

# 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.

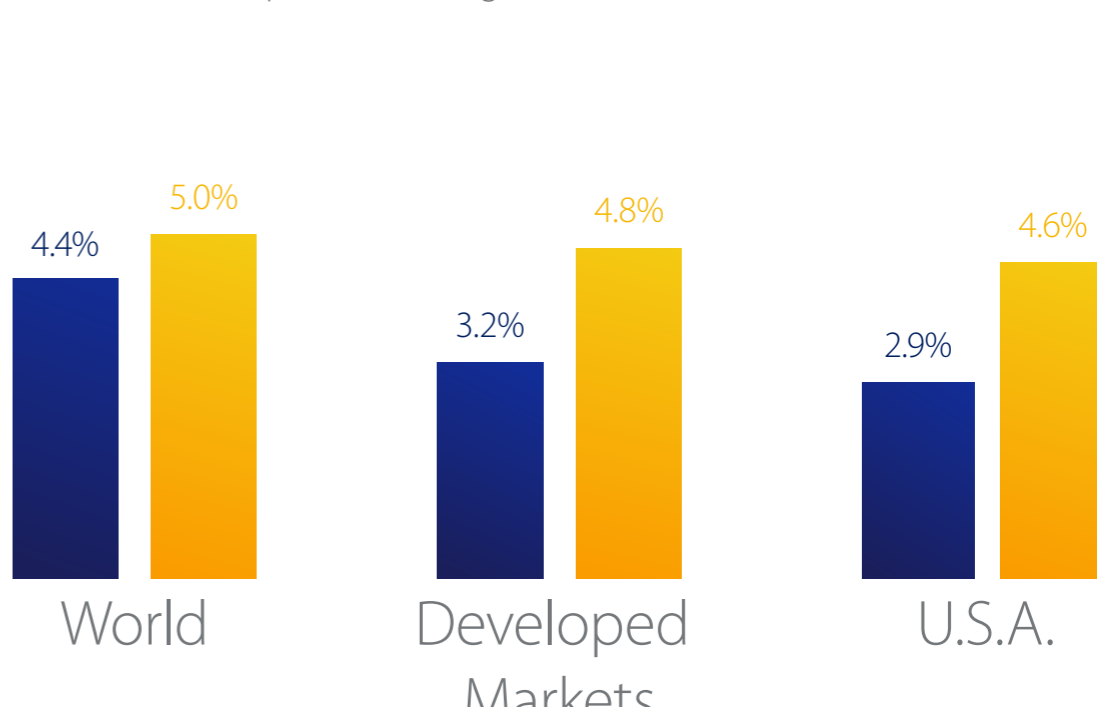
## Rising Global Traveling Class



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.

### Outbound travel spend by household income

(2015-25 real compound annual growth)



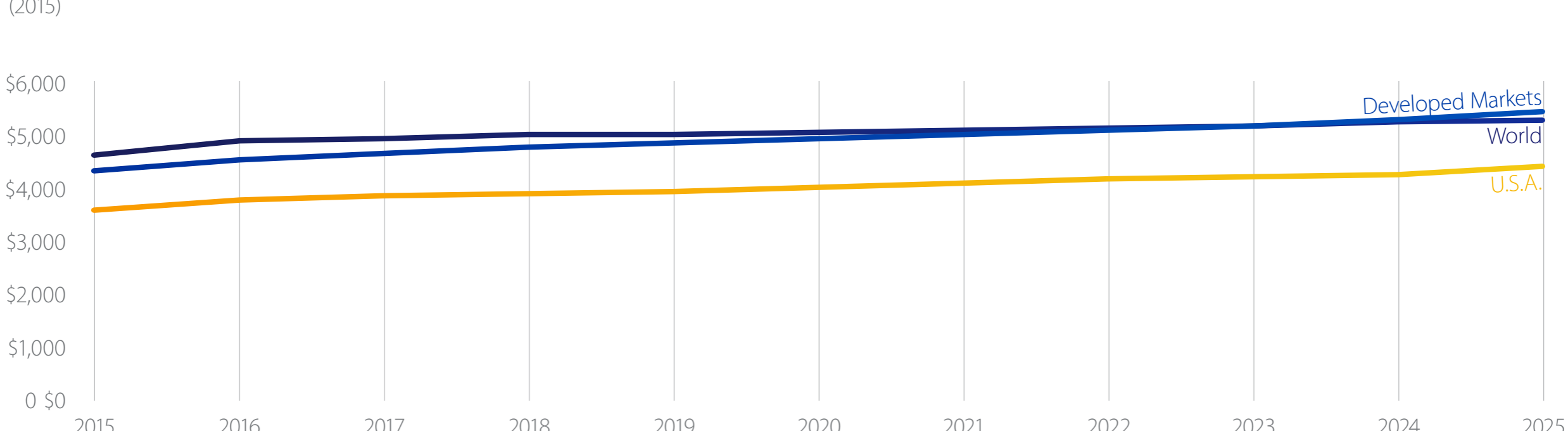
### Outbound travel spend by household income

