



Session 7: **Digital disruption**

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CEO, Seeing Machines





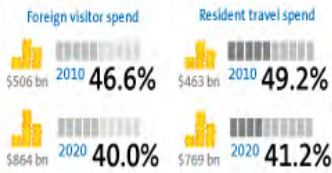
Ken Kroeger, CEO

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Europe

as % of world travel



North America

as % of world travel



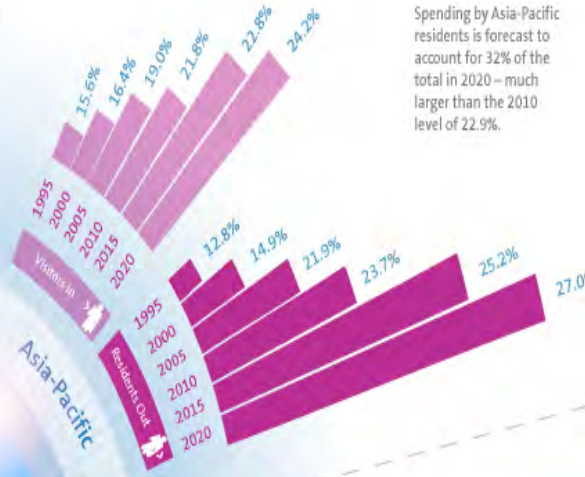
Latin America

as % of world travel



Asia-Pacific

as % of world travel



The most significant trend is a shift in arrivals to the Asia-Pacific region which will account for over 24% of global arrivals by 2020.

Spending by Asia-Pacific residents is forecast to account for 32% of the total in 2020 – much larger than the 2010 level of 22.9%.



Global Visitors In:		Global Residents Out:	
2010	898,838,000	2010	1,054,750,000
2020	1,342,750,000	2020	1,658,139,000
Global Foreign Visitor Spend (\$):		Global Resident Travel Spend (\$):	
2010	1,085 bn	2010	940 bn
2020	2,160 bn	2020	1,866 bn

Middle East

as % of world travel



The Travel Gold Rush 2020

How Global Travel is Changing

Global travel spend is projected to double between 2010 and 2020



GROWTH IS DISRUPTIVE

The graphs compare real and estimated foreign visitor arrivals and resident departures for major global travel markets as a % of world data. Individual data for Africa is not shown. The data used is provided by Oxford Economics which undertakes regular forecasts of travel and tourism activity on behalf of the World Travel & Tourism Council (WTTTC).

For more information on The Travel Gold Rush 2020, visit www.amadeus.com/goldrush2020

UBIQUITOUS DATA & CONNECTIVITY IS DISRUPTIVE



INNOVATION
IS DISRUPTIVE





THE CRASH PROOF VEHICLE – MYTH OR REALITY

2
1x

Driver
fatigue

21 times
more likely
to be
involved in a
fatal crash.

3x

Distraction /
Inattention

3 times
more likely
to be
involved in a
fatal crash.

2x

Inopportune
Glance

2 times
more likely
to be
involved in a
fatal crash.

