

I am a Travel Tech-fluencer

The Travel Tech-fluencers define themselves by their love of technology and planning. Technology's role in the future of travel makes them excited about 2033. Especially for the potential it has in helping them plan their travels quickly and effectively.

Share your Traveler Tribe with friends and invite them to take the quiz using the social buttons below, and don't forget to include #DiscoverYourTravelerTribe and #TravelerTribes2033! If the post preview doesn't pull in the image (or seems blown up), don't worry, it'll be there once you click publish. This usually occurs when sharing on desktop - mobile devices should work properly.



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(Amadeus, 2023)

Evaluation of Survey

The overall outcome from the survey identified me as a Tech Fluencer. I'm personally interested in the future of travel, with the implementation of AI to help planning trips and even using a VR type solution to help sell trips to people. Research suggests that the tech-influencer tribe focuses primarily on the use of technology to log and plan trips. Using technologies such as AI to help plan trips and VR to help sell trips.

In 2033, Amadeus suggested that paying for trips using a Crypto Currency would be a preferred approach (Amadeus, 2023), due to the change in the stability and introduction of central banking, this option may help to reduce the costs of travelling. Additionally, it may be helpful to reduce the gap between exchange rates. However, there is also a suggestion that increased cyber attacks (Amadeus, 2023) may make travel harder, its common knowledge that

may travel companies use legacy technologies, making them more vulnerable to cyber attacks.

I believe the outcome is accurate to me, due to my interest in technology, and I'm excited to see where technology will lead us in the future. Personally, I'm not too concerned about the risk of cyber attacks, as this can be prevented with enhanced IT security and investment in IT infrastructure. I agree that the use of Crypto would be beneficial to travel, due to its non central model. This will eliminate the need to exchange currency to different formats for different locations, thus meaning if you travel between countries, there would not be a need to exchange currency. Furthermore, Crypto is not controlled by the cost of a tangible asset, and is very volatile in regards to its value, meaning its value can be very fluid.

Finally, the modern world is all about data, so collecting and collaborating data collected by travellers could be useful to other travellers. For example, people who take 360 video while away, could be used to promote the location to others via social media or digital services.

How will travel tribes influence travel trends?

Tribes will help categorise people into specific sections, some are related to travelling for self realisation, others could be linked to travelling for work related purposes. Psychologically, people are social beings, therefore generally like to fit into a group, tech-influencers may influence more people to become Bloggers or make TikToks about travel. Pioneering Pathfinders, may be looking more down to earth activities, such as camping out in a forest, or trying something new. Excited Experimentalists, may be looking for something different, such as a party style holiday. Tribes could be a useful system for sellers to promote different destinations, as this helps market to specific demographics (Northstar Research Partners, 2022).

What impact do you think tribes will have on events?

It can be suggested that Tourism and Events are closely linked, an example would be, people attending a festival may travel a long distance to attend. Using Glastonbury as a case study, Glastonbury Festival is unique in the way that it could be attracted by almost every trend. The festival's past, aimed at the natural life (Pretty Good Digital, 2019), which could attract Pioneering Pathfinders, Being a showcase for the Arts, and a stage for many influencers, could attract memory makers and excited experimentalists. Finally, the festival portrays technical advancements, and is generally considered a market leader

in the UK events industry to be technologically advanced (Childs, 2022), this may interest tech-influencers. I think Glastonbury may be a good case study to virtualize, due to its popularity and lack of tickets.

Reference list

Amadeus (2023). *Traveler Tribes 2033*. [online] Amadeus.com. Available at: <https://amadeus.com/traveler-tribes> [Accessed 20 Mar. 2023].

Childs, P. (2022). *3 ways tech will change the face of music festivals*. [online] Digital Catapult. Available at: <https://www.digicatapult.org.uk/expertise/blogs/post/3-ways-tech-will-change-the-face-of-music-festivals/>.

Northstar Research Partners (2022). *TRAVELER TRIBES 2033 Amadeus*. [online] Amadeus.com. Available at: <https://amadeus.com/documents/en/traveler-tribes/infographics/infographic-global-en.pdf> [Accessed 20 Mar. 2023].

Pretty Good Digital (2019). *Glastonbury Festival - History*. [online] Glastonbury Festival - 21st-25th June, 2017. Available at: <https://www.glastonburyfestivals.co.uk/history/>.