

Mapping the Future of Global Travel and Tourism



Drawing on the power of the world's most advanced processing network, three global travel and tourism trends are expected, as highlighted in the below comparison across different market segments.

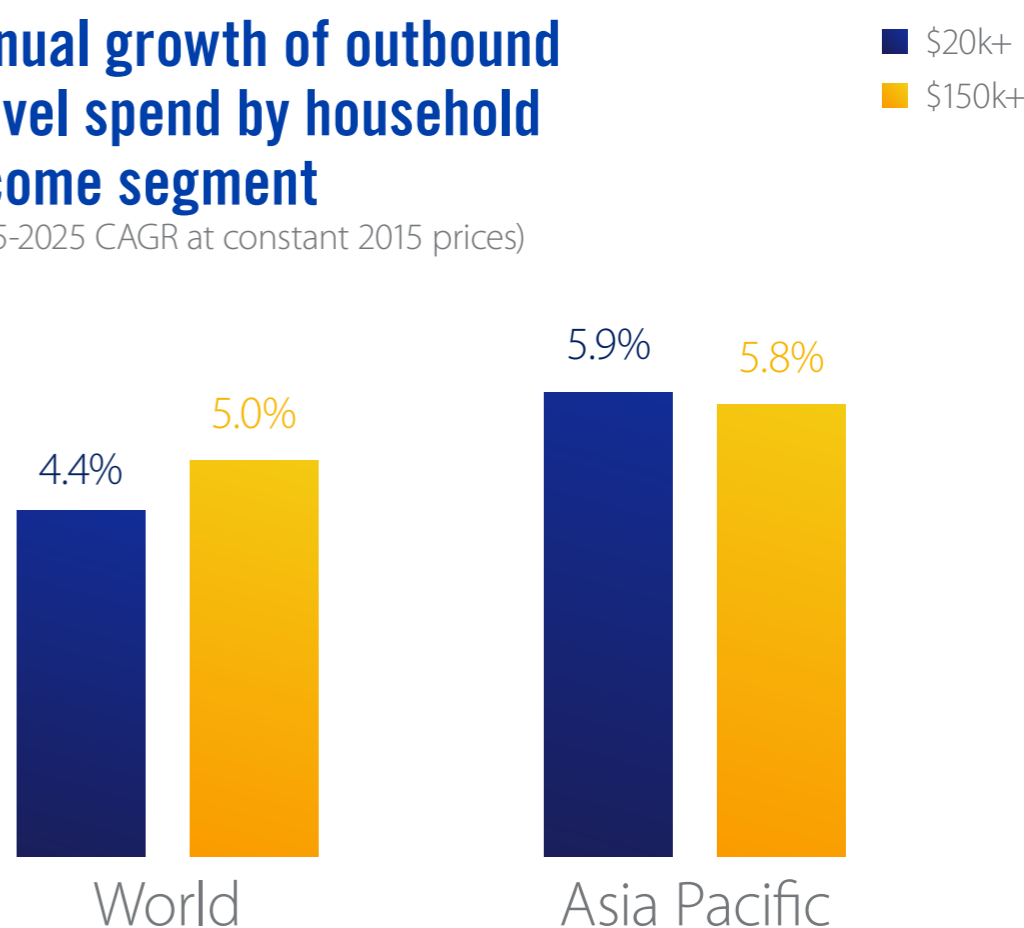
Rising Global Traveling Class



Travel is more affordable today than ever before. No longer a luxury, it has become a leisure activity enjoyed by a much broader spectrum of the world. More than 280 million households are expected to enjoy traveling internationally by 2025, with households in emerging markets representing nearly half of all traveling households.

Annual growth of outbound travel spend by household income segment

(2015-2025 CAGR at constant 2015 prices)

