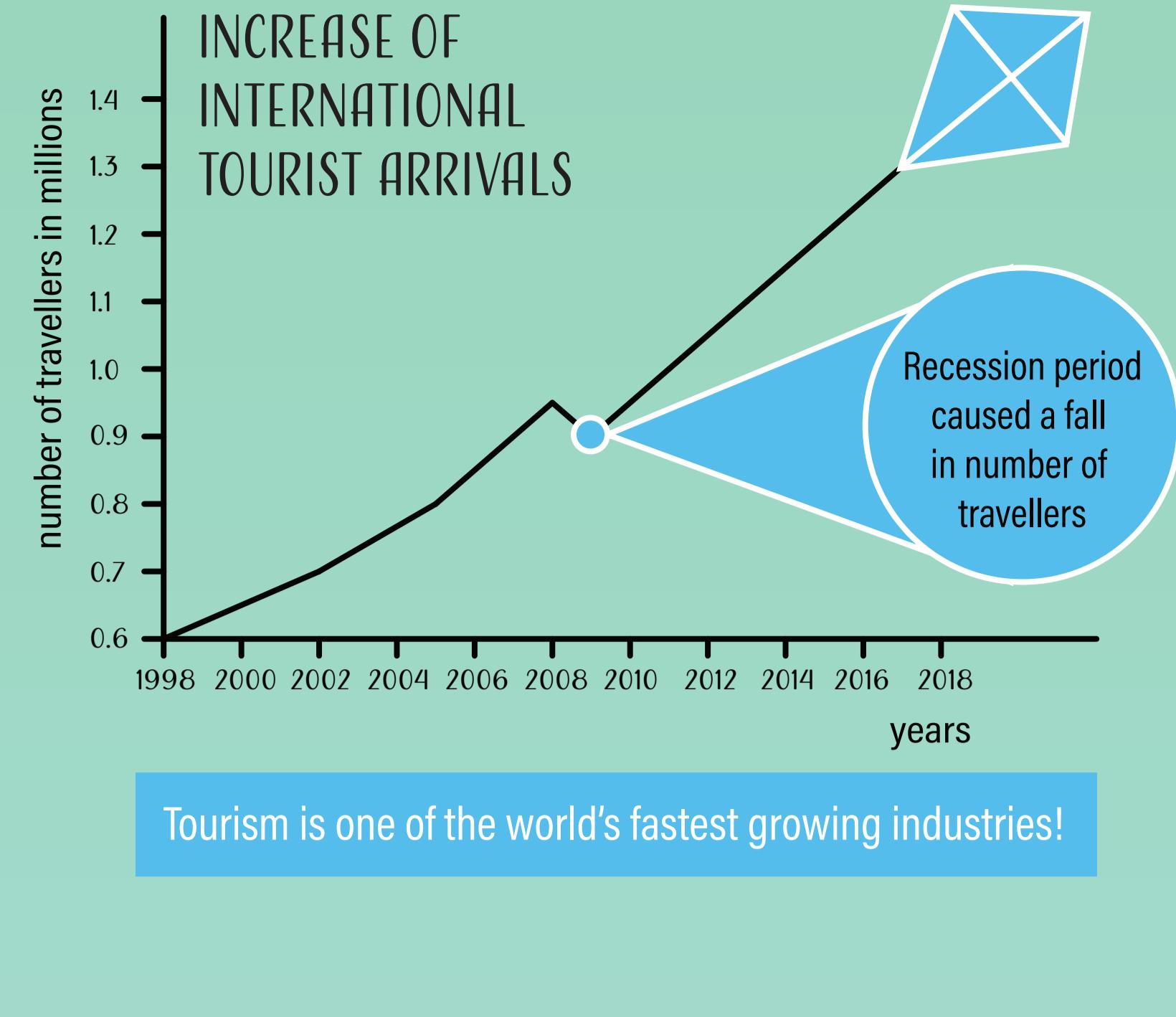