(2015, percent of total)



### Annual outbound travel spend per traveling household

(2015)



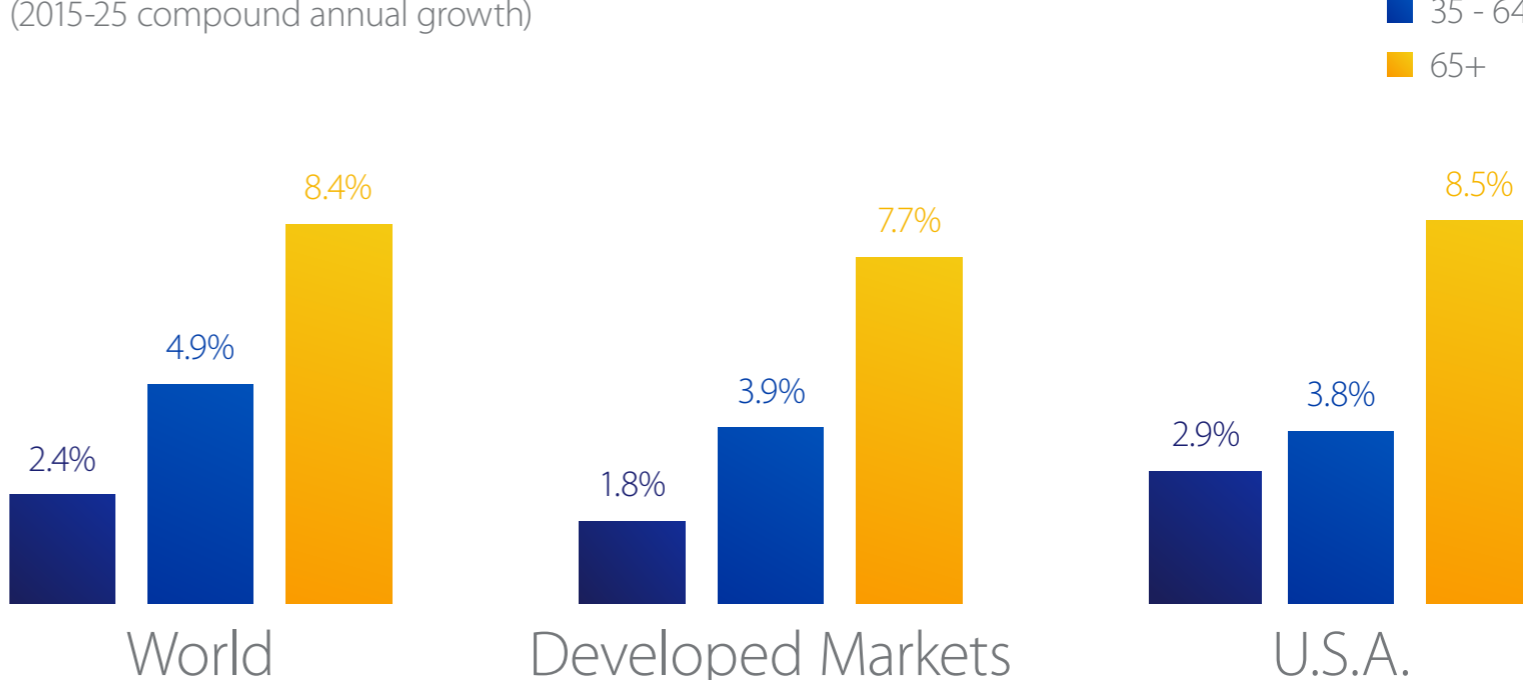
## Global Aging



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.

