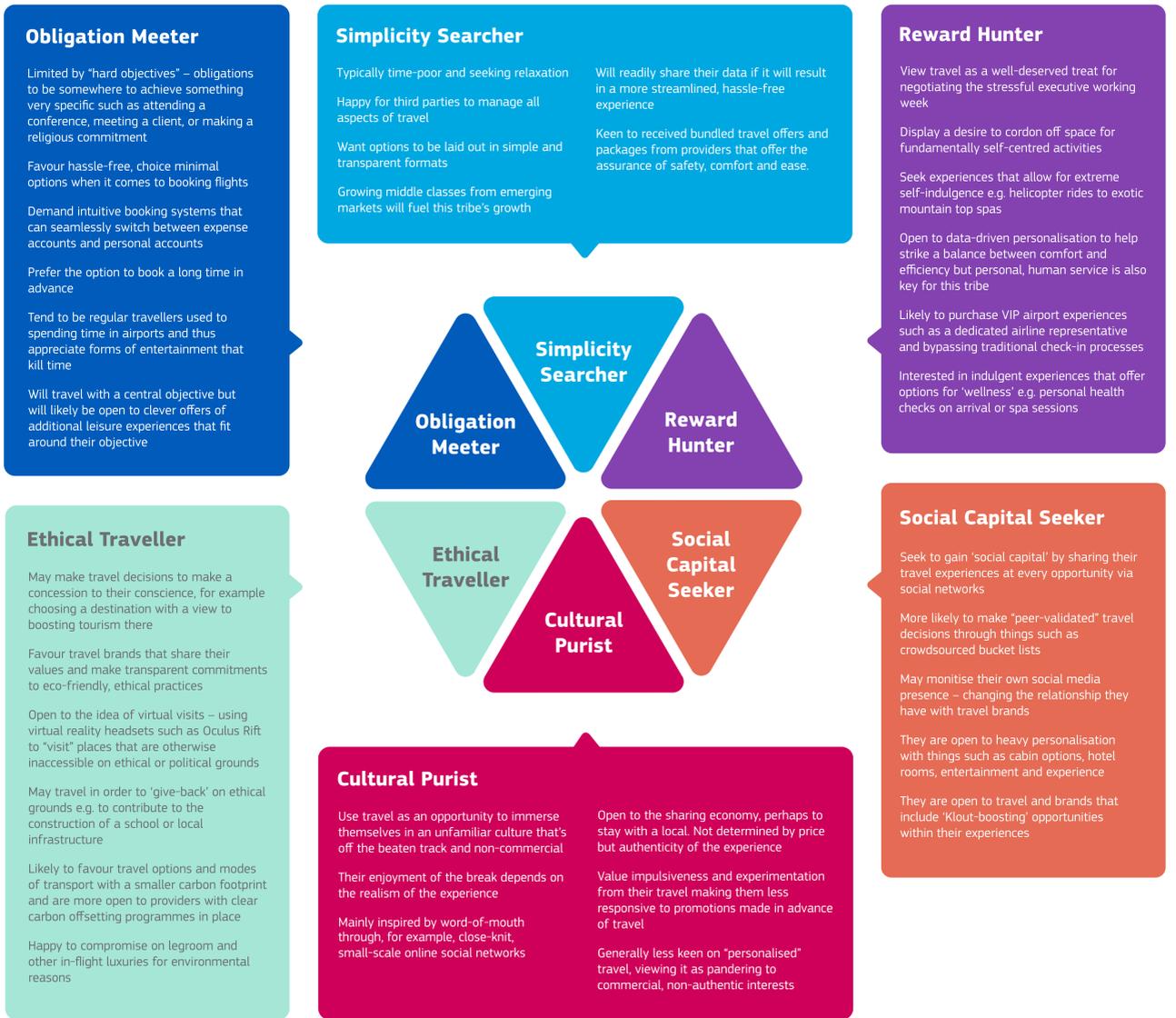


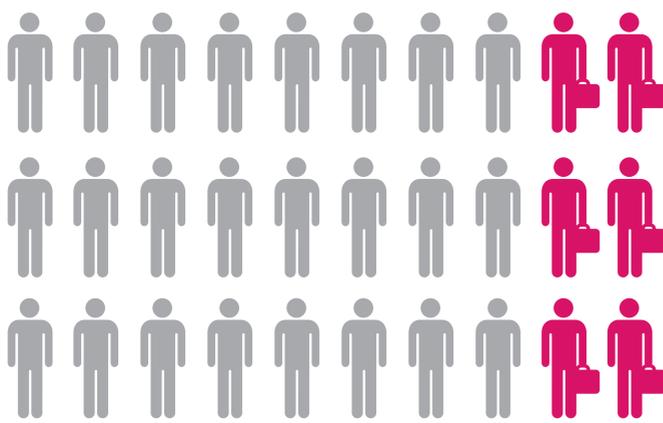
# Future Traveller Tribes 2030

## Understanding tomorrow's traveller

### Six New Traveller Personalities

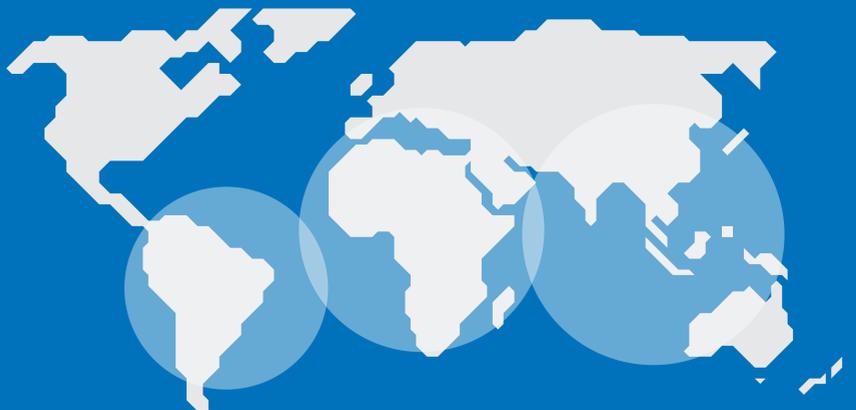


### What will the world look like in 2030?



Travellers will come from a wider spread of nations with APAC, LATAM and African markets showing the strongest growth

China will surpass the US as the largest global economy



The median age of the global population will rise from **29.6** to **33.2** years



Embedded sensors that capture "biosignals" represent a step forward in customer understanding



WiFi will be truly ubiquitous and **5G** will have arrived



Social media use is expected to reach **80-90%** worldwide



Hotels and airlines will offer immersive "previews" of their services through virtual reality technology



Roles that were once filled by human workers will be staffed by search algorithms, robotic bellhops, cashless payment systems, virtual customer service avatars and fluid biometric processing systems