



*Shaping our future:*  
**Search Technology Update**

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# Our views on the evolution of Leisure travel

Three trends that will shake things up over the next few years



1



**Pressure on online model:**  
from consumers, suppliers and  
multiplication of channels

2



**Technology explosion:** new  
technologies will enhance the  
shopping experience

3



**Changing consumer behavior:**  
Smarter and empowered  
consumers will be in the driver seat

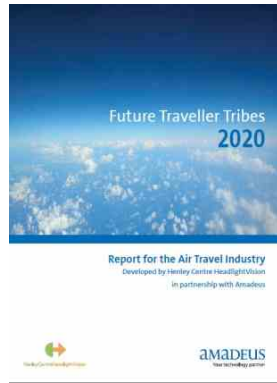
## Paradigm shift in travel search

- ▶ Limiting consumer choices **reduces anxiety** for shoppers
- ▶ And **facilitates** the purchase decision process

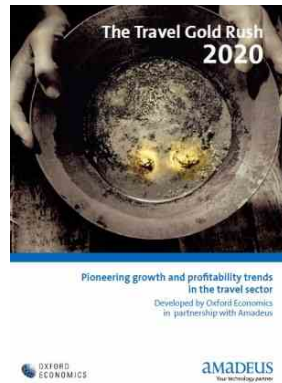


# Amadeus Travel Insights:

## Traveller



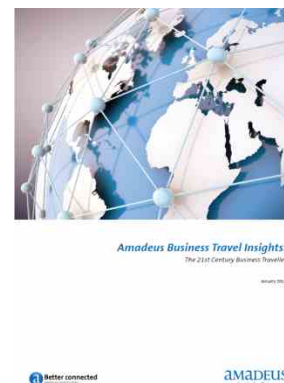
Future Traveller Tribes



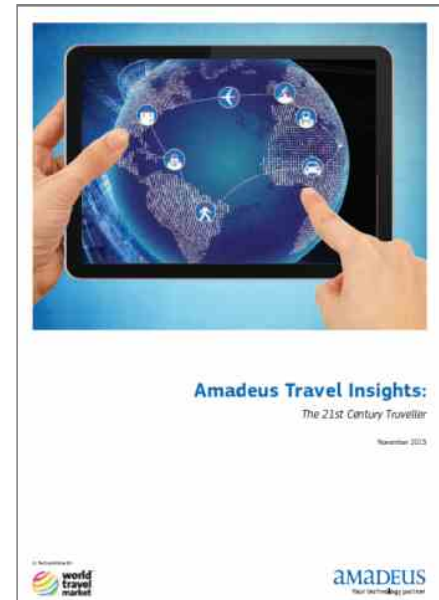
Gold Rush 2020



Chaos to Collaboration



21<sup>st</sup> Century Business Traveller

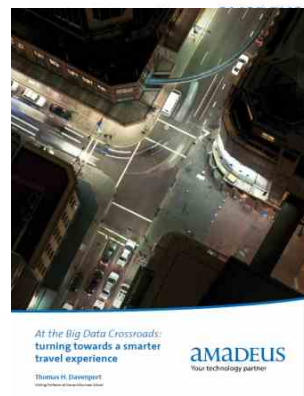


21<sup>st</sup> Century Traveller (Nov 2013)

## Big Data / Open Systems



Open for Business

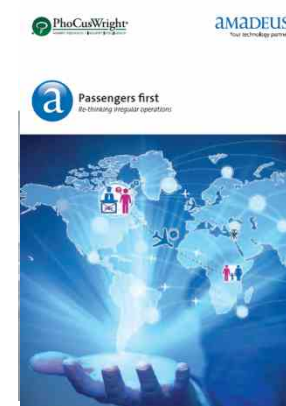


Big Data

## Airport & Airline



Airport of Tomorrow



Passengers First





## *Shaping our future:* **Questions..?**

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