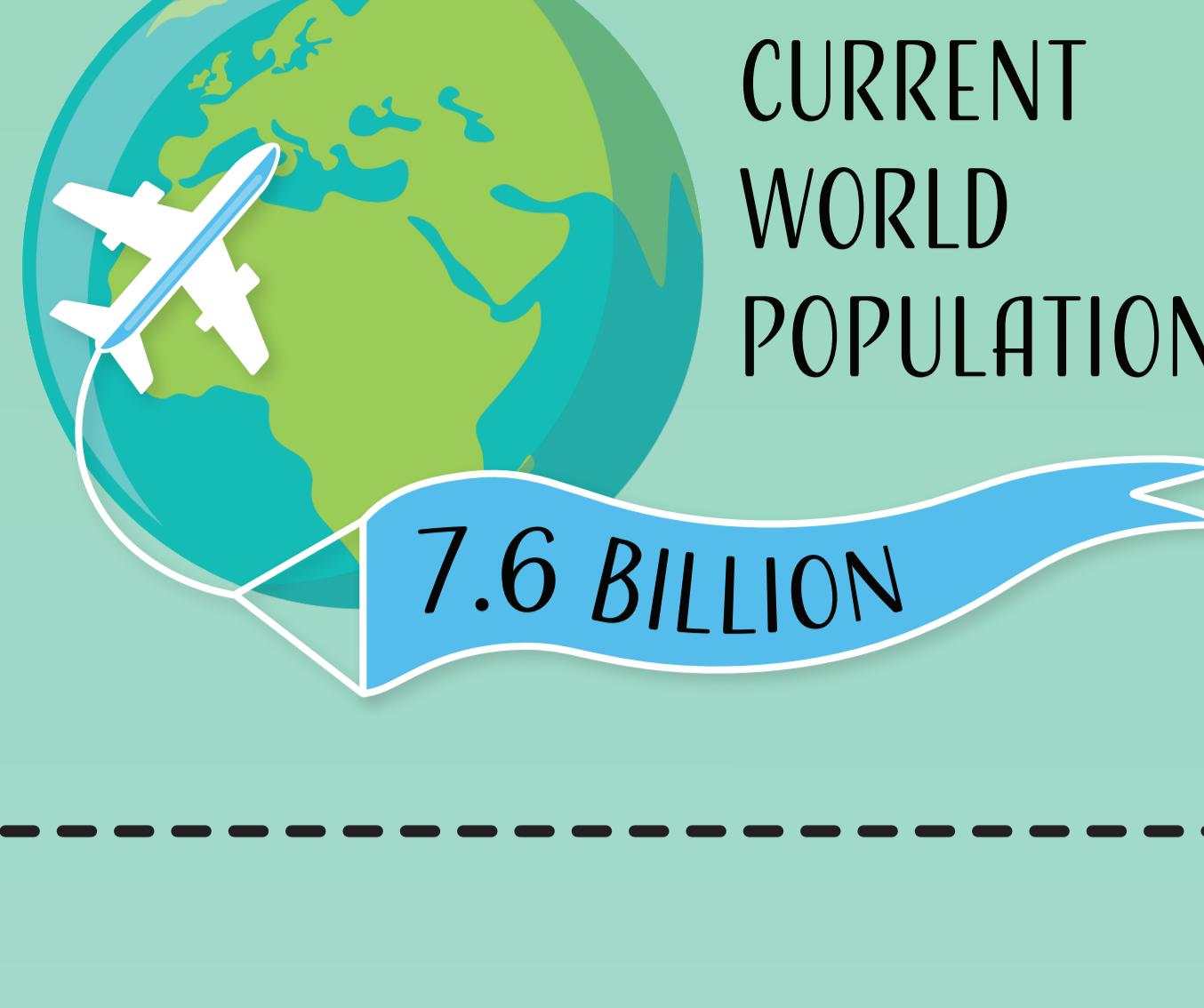
