizen report](#)).

women. As a result, safer solutions geared toward the sharing economy are blossoming worldwide.

In India, commuting is becoming so dangerous that car sharing company [Meru](#) is taking street culture into account in order to deliver adapted solutions. This women-only ridesharing service trains their drivers for self-defense and provides panic buttons and pepper spray for use in extreme scenarios.

what they call the “trust economy” by allowing only people you know to be part of your private friends’ circle. And [TripAdvisor](#) has deployed symbols throughout their site to indicate those hotels where sexual assault has been reported.

It’s time for the big players of the sharing economy to take a cue from these services and rebuild trust among their female clientele. By better understanding each city’s unique neighborhoods, streets, and people,



Yet when it comes to certain activities, such as sharing a spare room with strangers, or carpooling at night, safety concerns are holding women back. Evidence demonstrates that these fears are legitimate. According to [WhosDrivingYou.org](#), there have been dozens of reported incidents involving ridesharing and violence toward

In the hospitality sector, home-sharing networks are rebuilding trust by injecting a sense of family belonging into their services. Travel network [Wanderful](#) promises female travelers the experience of a sorority-like community, describing their user base as a “sisterhood”. The website “[Girls LOVE Travel Overnight](#)” promotes

companies can develop contextual empathy and adapt their offerings to local needs. This, in turn, allows them to better support women by encouraging transparency, ethics, and genuinely compassionate communities.

What's Trending.

TAILORED RIDESHARING

Women make up less than 25% of drivers in the ridesharing space and make on average 34% less than men. Women routinely suffer harassment, both as drivers and riders. Female riders also get taken on 5% longer rides by unscrupulous drivers. This is unacceptable, and that's what Safr—a ridesharing service tailored toward women—is aiming to fix. Passengers are able to choose the gender of their driver.

Safr driver is paid more than the industry standard and are incentivized to provide best-in-class service. Drivers are personally vetted and undergo comprehensive background checks in criminal and motor vehicle history so you can have peace of mind when getting into their cars.

The ridesharing has 24/7 real-time monitoring where rides are tracked to ensure you're safe and that you have the best possible experience. Upon indication of any deviation or disservice, Safr will immediately contact the rider or driver to resolve the issue.

WOMEN ONLY TRANSPORT

In Tokyo's Shinjuku station, Keio Private Railways offers "Women Only" carriages. This offering can be found in a growing number of countries—where, because of harassment—women and children only carriages are the norm.

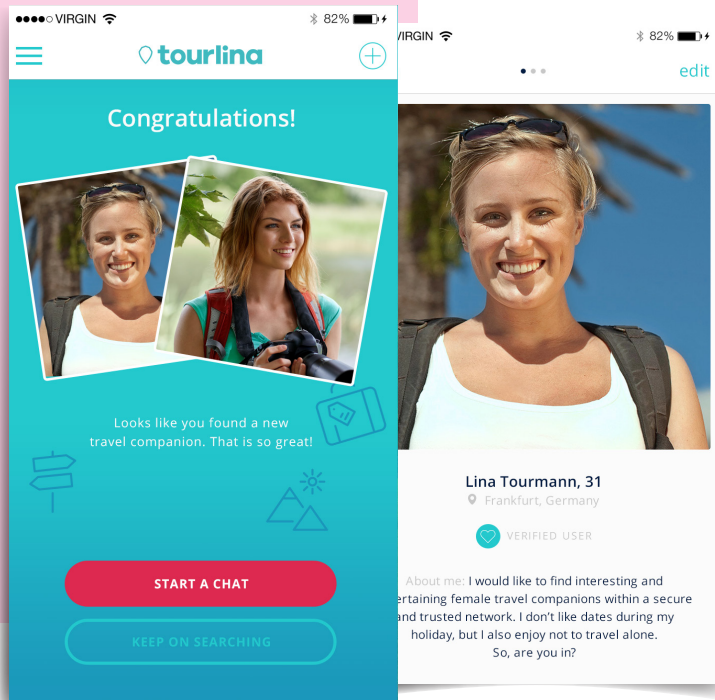


What's Trending.

FINDING TRAVEL COMPANIONS ONLINE

Tourlina is an app where women can find interesting and entertaining female travel companions and even locals within a secure and trusted network. The service checks users' backgrounds and verifies everyone to ensure their safety.

Tourlina's market research showed that women who travel, prefer a female travel partner as having a male companion can often lead to dating or at least the expectation. Users can discover matching travel companions who share mutual interests, destination, and travel time.