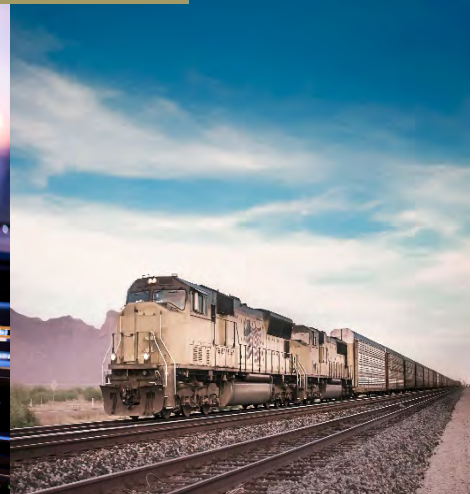
DRIVER STATE – A WELL D



VISION BASED DRIVER MONITORING SYSTEM

Our Vision

THE OPERATOR PERFORMANCE AND
REAL TIME MONITORING & INTE

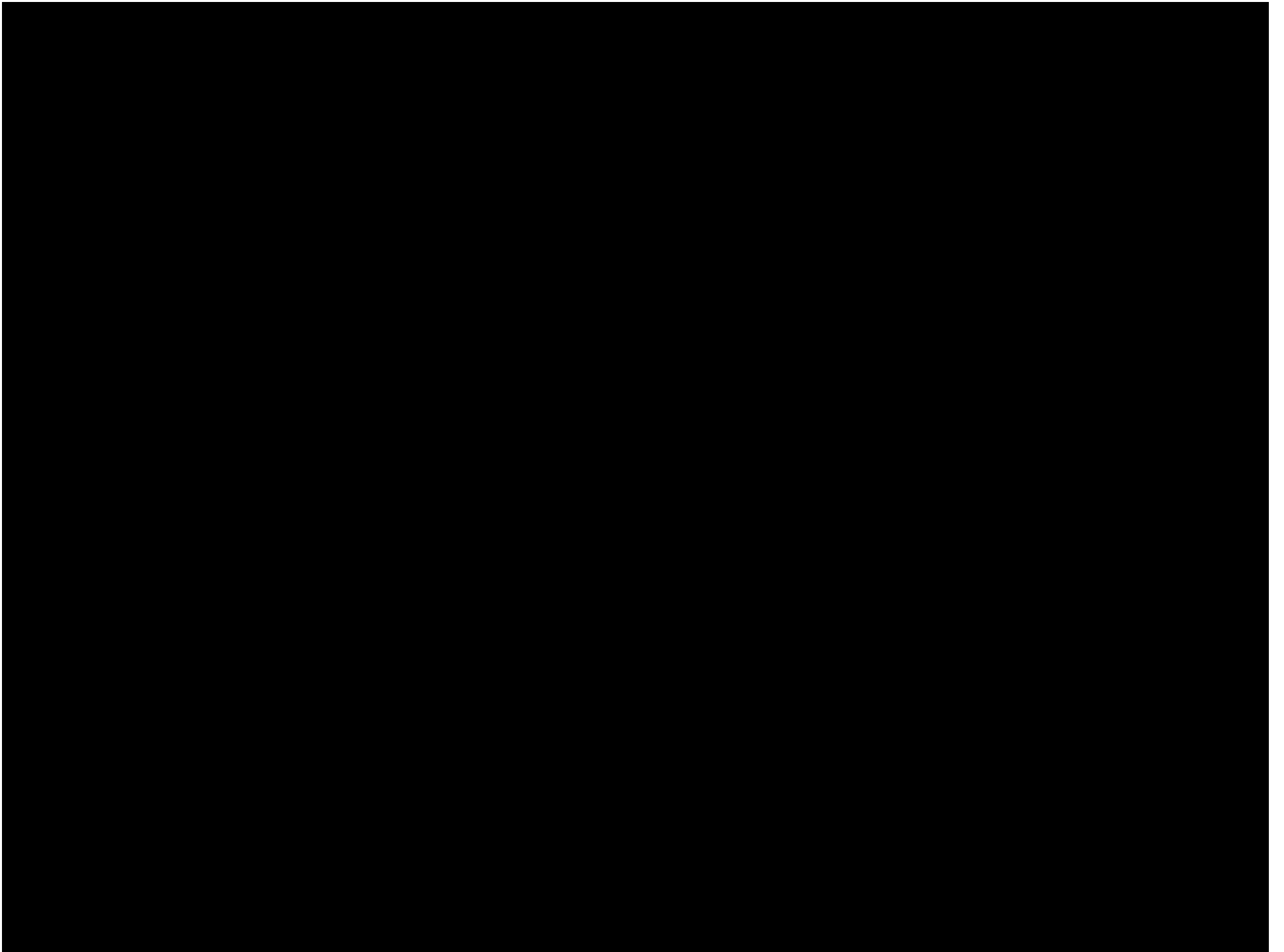


CAN YOU TELL THIS
DRIVER IS TIRED?


WE CAN.

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