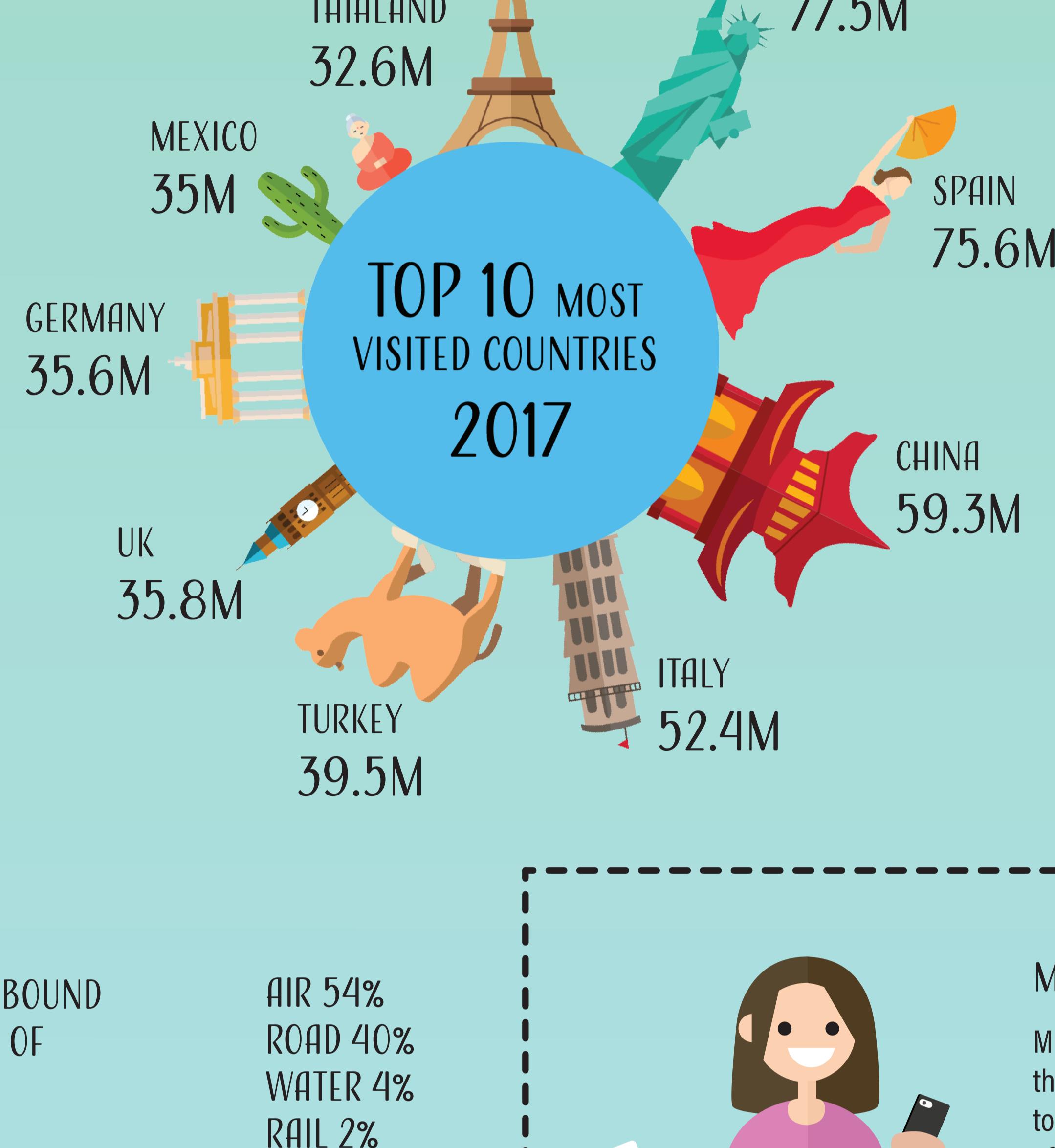


