



Fact Sheet

Managing Director Christine Wang	Founded 2014	Offices Berlin and Singapore	Total Staff ≥ 50
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Ambition

At the Lufthansa Innovation Hub, we're pioneering the future of travel for the Lufthansa Group, the industry, but most importantly for everyone who travels.

The landscape of the travel industry is changing – due to new technologies and competitors, evolving consumer needs, and market dynamics. Our job is to identify these shifts and translate them into new business opportunities in the travel sector.

We are guided by our ambition to take travel to new destinations. We recognize that travel is about connecting and exploring and will always remain a human, universal and transformative experience. At the same time, we believe that we need to redefine what traveling means and include additional fields. To us, this means taking the entire travel value chain and adjacent industries into account. And looking beyond the physical aspects of travel, into the potential of virtualization.

To take travel to new destinations, we push ourselves, the Lufthansa Group, and the industry to make travel easier, more convenient, and more enjoyable. We explore the limits of what is possible.

Lufthansa Innovation Hub ensures that the Lufthansa Group successfully navigates this dynamic environment. It is to this end that we scan the horizon for promising market opportunities and build foundations for these opportunities to flourish.

By building a valuable portfolio of travel companies and products, we are making an essential contribution to the asset-light business strategy of the Lufthansa Group, thereby ensuring the longevity of the Lufthansa Group.

Capabilities

Strategic Intelligence

Our Strategic Intelligence team systematically analyzes and explores the developments in the global travel and mobility tech ecosystem. By combining state-of-the-art research methodologies with deep-rooted curiosity, they sense early market signals, detect trends and translate them into true industry thought leadership.

New Business

Our New Business team unlocks new value pools by launching novel business models into the market. Additionally, the New Business team screens the market for interesting startups external to LHG for potential partnership or investment cases.

Transformation

Our Transformation team understands what it takes to make organizations innovative and which mindset, culture, ways of working, and operating model they need to innovate at scale in the corporate context. The team translates these insights into practical applications in the context of Lufthansa Group with the aim to empower everyone to innovate at all levels.