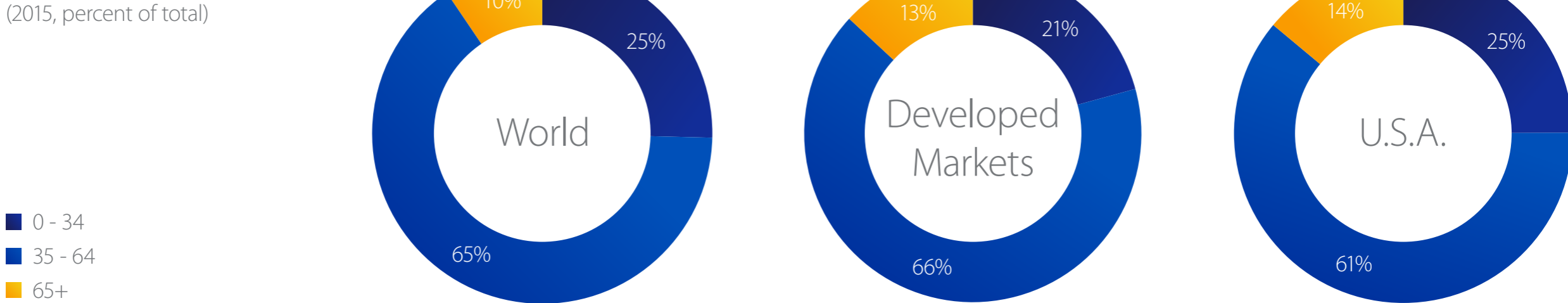
### Outbound trips by age

(2015-25 compound annual growth)

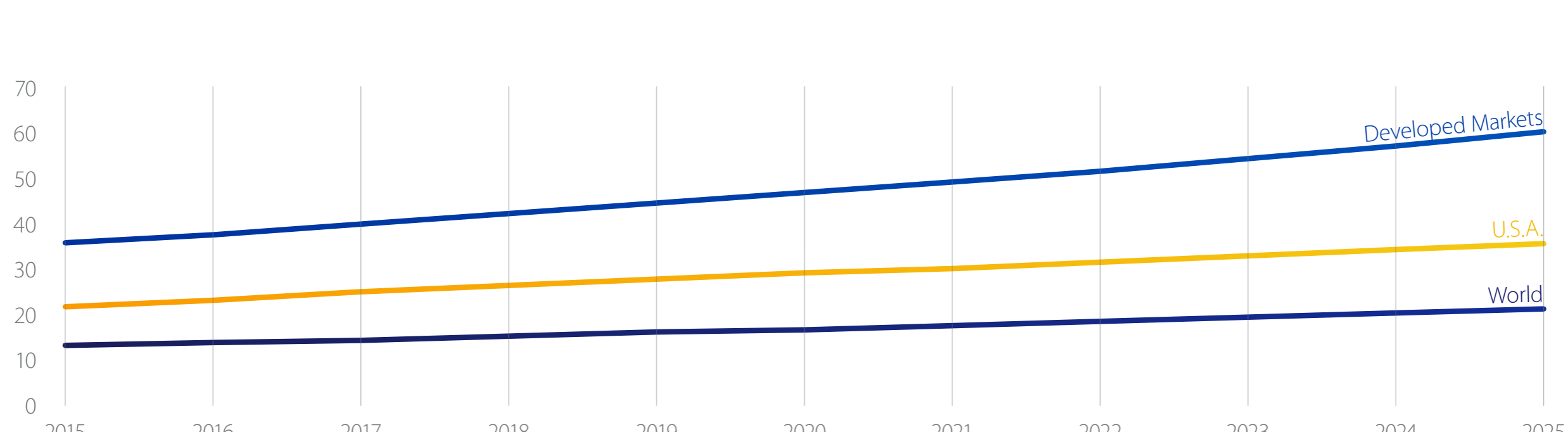


### Outbound trips by age

(2015, percent of total)



