

A stylized world map in shades of blue and white. A yellow location pin is placed over South America, and a white location pin is placed over Europe. White arrows indicate travel routes between continents. A red and orange curved line is visible in the upper right quadrant.

GRANADA

**7TH SUMMIT OF
TRAVEL AGENCIES
ASSOCIATIONS**

8 – 10 November 2023

**Christian Boutin - Amadeus
Sr. Vice-president Customer Success –
EMEA**

MEET THE TRAVELERS OF 2033

Introducing Amadeus Traveler Tribes 2033

Why is Amadeus doing this report?

- Focus on understanding the human side of travel.
- The travel industry is very dynamic.
- Technology role to make travel more seamless

By researching travellers' behaviours, attitudes and preferences, and how technology can improve travel, we can deliver better travel experiences more effectively.



ABOUT THE TRAVELER TRIBES 2033 RESEARCH

- Northstar Research Partners
- Online survey among 10,345 travelers
- Travelers across 15 countries (Australia, China, France, Germany, India, Indonesia, Japan, Mexico, New Zealand, Singapore, Spain, Thailand, UAE, UK and USA)
- 22 in-depth expert interviews with leaders from inside and outside the travel industry
- More than 5.8 million data points.
- Conducted July - October 2022



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Who are the Traveler Tribes 2033?

The Traveler Tribes & percentage of travelers within each tribe*

25%
EXCITED EXPERIENTIALISTS

“ I know it sounds really cliché, but **we're here once in this life.** ”

YOLO. Excited Experientialist

15%
TRAVEL TECH-FLUENCERS

“ We see a total overhaul of travel in 2033. **And technology will aid this.** ”

Travel Tech-fluencer



43%
PIONEERING PATHFINDERS

“ **I feel that technology would play a big, positive role.** I don't exactly have the picture of how it will, but I'm positive that it would erase health risk, human error, and make things better for travelers. ”

Pioneering Pathfinder

17%
MEMORY MAKERS

“ I'm not really into technology and gadgets. But I have the essentials, **what I need for myself.** ”

Memory Maker



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* All data are consolidated global figures

What excites the Traveler Tribes about travel in the future?

5 things that excite travelers most about trips in 2033*

- 44%** That traveling to trip destinations will be quicker
- 36%** To be able to remember trips in more vivid ways
- 35%** The chance to travel in more environmentally friendly ways
- 34%** That technology could reduce problems during trips
- 34%** Different ways of paying for trips will make trips more affordable



The technologies which will most interest travelers in 2033

- 1 Being able to pay for trips by cryptocurrency, in a virtual reality or via facial recognition
- 2 Using data to create relevant trips
- 3 Biometric data - to allow you quick access through passport control
- 4 Apps which have everything I need to plan my travel
- 5 Virtual reality preview tours

*Percentage listing as one of the top three things which excite them most about trips in 2033, from a list of 9

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What concerns do the Traveler Tribes have about travel in the future?

5 things that concern travelers most about trips in 2033*

- 44%** Cybersecurity attacks will be more frequent in 2033
- 41%** How safe the data people share will be
- 36%** Travel in 2033 will be unaffordable
- 36%** Political instability will mean it's not possible to travel to some destinations
- 34%** That my travel trips will be more expensive if I want to be more environmentally conscious

*Percentage listing as one of the top three things which excite them most about trips in 2033, from a list of 9



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