



20-JAN-2016

# TOMORROWLAND

JOAKIM EVERSTIN  
HEAD OF INNOVATION EMEA  
SABRE TRAVEL NETWORK

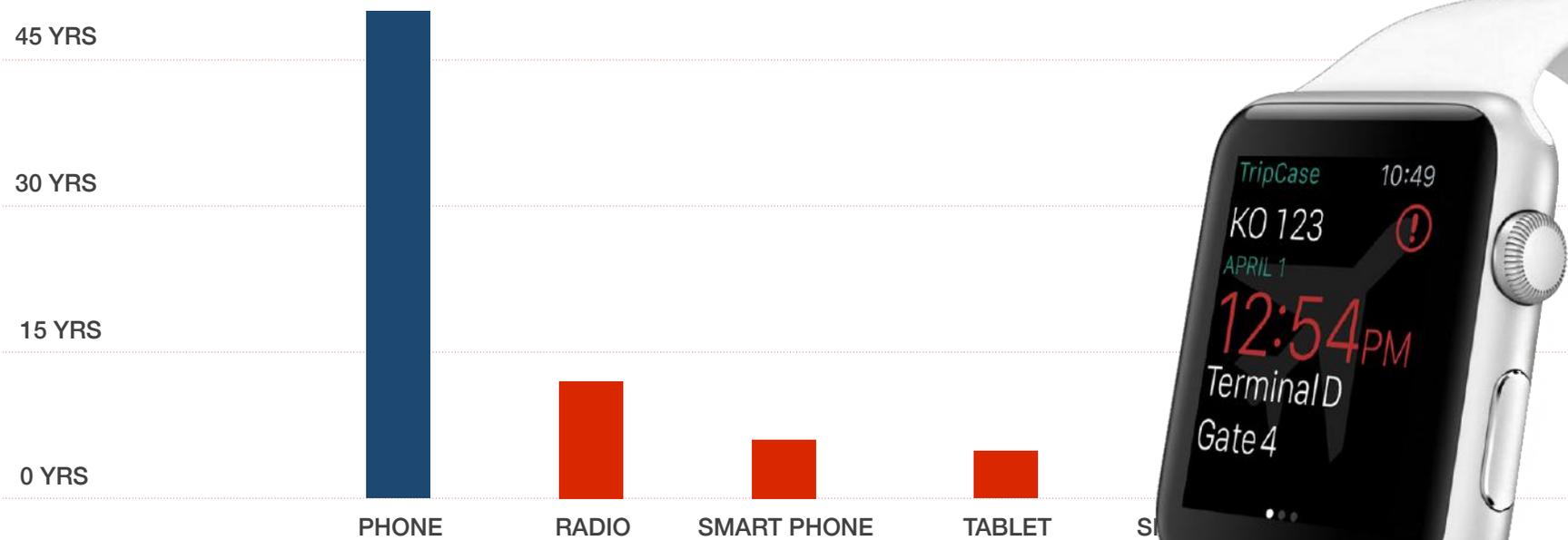
@EVERSTIN @SABRE\_CORP  
#REINVENTTRAVEL  
#FITURTECH2016