### Number of trips per 100 people by travelers aged 65+

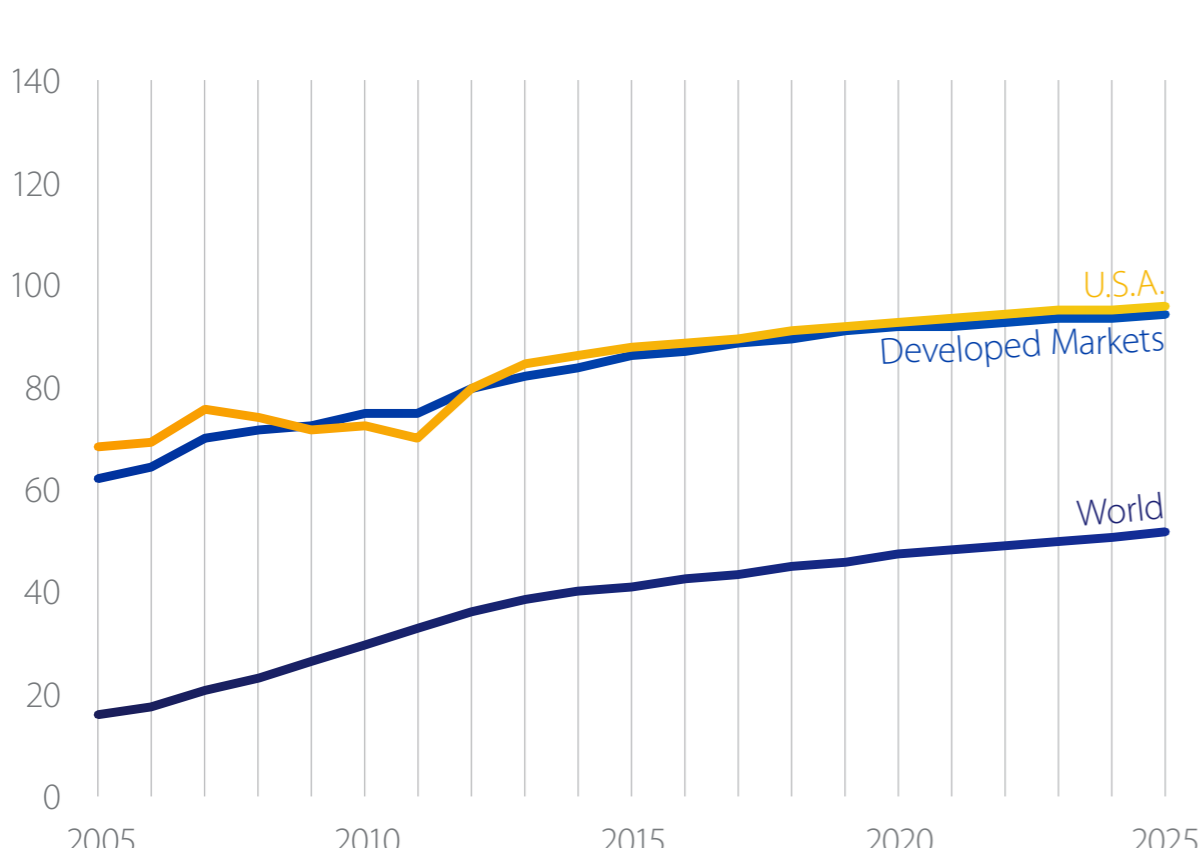


## Increasing Connectivity

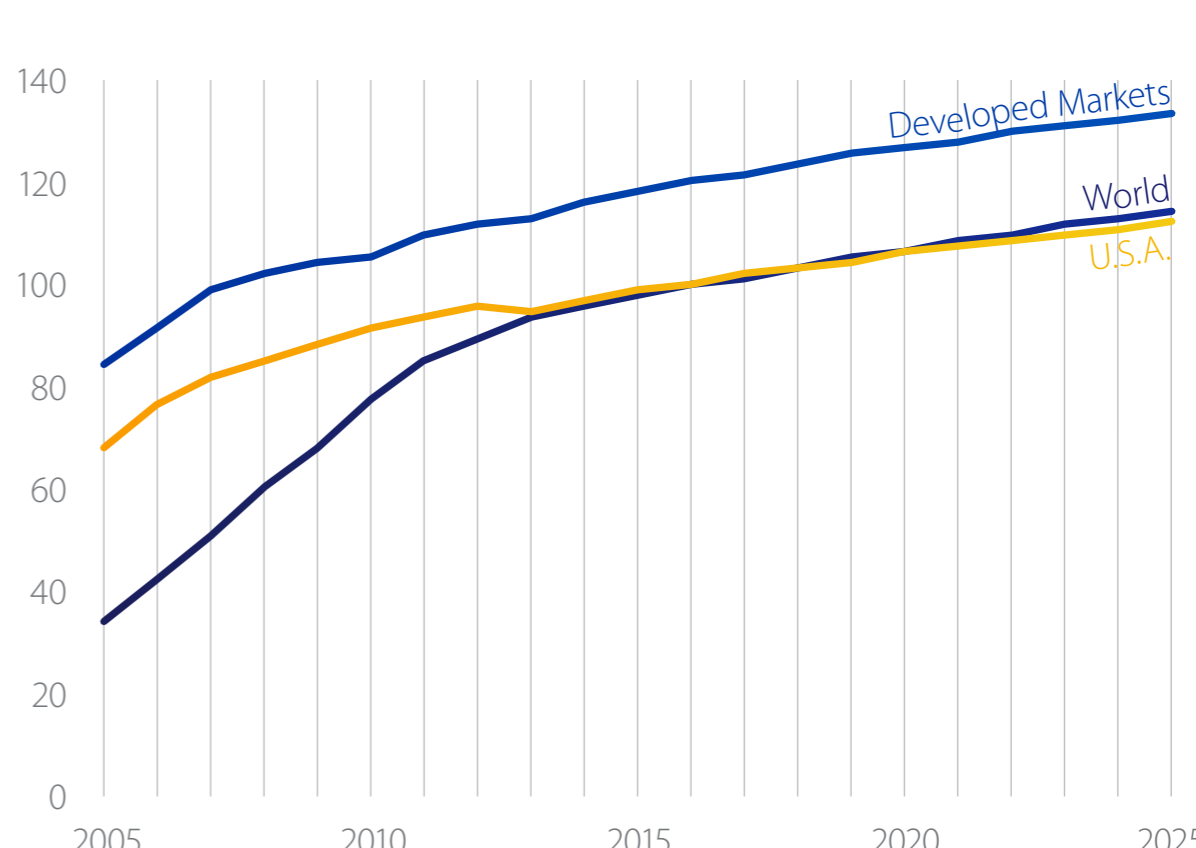


Digital and physical connectivity is changing in ways we have never seen and transforming how we explore the world. This is prompting more spontaneous and customized travel, with today's international travelers growing accustomed to faster, more tailored trips.