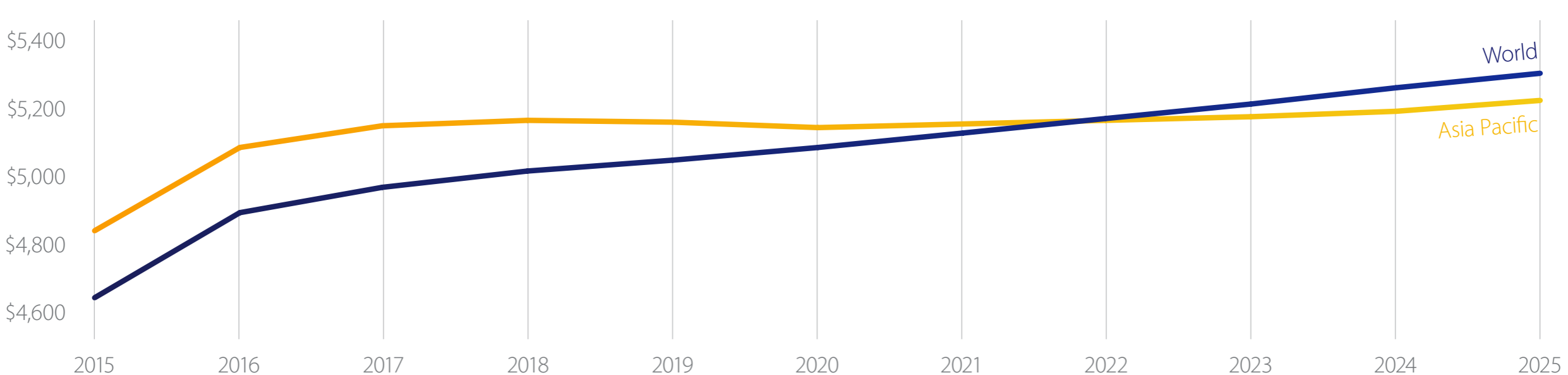


Mix of outbound travel spend by household income segment (2015)

(2015, percent of total)



Average outbound spend per traveling household (2015 US\$)