GETTING ADVICE FROM LIKE-MINDED COMMUNITIES

Girls LOVE Travel (GLT) is a global community of both active and aspiring women travelers providing resources and empowerment to one another through safety, socializing, and support. Their current community includes over 900K individuals who identifies as female/femme/womxn, non-binary, trans, genderqueer, and agender.

Girls LOVE Travel organize and host getaway trips to Antarctica, Mexico, Cuba, Thailand, Iceland, Egypt, and Havasupai Falls. These are opportunities to meet with other GLTers, explore a destination, and make life-long memories together.

The online community is an active source of tips and recommendations with an opportunity to plan and meet up in person.



2 Safety on the Streets.

I

n the U.S. nearly half of all women say they do not feel safe walking alone at night. ([Gallup poll study](#)).

This fear is more than justified. Women encounter street harassment all around the globe. Three out of four UK women have experienced some form of violence or harassment ([ActionAid UK](#)), and in Buenos Aires, [100%](#) of

The [United Nations](#) considers street harassment to be a human rights issue, as it limits a person's ability to be in public spaces. New digital experiences are being designed to provide safety and reassurance for those alone in the streets. [Wearsafe](#) combines an app and a wearable tag that allows someone in a bad situation to discretely contact a friend and have them listen in.

True solutions could reside in smart cities, which should be thought about through lenses other than energy, efficiency, and productivity. Design and technology will be at the center of new products and experiences that touch municipalities, corporations, and everyday people. As designers, it's our responsibility to bring personal safety into that conversation. By crafting experiences that bridge corporate interests and technical platforms, we



all women polled said they have encountered street harassment. One of the [largest studies](#) ever conducted on sexual harassment in Europe found that almost half of the 42,000 women surveyed had restricted their freedom of movement based on the fear of gender-based violence.

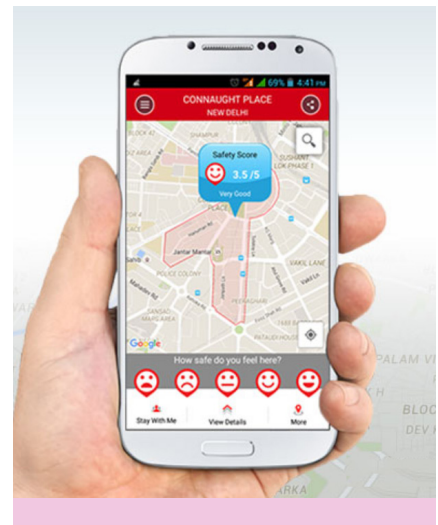
Presented at CES 2018, [MysafeMap](#) is a crowd-sourced app that enables women to warn, help, and rate the safety of a place. However, we cannot always rely only on our phones for real protection. Simple issues like a low battery or poor connectivity could quickly render these services inaccessible.

can ensure that women can feel safe traveling through and beyond the cities where they live.

What's Trending.

CROWDSOURCING SAFETY

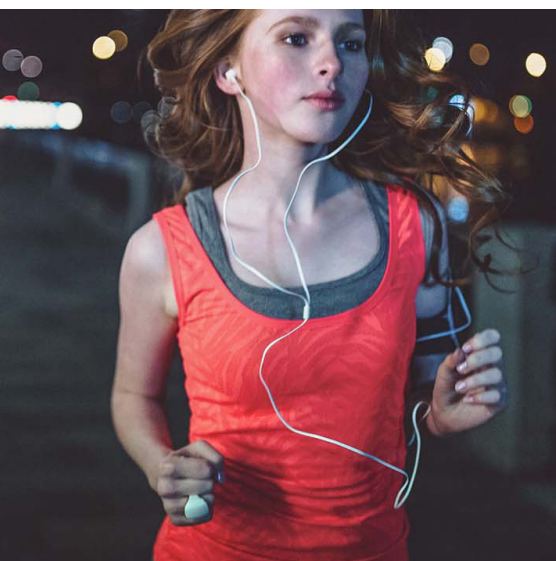
SafetiPin is a personal safety app that helps users make safer navigational decisions, based on the safety score of an area. It works to enable cities to become safer through collection of data through crowdsourcing and other methods. The Safety Audit, that forms the core of SafetiPin, assesses different parameters linked to safer and more inclusive public spaces.