*THE FUTURE HAS ARRIVED —  
IT'S JUST NOT EVENLY DISTRIBUTED  
YET.*

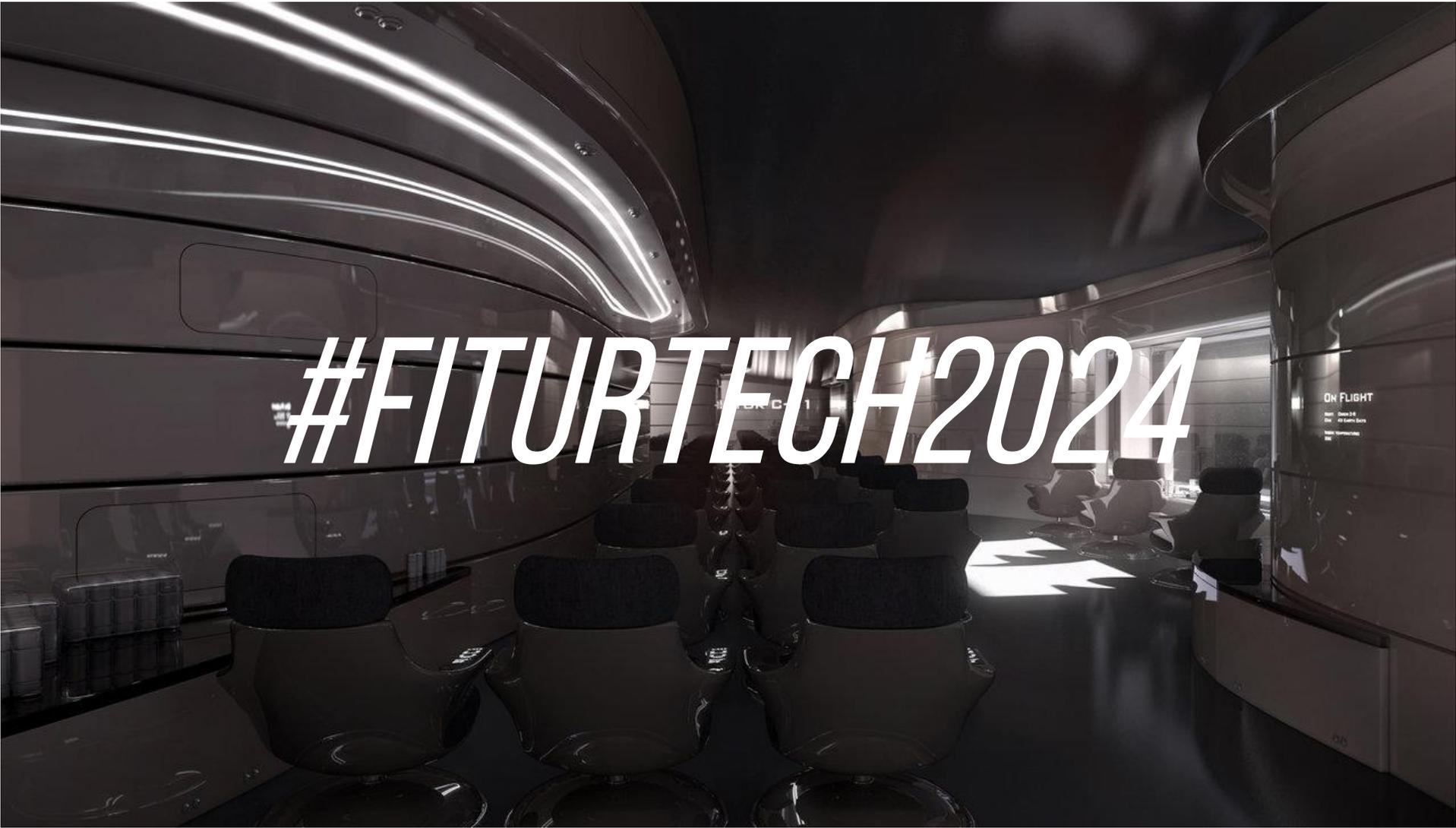
WILLIAM GIBSON  
AUTHOR & FUTURIST

# THE ACCELERATION OF TECH

**Sabre**



Adoption rate of consumer technologies in the US (10% - 90% penetration) Source: <http://www.asymco.com/2014/05/05/next-2/>



*#FITURTECH2024*

ON FLIGHT

Seat: 0000-0000  
Date: 00-00-00  
Name: 0000000000

**PEOPLE**

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**Sabre**





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**“HELLO, I’M CONNECTED TO THE INTERNET!”**