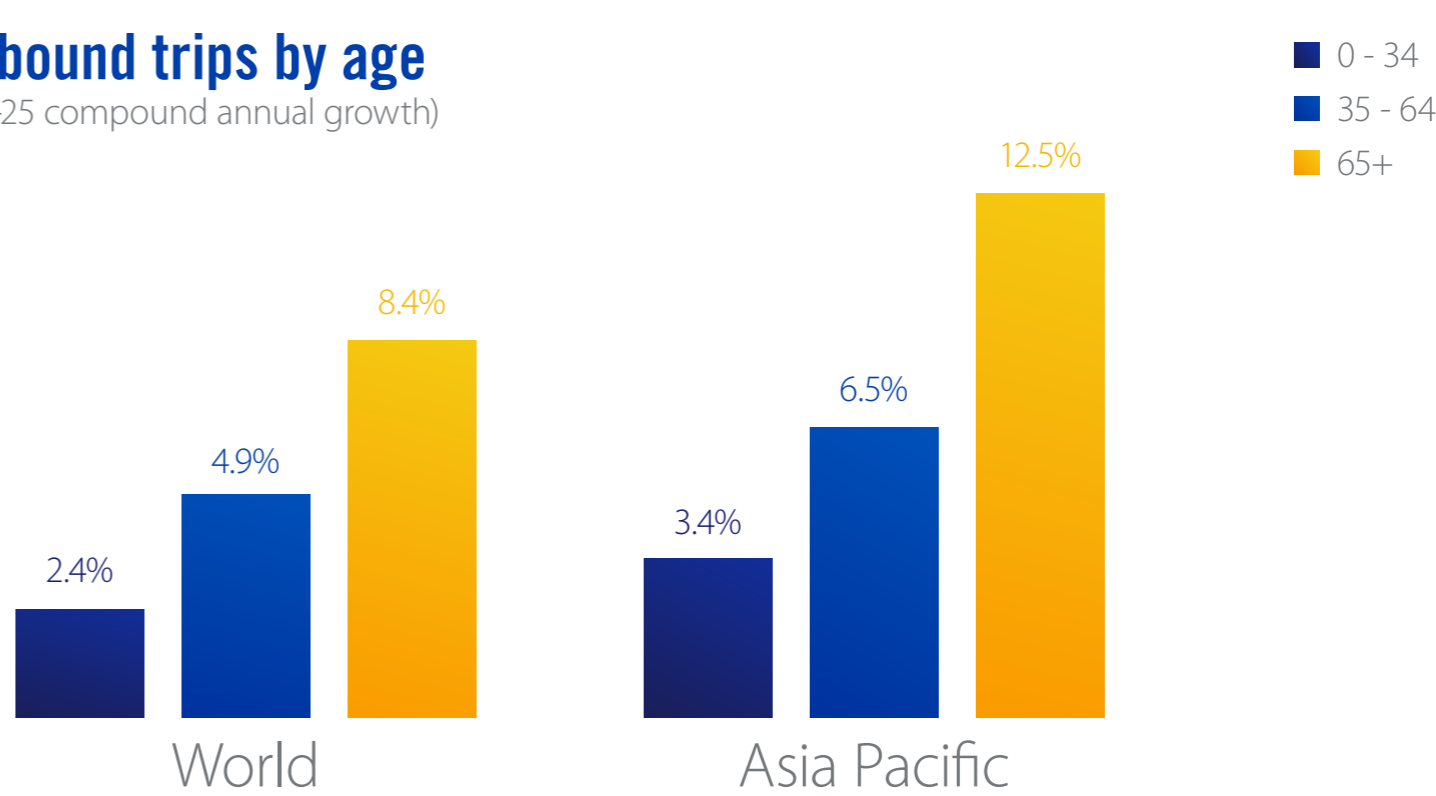
Graying Globe



The world's population is aging. Over the next decade, Visa expects travelers over the age of 65 will be the fastest growing segment of the traveling population.

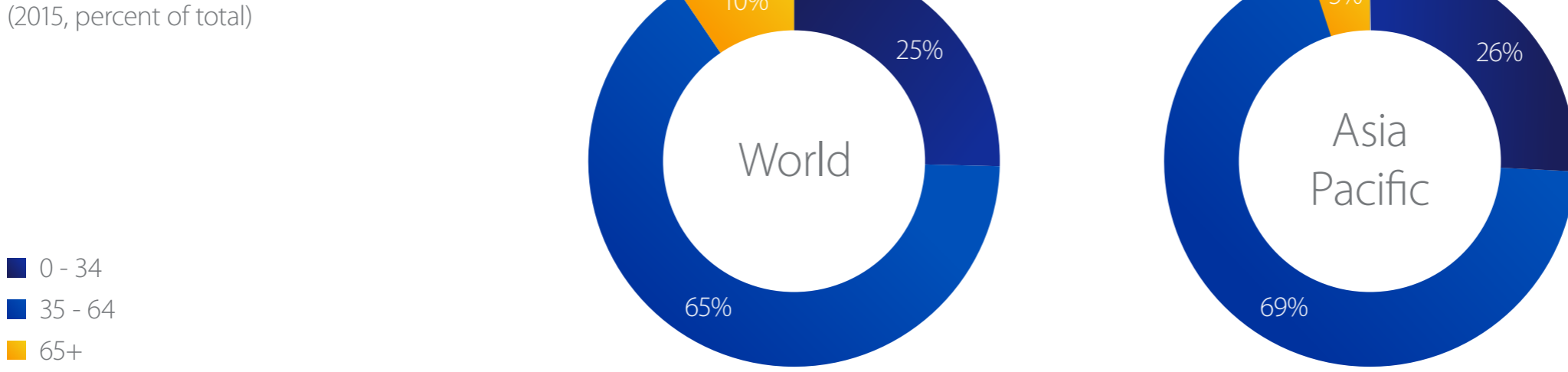
Outbound trips by age

(2015-25 compound annual growth)



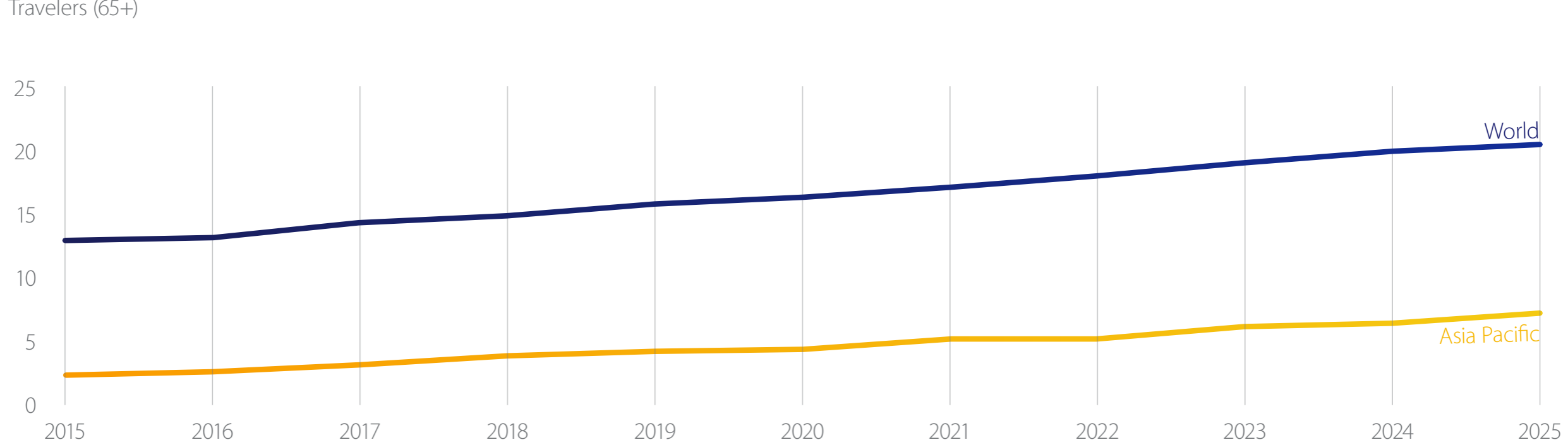
Outbound trips by age

(2015, percent of total)