DIGITAL GUARDIAN ANGEL

Watch Over Me turns your phone into an emergency tool. The accessibility is a major selling point for this app that only requires a shake (even if the phone is locked) to turn on an alarm or video camera, and send an alert to emergency contacts.

The app is a combination of pro-active features, letting the app know you want watching over for a certain period of time, and reactive-features like alerting you when you've entered a high-crime area.



DISCREET INTERACTION

Nimb is a smart ring with a panic button, which can be activated at just the touch of a thumb.

The panic button sends an emergency alert to first responders and your emergency contacts.

Your safety circles can include friends and family, other Nimb members nearby or 24/7 call centers with access to the closest emergency responders.



3 Adventurous Spirit.

T

raveling for adventure is on the rise, and many women choose to do it solo. In fact, the majority of solo travelers are women ([Solotravel World](#), [OAT Travel Group](#)).

Over the first few months of 2017, adventure travel company [Intrepid](#) saw a 35% increase in women booking solo trips ([Conde Nast Traveler](#)). And

on their own, because of they face two major issues. The first is gender bias, and the idea that women will not be safe if they travel unaccompanied. Back in 2016, the Twitter hashtag [#viajosola](#) was used by more than 5000 women making a point that women can travel solo just as well men. The second is the extra awareness women need regarding local customs, cultural differences, and laws in the country they are visiting. For women—more so than men—this awareness is critical for

lifestyle for women. The Government of Canada has even gone so far as to provide a [women's safe-travel Guide](#), equipping women travelers with tools for awareness.

These solutions are a good start, but they exist because society doesn't treat women as equals when it comes to solo adventure. By designing products and services that support women traveling on their own, and that allow them to experience unplanned serendipity,



when women choose adventure, they don't always go for easy excursions. They climb Mount Kilimanjaro, exert themselves on safari, or immerse themselves in the culture of bustling foreign cities.

Despite this growing trend, some women remain hesitant to venture out

physical and mental safety.

Some initial progress is being made by travel agencies such as [Whoa Travel](#) that are catering to women's safety by providing women-only adventure packages. Other organizations, like [She Ventures](#) and [The Source of Confidence Expedition](#), celebrate adventure as a

we can begin to unravel these misconceptions and empower women adventurers across the globe.



WOMEN ONLY ADVENTURE PACKAGES

Whoa travel is a boutique adventure company, made for women, by women. Their adventure packages connect community, empathy and challenge. Each adventure helps push travelers to be their strongest-selves together, and to support local women to make a positive impact.

ADVENTUROUS SPIRIT

What's Trending.

LOCAL CULTURES AND CUSTOMS

REI Women's Adventures enables travel with all-female guides and a built-in group of girlfriends. Leveraging women's inherent sensibility and empathy.

The outdoor activities are paired with local encounters to not only see the world, but to experience it.



WOMEN ONLY GROUP TRAVEL

Brave Women is a travel agency dedicated to women. Their mission is to bring women together from around the globe so they can share amazing travel experiences.



ADVENTUROUS SPIRIT

What's Trending.

CULTURAL DISCOVERY

Adventure Women is designing travel tours for active women. Their customized experiences are enabling women to build new friendships through cultural discoveries and adventurous escapism.



COMMUNITY CELEBRATION

She Explores is a growing resource for creative, outdoorsy women. Featuring more than 200 women's stories, photographs, and artwork, the website promotes female talents and shares their stories, art, photography etc.

She Explores' mission is to liberate women's voices and elevate their stories.

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4 Faith on the Move.

B

y 2021, the market for Halal—anything permissible to use or engage in according to Islamic law—will grow to be valued at \$2 trillion ([Reuters, 2016/17](#)).

It is also projected that Muslim spend on outbound travel will reach

Emerging travel services are beginning to offer alternatives so that Muslims can feel welcome and safe when venturing abroad. [Tripfez](#) is catering to Muslim travelers with specific services and amenities such as separated pools, spa therapists for women, and prayer rooms. Similarly, fashion brands are integrating the concept of [modest clothing](#) into their designs to enable Muslim women to feel fashionable and avoid discrimination.

\$300 billion by 2026 ([MasterCard and Crescent Rating, 2017](#)).

Unfortunately, politically-stoked Islamophobia could persuade Muslims to travel less and make it harder for the travel industry to profit from this growing segment. Female Muslims face additional potential for discrimination simply by wearing a hijab, which acts as a visual representation of their religion ([Independent UK](#)).

