The 8 travel trends you need to know for 2019

It is hard to predict what the travel industry will look like in 20 years, but we’re excited for what’s ahead!

As we continue to evolve from a GDS to a Live Travel Space, we look forward to building our future together with all of our customers and other travel players.

1. **Travel Personalization** is top of mind
   - Anticipate traveler’s needs
   - Understand challenges
   - Use data, analytics and business intelligence to address these challenges

2. **Rich content and industrialization for NDC**
   - New approaches to merchandizing and technology standards
   - Content from multiple sources, possibly under different business models - it’s paramount for travel businesses to customize how content is managed for their business

3. **Need for aggregation, search and comparison**
   - Today’s travelers look for unique experiences based on choice and personalization across all channels.
   - Aggregating content will be key for travel suppliers to compare and provide the level of personalization that today’s travelers demand

4. **Greater collaboration is seen across the travel industry**
   - As technology is transforming how we research, book and share travel experiences.
   - More APIs, agile partnerships, and co-creation will continue to move the industry forward

5. **The rise of smart cities to boost travel and tourism**
   - Multi-modal journeys and data to deliver more personalized and smart experiences will lead to the rise of smart cities. This will enable the immersive travel experiences and services that travelers expect in the future

6. **Technologies to offset disruption**
   - We’ll see more investment in big data, process automation, and the Internet of Things, as the industry focuses on the perfect passenger experience, both on the ground and in the air.

7. **‘Bleisure’ and traveler wellbeing an increasing priority**
   - As business travel grows, so will the ‘bleisure’ trend with more employees taking advantage of business travel and improved travel policies

8. **Rise of millennial business travelers**
   - As millennials emerge as a pre-eminent force in travel consumption the industry must wake up to their new attitudes

---

@AmadeusITGroup | amadeus.com/livetravelspace | AMADEUS