# GENERATION Z

★ BORN 1995-2009 ★

### MOBILITY

17 JOBS  
15 HOMES  
IN A LIFETIME\*

### TOP NAMES

1	Lily
2	Chloe
3	Isabella
4	Mia
5	Olivia

### EFFECTIVE ENGAGEMENT

Verbal	Visual
Sit & listen	Try & see
Teacher	Facilitator
Content (what)	Process (how)
Curriculum centred	Learner centric
Closed book exams	Open book world

### EDUCATION

1 in 4  
1 in 3  
1 in 2\*

UNIVERSITY EDUCATED

### DIGITAL INTEGRATORS

10 HRS 19 MINS  
TECH. USE/DAY

5,100,000,000  
SEARCHES/DAY

4,000,000,000  
VIEWS/DAY

1,000,000,000+  
ACTIVE USERS

500,000,000  
TWEETS/DAY

1,000,000+  
APPS

### SLANGAGE

Selfies  
Cray cray  
Defs  
Onesie  
YOLO  
LOL

### WEALTH

Avg. annual earnings in 2063 (as Gen Z retire)\*  
**\$222,000**

Average capital city house price (2063)\*  
**\$2.5 MIL.**

### % IN WORKFORCE

Year	Male	Female
1946	1%	0%
1965	34%	17%
1980	42%	36%
1995	21%	35%
2009	2%	12%

### HEALTH

% likely to be obese/overweight when all Gen Z have reached adulthood (2027)\*

**77.9**   **61.8**

### REDEFINED LIFESTAGES

20th Century	CHILDHOOD	TEENAGER	ADULthood					
Today	CHILDHOOD	TWEEN	TEENAGER	YOUNG ADULT	KIPPERS	ADULthood	CAREER-CHANGER	DOWNAGER