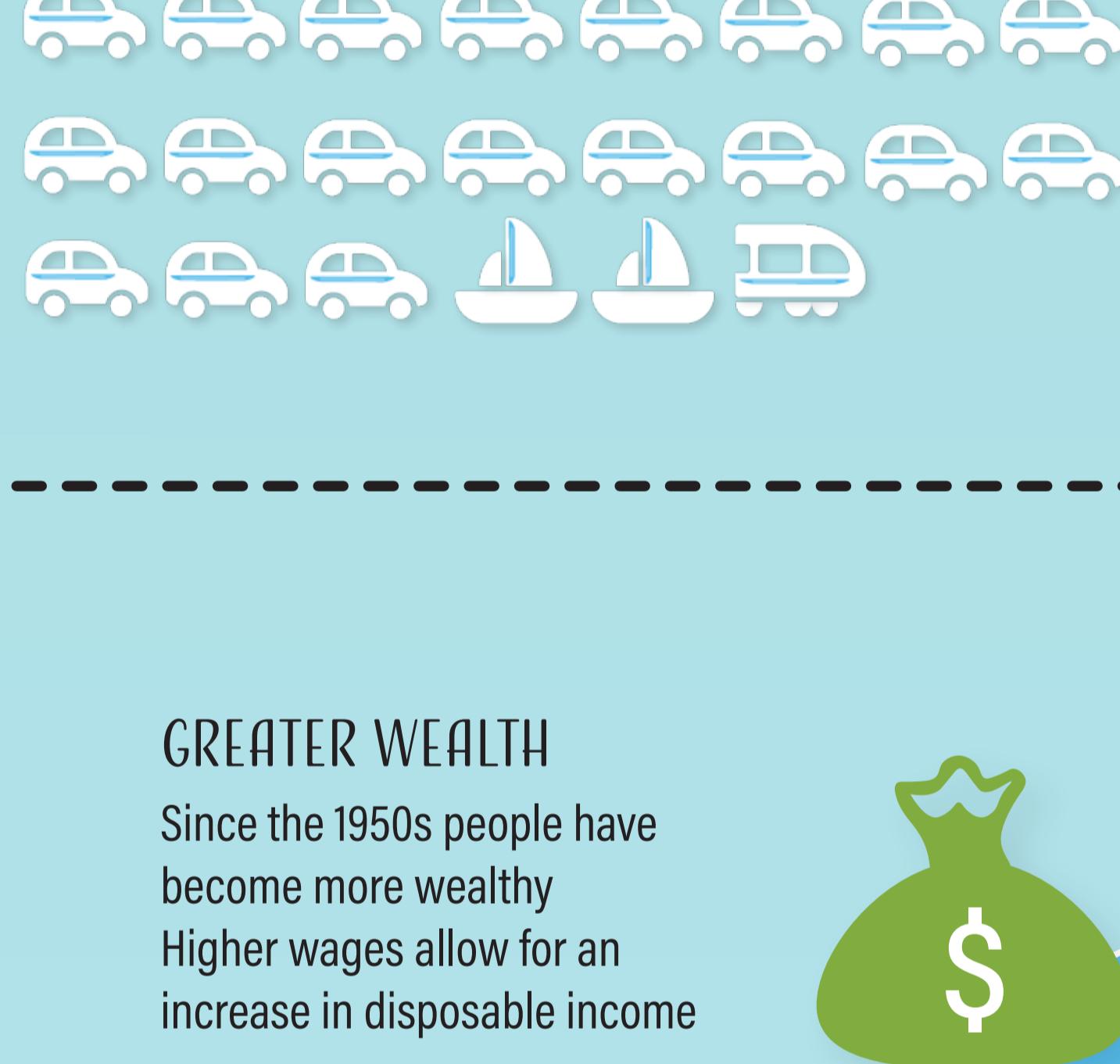
THE TRAVELLING POPULATION



Tourism is one of the world's fastest growing industries!



