



REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



11th-12th May 2023

MARINA BAY SANDS SINGAPORE

**Traveller Tribes:
Who will your guests be in 2033? **



**REVENUE
OPTIMIZATION
CONFERENCE**

Edward Wright

Vice President Asia
Amadeus Hospitality

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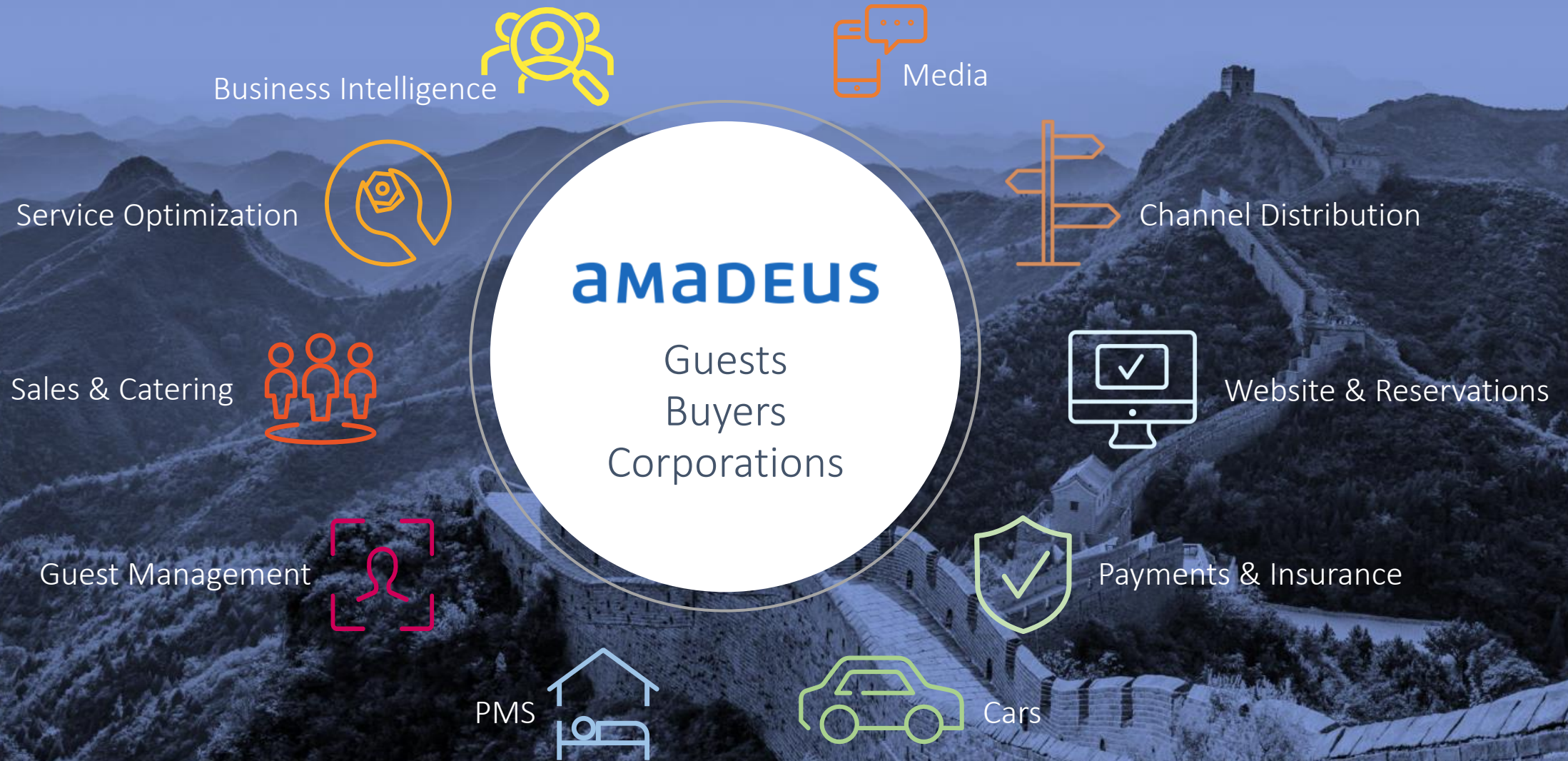
Serving all areas of the travel community

CONFIDENTIAL & RESTRICTED



Connecting the Hospitality & Tourism Ecosystem

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MEET THE TRAVELERS OF 2033

Introducing Amadeus
Traveller Tribes 2033



ABOUT THE TRAVELER TRIBES 2033 RESEARCH

10,345

Survey Feedback from travellers

22

In-depth expert interviews thought leaders from inside and outside the travel industry

15

Travelers from 15 countries

5.8M

Data points analyzed

Research was conducted between July - October 2022

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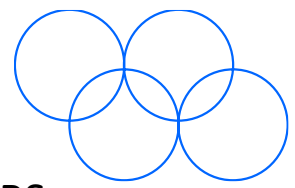


INTRODUCING THE FOUR TRAVELER TRIBES

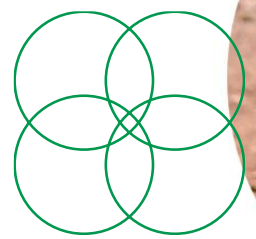
Who are the Traveller Tribes 2033?

Which one will you be?!

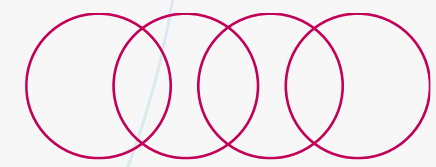
15%
TRAVEL
TECH-FLUENCERS



43%
PIONEERING
PATHFINDERS



17%
MEMORY
MAKERS



25%
EXCITED
EXPERIENTIALISTS



* All data are consolidated global figures



Pioneering Pathfinders



TODAY

Progressive in 2023 but **becoming more sensitive**



“ 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 will make things better for travelers. ”

82% of this Traveler Tribe are between the ages of 23 and 41, and 68% live with their partners and children.

Memory Makers



TODAY

Habitual and happy in 2023

2023: Memory Makers put people first and place first

“ Despite skepticism about technology, Memory Makers are excited about VR and AR preview tours. **57% of them will use VR tours before purchasing a trip** – seeing it as a way to ensure value for money. ”



44% of Memory Makers are aged 42 or older

A woman with long brown hair, wearing a mustard-colored hoodie and a red knit beanie, is looking out over a city. The background features a suspension bridge and a row of red brick buildings. The scene is framed by large, overlapping yellow circles.

Excited Experientialists

TODAY

Carefree & experience heavy in 2023

2023: Open minded and exploratory but avid anti-planners

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

Traveled 38% more than others in the past year





Travel Tech-fluencers

TODAY

From business travelers in 2023 to the future mindful balancers

2033: New and novel beats tried and tested but torn about tech

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

48% under 32 years old and $\frac{3}{4}$ travel for business



The **Technology** which excites the **Traveler Tribes** most about travel 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

What concerns the Traveler Tribes most 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



Which Traveler Tribe are you? Take our Quiz here!





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