### GLOBAL GENERATION

2,000,000,000 2 BILLION GEN Zs

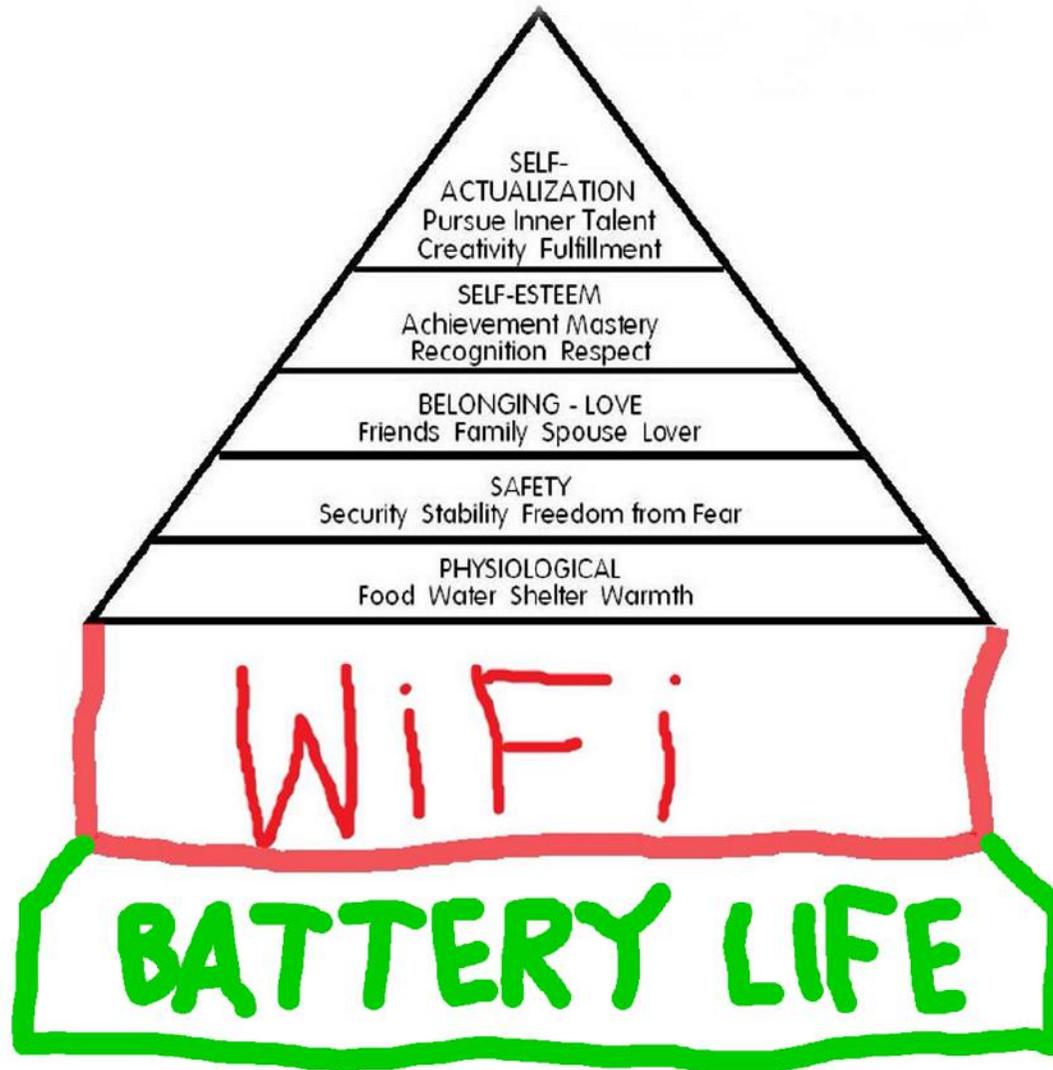
COUNTRIES WITH LARGEST NUMBER

- India
- China
- USA

**mccrindle**  
FORECASTS • STRATEGY • RESEARCH