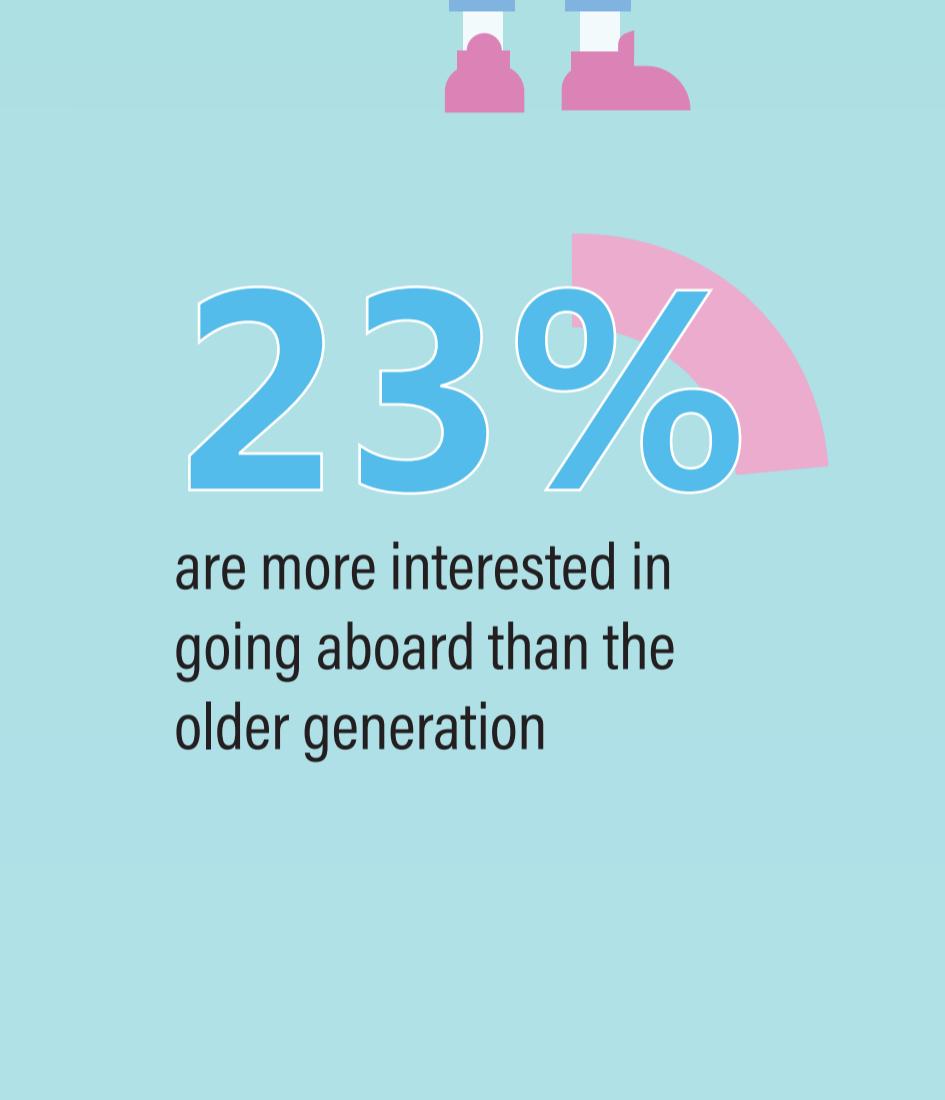
INTERNATIONAL INBOUND TOURISM BY MODE OF TRANSPORT



AIR 54%
ROAD 40%
WATER 4%
RAIL 2%

MILLENNIALS

Millennials generate more than \$180 billion in annual tourism revenue, an increase of nearly 30% since 2007.



