

Destination services are a major opportunity: 51% of travel spend is at destination

Unique content

50%

of business travellers find their trip boring

Acutely contextual, personalised content

"I know there are things out there that I'd love to do, I just don't have the time to find them. I'd love it if someone could just tell me what to do!"

Corporate Citizen traveller

Enhanced customer service

By 2050

the older population will exceed the number of young for the first time

Comprehensive support & issue resolution

"I've been in sticky situations in the past – when you need to see a Doctor & you just don't know how to go about that, for example"

Active Senior traveller

Planning & budgeting

< 25%

of destination services are planned in advance, choices are made on the go

Seamless trip planning & management

"I don't have much money so I need to plan carefully. I worry about whether I'm making the best decisions about how to spend my money"

NextGen traveller

Payments

Mobile payments are expected to increase by 1000% in 2015

Easy, safe mobile payment solutions

"Sometimes you don't want to have to carry cash. I worry about losing it. If I'm climbing in the mountains, it's just not convenient!"

NextGen traveller



3 strategic traveller segments

"I want to explore safely"

Over 60 years old
Time & desire to explore
Disposable income
Retired & non-retired



Active Senior

"I want unique experiences that don't cost the Earth"

20 - 30 years old
Social media heavy user
Tech-savvy
Budget constrained



NextGen

"I want to explore spontaneously"

34 - 50 years old
Mid to large corporations
Managed & unmanaged travel
Frequent traveller



Corporate Citizen

Amadeus Traveller Trends Observatory
ATTO 2014: Destination Services Report

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