Muslim women are disproportionately targeted for acts of violence – in France, for example, a report found that 80% of all anti-Muslim assaults were directed at women ([CCIF](#)). According to the [Independent](#), religious hate crimes across the UK rose by 40% in 2018, reaching a record high. Statistics released by the Home Office showed more than half of religiously-motivated attacks in 2017-18 were directed at Muslims, the majority of which were women.

On top of this discrimination, there is a significant lack of resources for Muslims who wish to practice their faith while traveling.

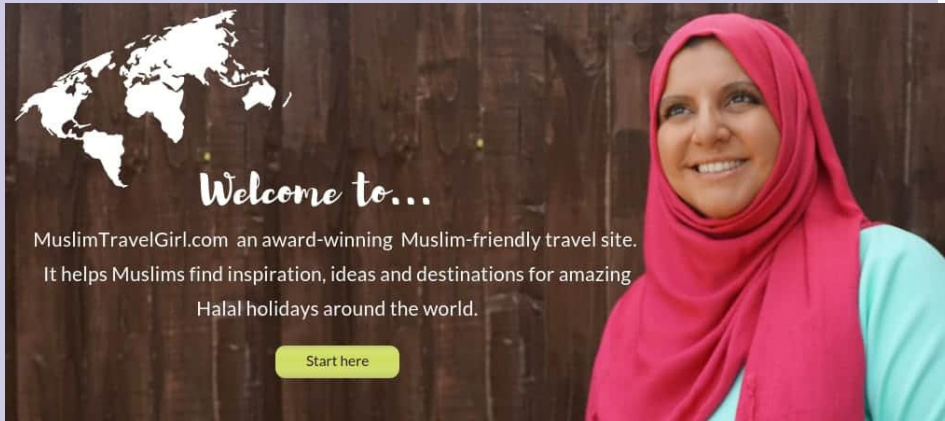


The upcoming generation of young Muslims, ([Generation M](#)) does not fit the stereotypical caricature of Muslim people. As reflected in the rise of faith friendly apps, and the appetite for edgy fashion ([“the Mipters”](#)), this young ([24 on average](#)) and dynamic population has no problem merging faith with modern life. They’re open to new ideas, new technology, and new perspectives. This means that the travel industry will need to go beyond traditional adherence to Halal.

Designers should consider the younger generation of Muslims and how they will reconcile travel, technology, and their faith in the modern world. As mentioned in a [JTW report](#), if corporate brands don’t design for the future, young Muslim startups will.

MUSLIM FRIENDLY SERVICES

MuslimTravelGirl is the first and largest western travel site that is Muslim-friendly. The website collects travel experiences and recommendations from the female Muslim perspective. The group is often invited to large conferences to speak on Halal travel.



FAITH ON THE MOVE

What's Trending.



CULTURALLY SENSITIVE

Book Halal Homes is enabling Airbnb-like experiences for Muslims around the world. The site encourages Halal properties, Sightseeing and faith-based activities, Muslim-friendly restaurants, and female-only rentals.



MUSLIM CENTRIC BNB

Muzbnb app is an international faith-based home-stay network "for all those who support Islamic values."

The service is helping Islamic communities to support each other by providing places to stay where they can feel comfortable, safe, and understood.

The halal hospitality marketplace connects travelers with short-term rental homes, hotels, restaurants, products and more.

4
FAITH ON THE MOVE

What's Trending.

HALAL CENTRIC HOTELS

Al Meroz Hotel is Bangkok's leading Halal hotel, located near the Islamic Centre of Thailand. All meals are Halal certified and there is no alcohol on the premises.



MODEST FASHION GOING MAINSTREAM

Following in the footsteps of the **Nike Pro Hijab**, Macy's was the first major department store in the U.S. to sell modest clothing. Their **Verona collection** empowers Muslim women to feel confident and fashionable, and blend within modern cities.



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5 Business Commuters.

W

omen are the largest emerging market in the world ([Washington Post](#)), and 47% of women who travel do so for business reasons ([Skift travel report](#)).

The hospitality industry has been catching on. Over the last few years companies have added more services aimed at women, but most have missed the mark. Stereotyped offerings like hair dryer rental and free nylons are borderline insulting for a lot of women ([Travel and Leisure](#)), who face far more important issues than runs in their stockings.