78%
of millennials choosing to splurge on experiences over "things"

23%

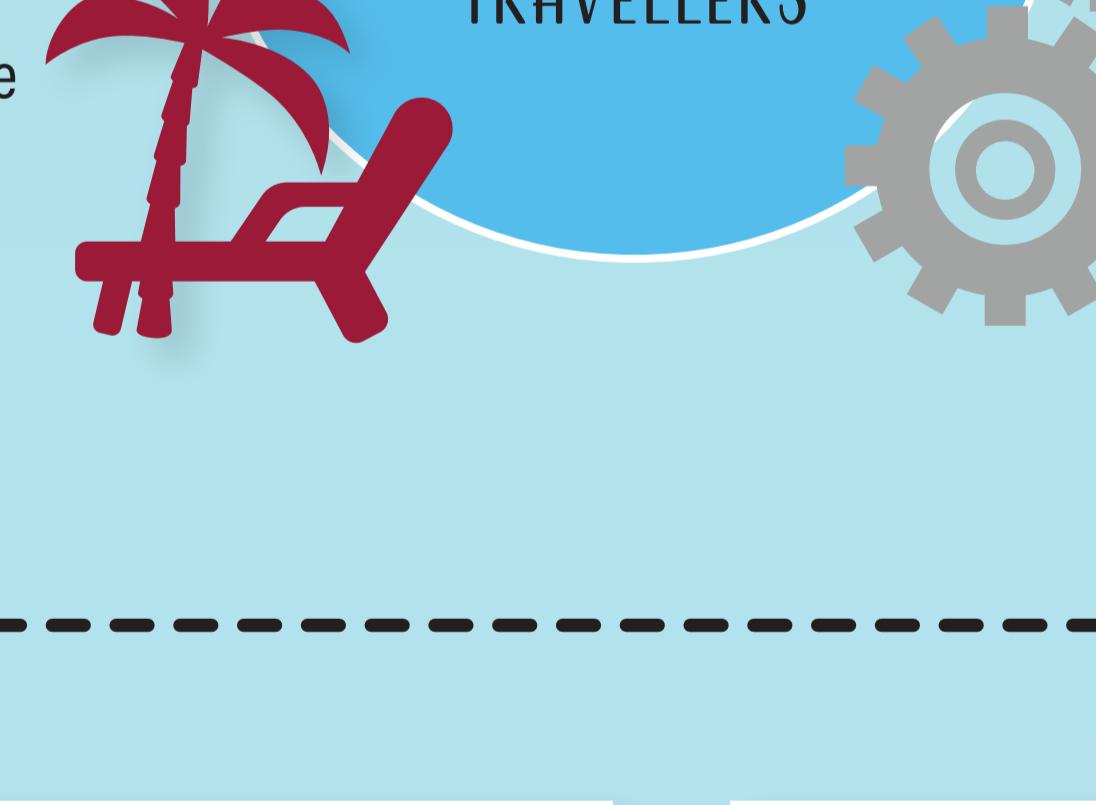
are more interested in going aboard than the older generation

20%

of all international tourists are millennials

GREATER WEALTH

Since the 1950s people have become more wealthy. Higher wages allow for an increase in disposable income.



PRODUCT DEVELOPMENT

Increase in the number of holiday destinations. Package holidays and deal finders making holidays more affordable. More awareness of holiday deals through advertising and television.