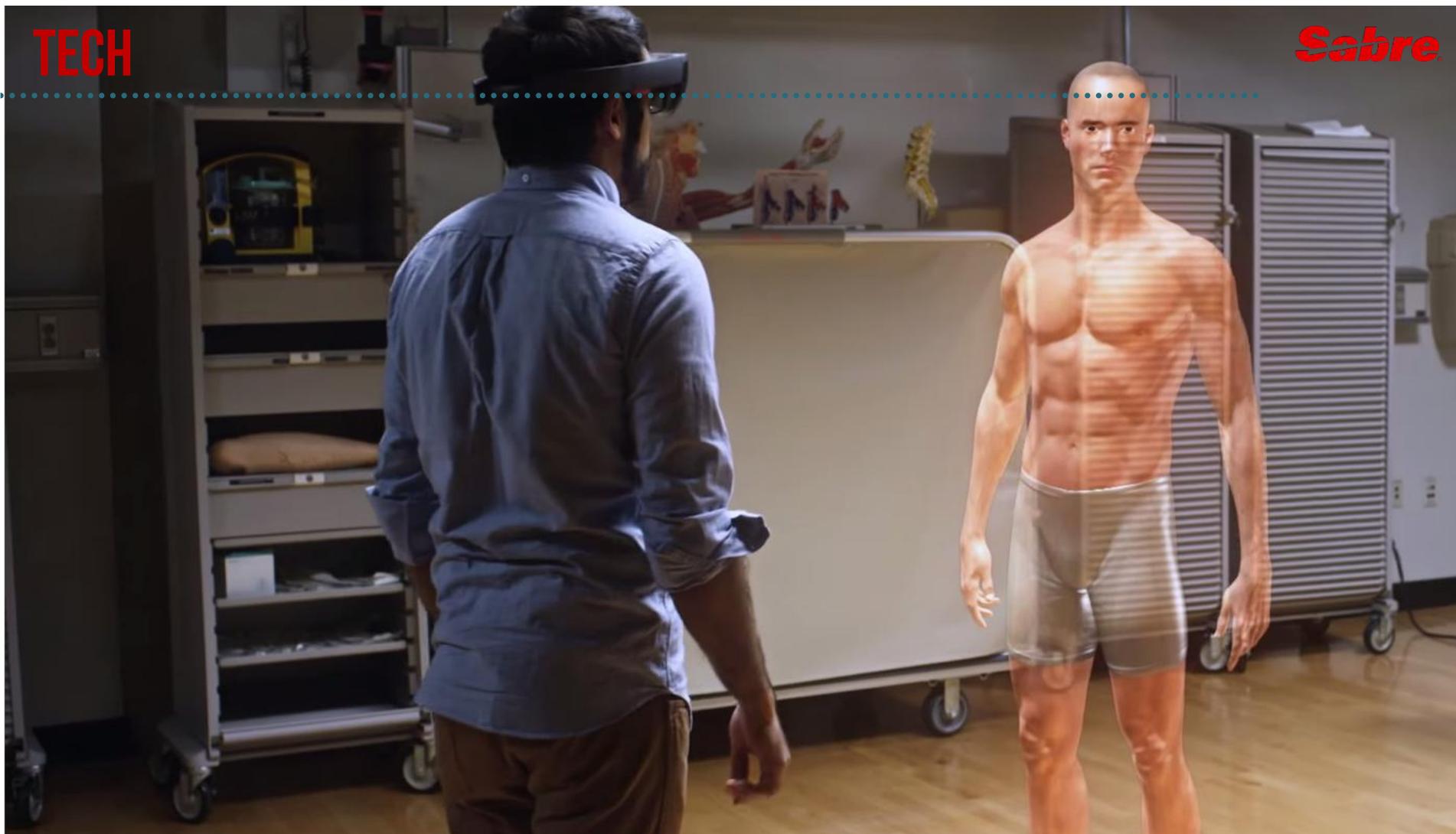
[www.mccrindle.com.au](http://www.mccrindle.com.au) | [www.generationz.com.au](http://www.generationz.com.au)

