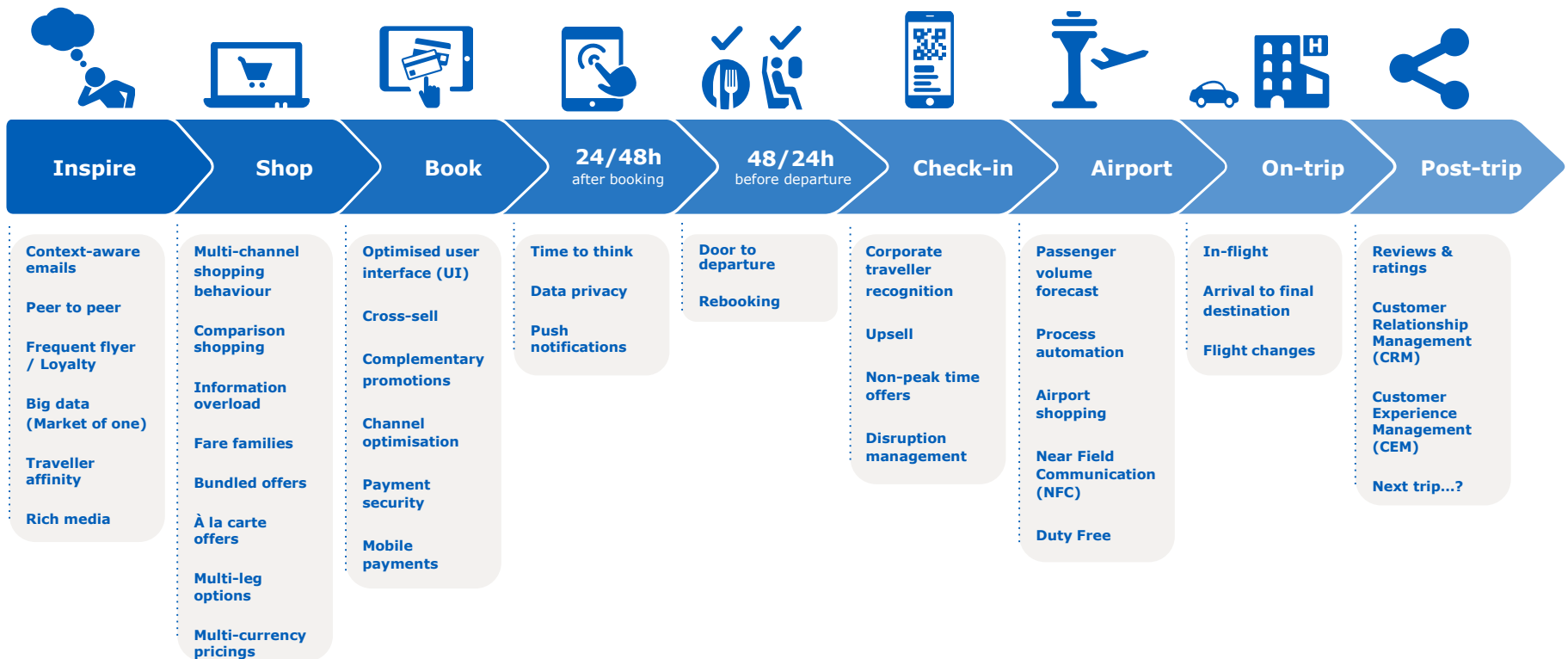


Shaping the future traveller journey

As future traveller tribe purchasing habits evolve, travel providers need to respond and build a more rewarding and connected traveller journey, from 'inspiring to arriving home'.

Implementing appropriate solutions and services at each stage of the traveller journey will be crucial to success. The following chart provides examples and potential benefits of various strategies to **shape the future traveller journey**.



amadeus.com/tribes2030