There is still a major gender disparity in the business world, with salary inequality as an issue that still persists ([The Simple Truth About The Gender Pay Gap](#)). Women juggle with dual sets of expectations when returning to work as a new mom ([The Fifth Trimester](#)), and they even receive less startup funding from venture capitalists ([Fortune](#)). A [Maiden-Voyage report](#) shows that 31.4% of female business travelers have encountered sexual harassment while on the road.

To counteract these issues, several organizations are taking action. Federal contractors are now prohibited from retaliating against employees who talk

about their salary with their coworkers to avoid pay discrepancies, [IBM](#) pays to ship breast milk home for traveling moms, and [KKR & Co](#) has a new policy that will send a nanny along on business trips when needed.

All of these services present an opportunity for us to understand the unique needs of business women, both within the workplace and beyond. With the hospitality and travel industries broadening their perspectives and catering to the growing population



To match the [growing demand for remote working](#), co-working space [The Riveter](#) in Seattle, aims to empower women everywhere by providing a wellness studio, [Poppy childcare](#), meditation, and career counseling.

of female business travelers, we're inching our way to truly supporting business women on-the-go, and their evolving work lifestyles.



The community offers the ability to virtually co-work with other members around the world, getting lots done and making friends at the same time. DNG includes monthly expert masterclasses, goal setting sessions, accountability buddies, and a Book Club.



The CFM program supports moms and dads through; courses, mentoring and community events adapted to parents. Toys, play rooms, and feeding rooms are available within each class, to allow these parents to attend even when the typically disruptions of baby life wouldn't normally allow.





BUSINESS COMMUTERS

5 What's Trending.



CO-WORKING SPACES

The Wing, women only co-working spaces, serve as both a workspace and social club for women. Members can focus on their work with career growth programs in a setting equipped with lactation rooms and other women-friendly amenities.

The community creates a bi-annual magazine along with regular podcasts targeted at women. They now have over 15 spaces across America with other's opening globally in London and Toronto.



The Wing is committed to living out their mission through partnerships with local non-profits, and a scholarship program that offers free memberships to individuals whose work supports the advancement of marginalized women and girls.

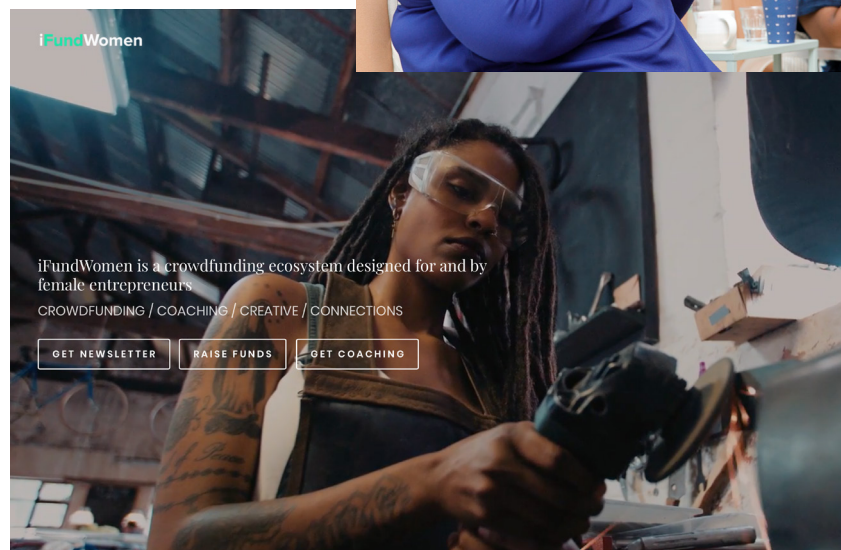


WOMEN-FUNDING

To address the lack of VC funding for women, **iFundWomen** (U.S.-based crowd-funding site) helps creative and talented women to raise money and start their business. The site also proposes coaching sessions to propel new female entrepreneurs.

iFundWomen is the only crowdfunding ecosystem designed specifically for early-stage, female entrepreneurs. They believe in the power of community and technology to drive opportunities for women-owned businesses.

The platform is designed to provide easy access to capital, coaching, creative, and connections critical to helping women launch and grow their ideas.



Design This Day.

Teague is a creative company that combines technology expertise with design and a deep understanding of human behavior to deliver what's next. A leader in travel and technology innovation, Teague partners with bold brands to uncover new opportunities, solve complex problems, and create meaningful connections to shape the future.

Please share your thoughts and feedback with us [@TEAGUE1926](https://twitter.com/TEAGUE1926) or teague.com