Average number of trips per 100 people

Travelers (65+)

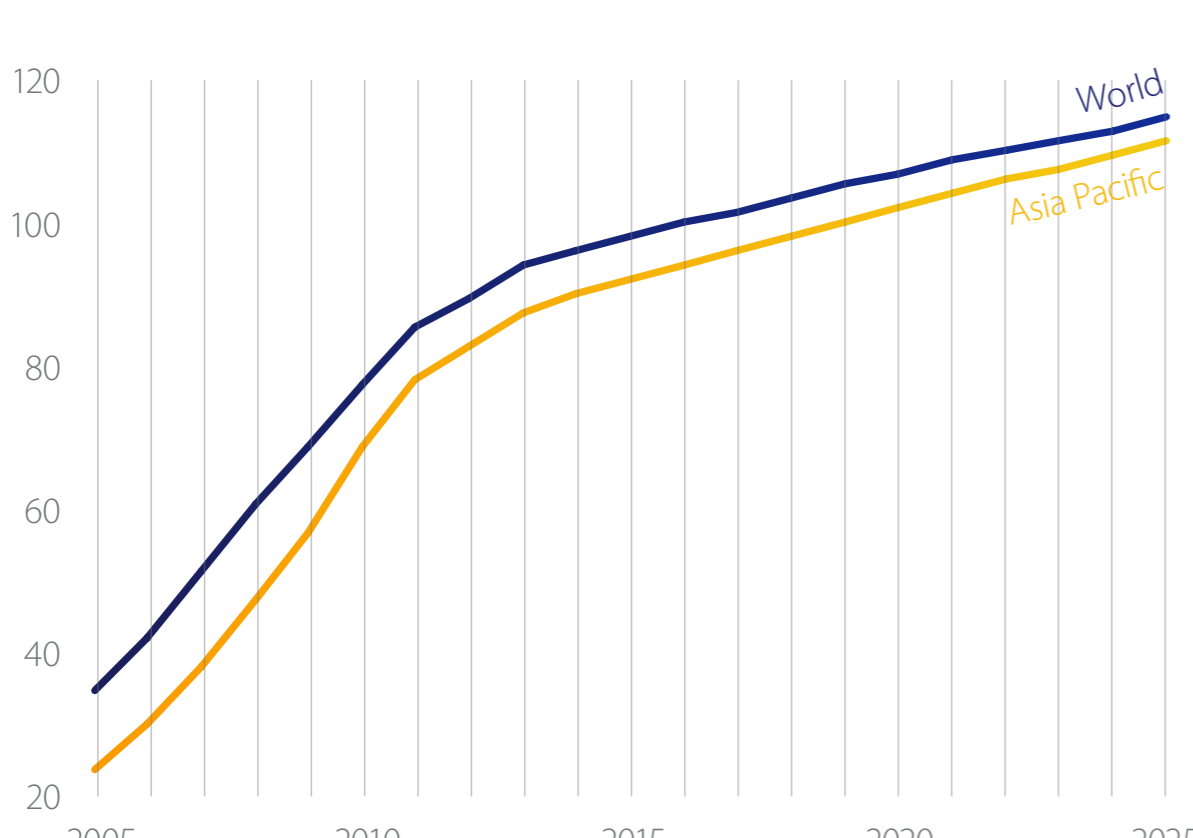


Rising Connectivity

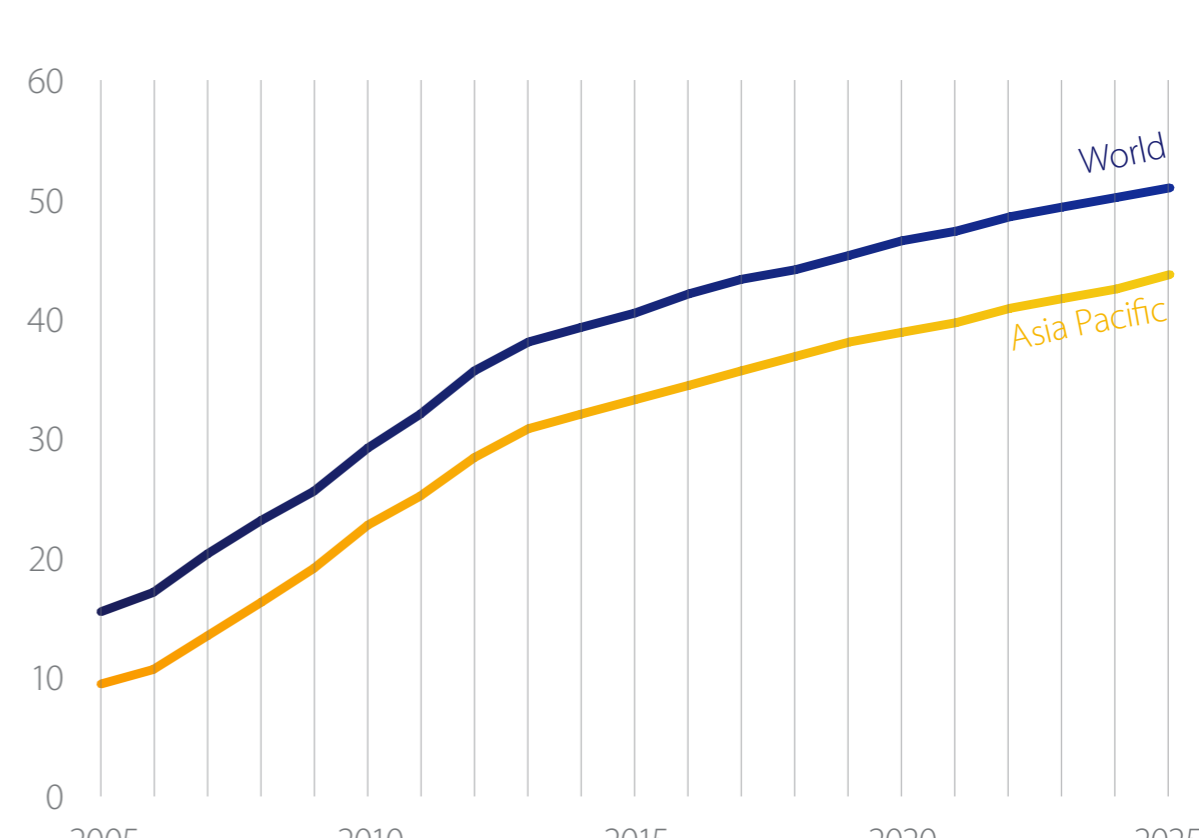


Digital and physical connectivity is changing in ways we have never seen and transforming how we explore the world. This is prompting more spontaneous and customized travel, with today's international travelers growing accustomed to faster, more tailored trips.