\*Future forecasts  
Source: ABS, McCrindle  
© McCrindle 2014



**TECH**

**Sabre**



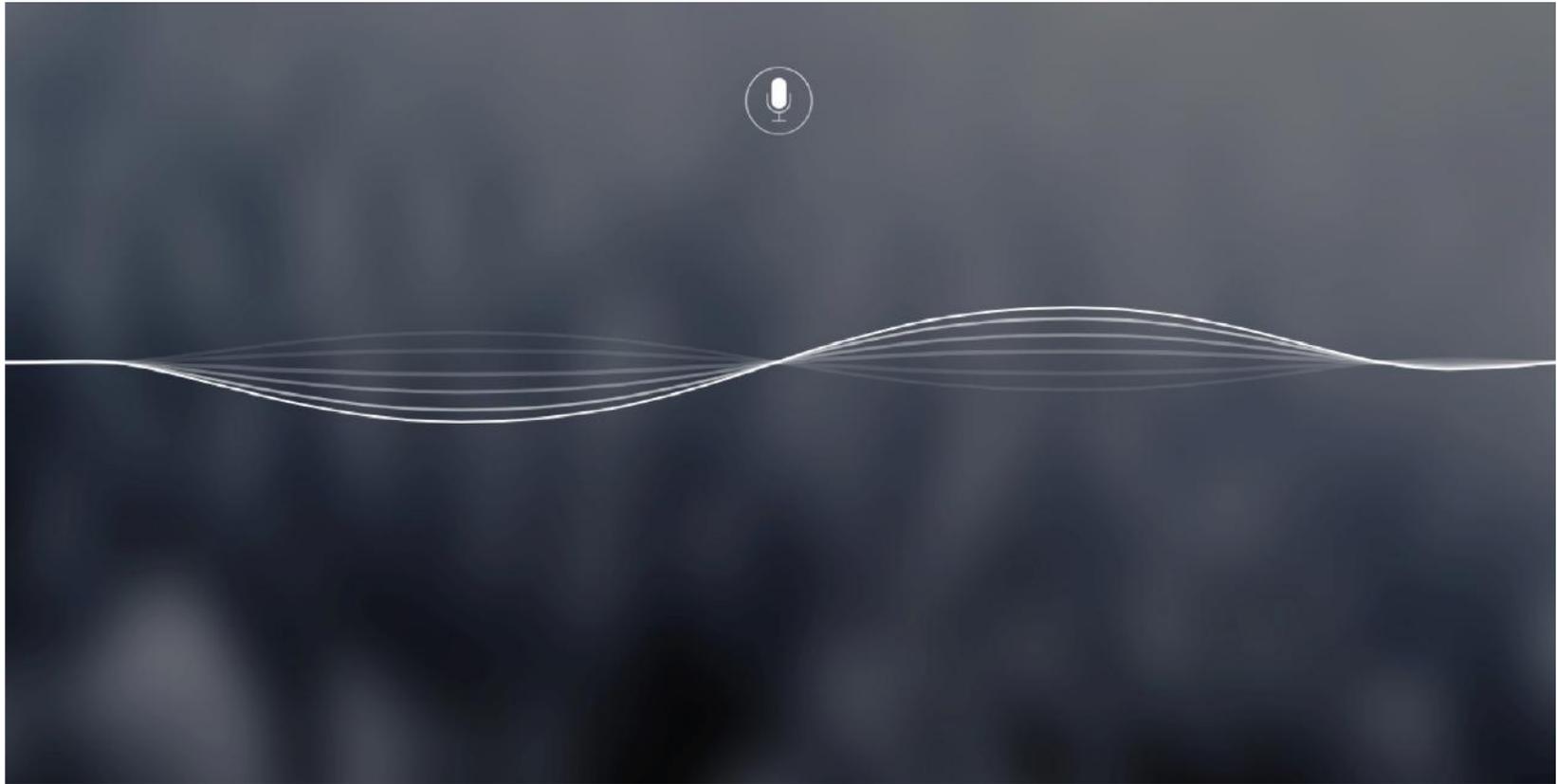
**SMART WATCHES**  
**VOICE**  
**BIOMETRICS**