### Internet users per 100 people

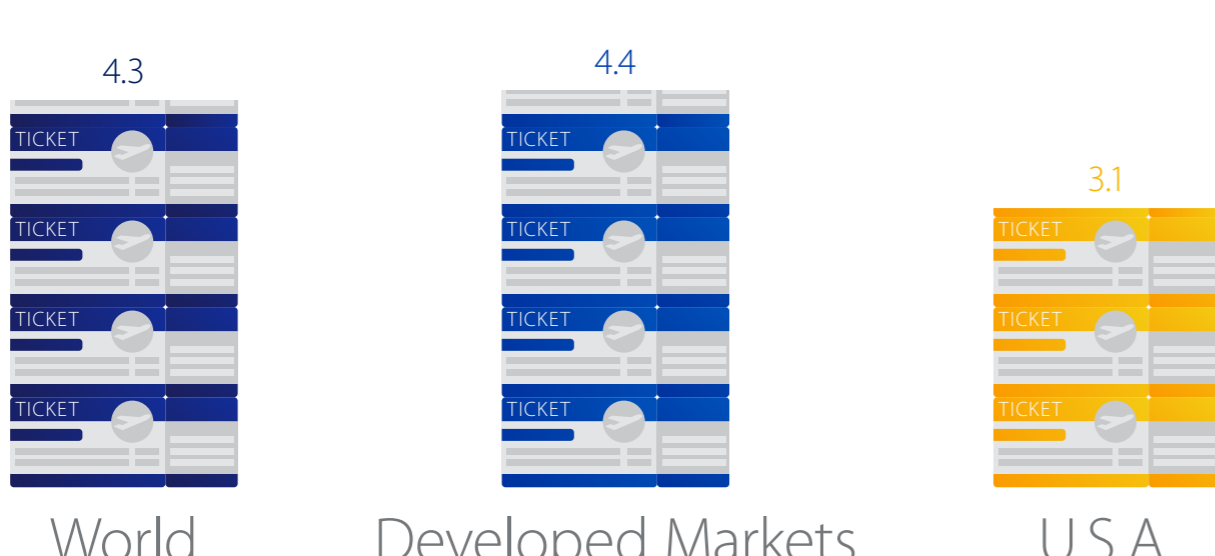


### Mobile devices per 100 people



### Average number of countries visited in 2015 by Visa-branded, consumer cardholders who crossed borders

(2015)



For more information, go to [www.visa.com/travelinsights](http://www.visa.com/travelinsights)

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

**VISA** everywhere you want to be