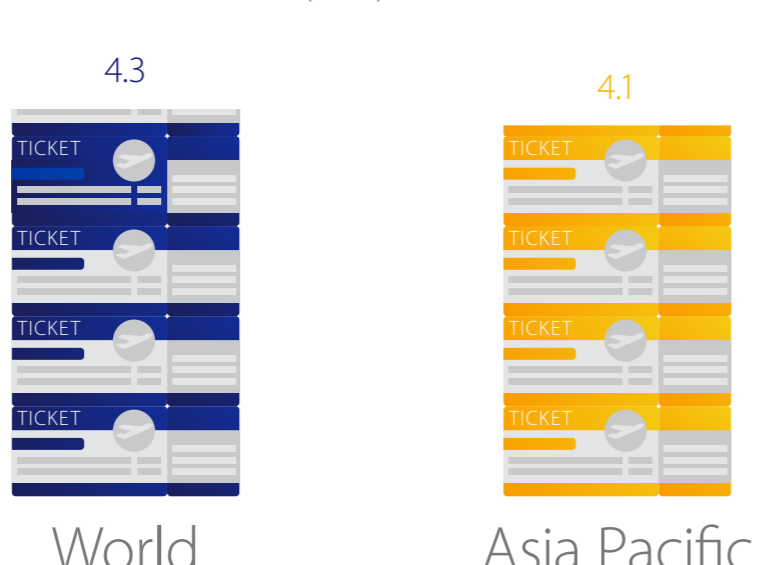
Mobile devices per 100 people



Internet users per 100 people



Number of countries visited by an average Visa consumer credit holder (2015)



For more information, go to www.visa.com/travelinsights

Sources: The information presented leverages VisaNet information and was conducted with Oxford Economics.

VISA everywhere you want to be