INCREASE LEISURE TIME

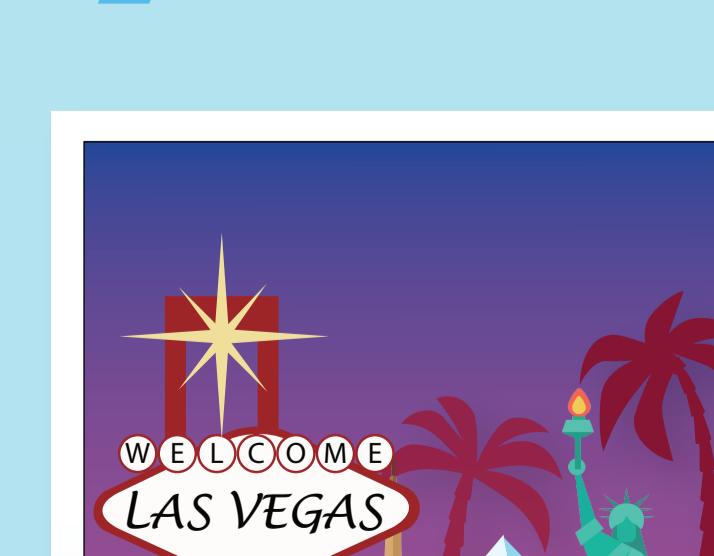
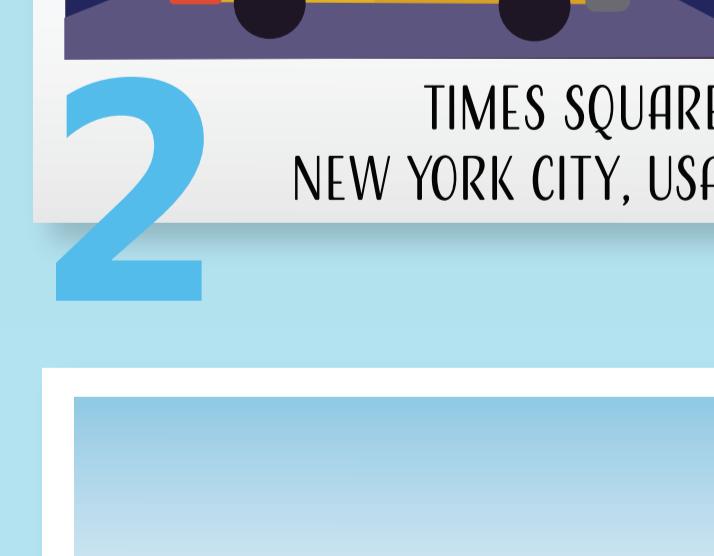
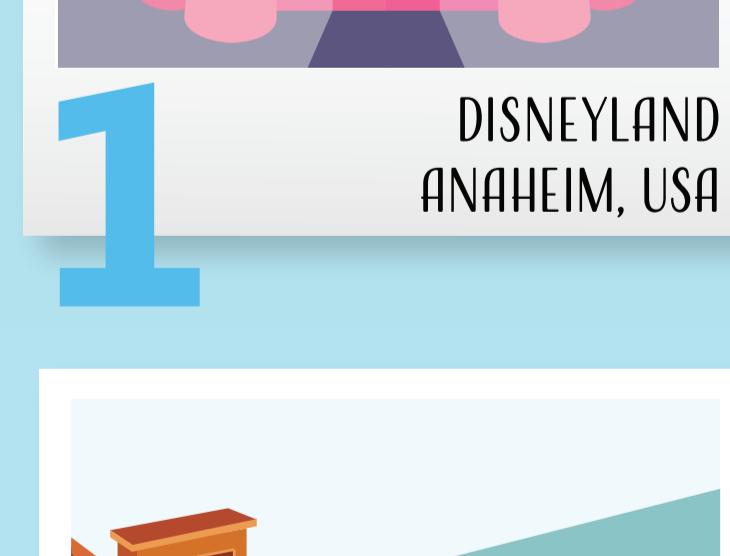
People receive holiday entitlement so on average 3 weeks per year are paid holidays.

Greater number of people are choosing early retirement.

TECHNOLOGY IMPROVEMENTS

Travelling today is much quicker with development of motorways and aircraft improvements.

Booking is made more accessible through online resources and deal finders.



TOP 10 MOST INSTAGRAMMED TOURIST ATTRACTIONS OF 2017