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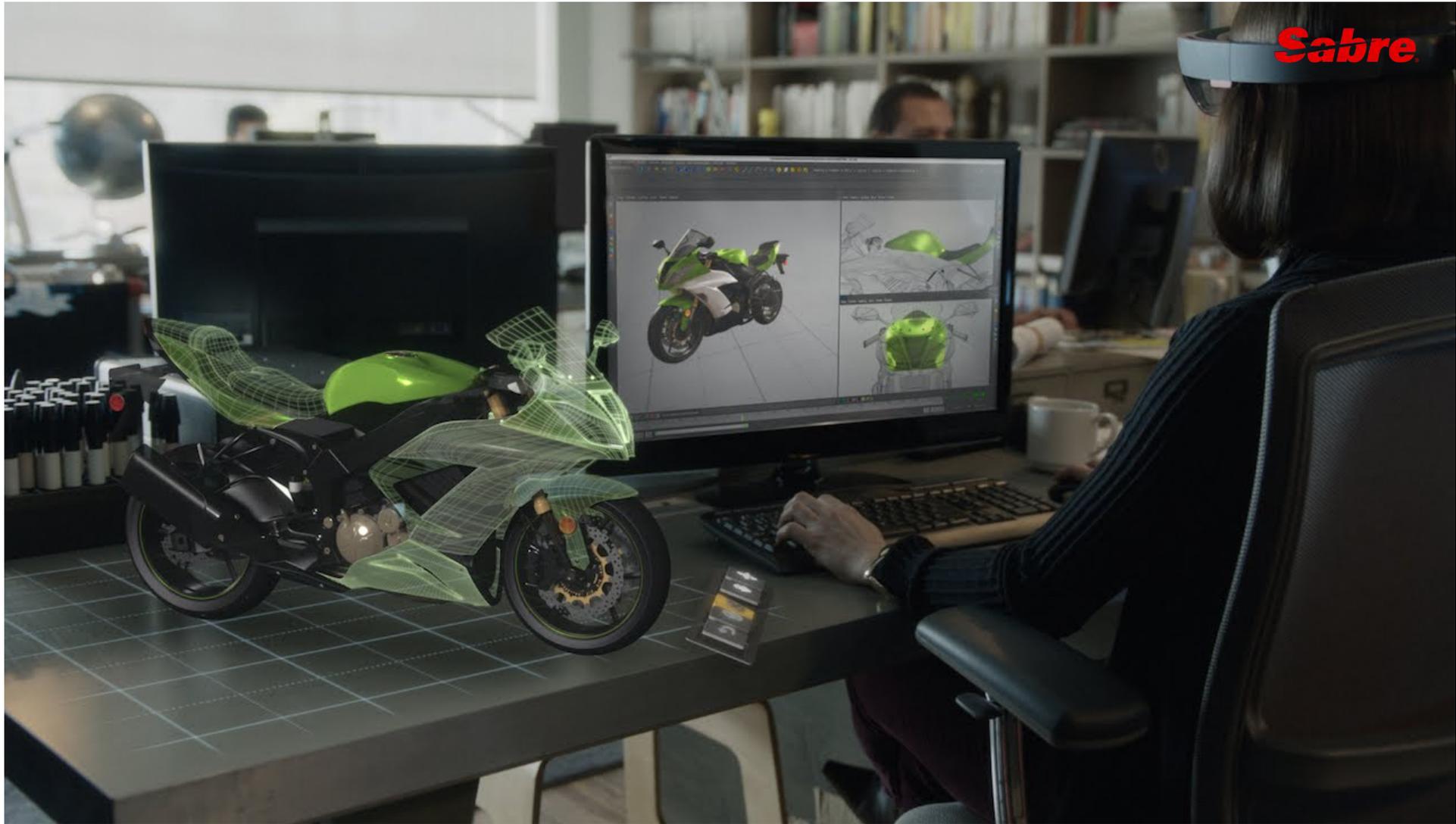


**AUGMENTED REALITY**  
**VIRTUAL REALITY**

Screen  
capture



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**Sabre**



Maui

Mon	Tue	Wed
☀️	☁️	☀️
71°F	74°F	76°F



- Vacation To-Do List
- ☐ Ticket
  - ☐ Sun screen
  - ☐ Beach towel
  - ☐ Sunglasses
  - ☐ Charger





**AUTONOMOUS VEHICLES**  
**INTERNET OF THINGS**  
**DYNAMIC PERSONALIZATION**



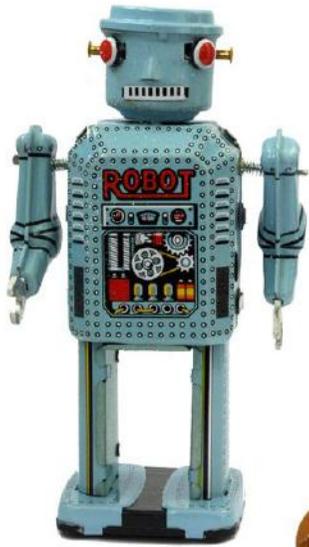
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**ROBOTICS**

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Photo: Noriyuki Aida/Bloomberg



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## Output

 HTML JSON **Log**

```
Audio context set up.  
navigator.getUserMedia available.  
Media stream created.  
Recorder initialised.
```

**“WHEN IS THE FIRST FLIGHT TO ISTANBUL”**

# HENN-NA HOTEL

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***THANK YOU!***



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