

## What Travel Trends Might Tell Us About the Future

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From then to now –  
and where to next?



1989



the end of **history** [as we know it]

the end of marketing [as we know it]

# Globalization



# 1990



# Technology explosion





# Digital age



proliferation of media channels  
control of media time with digital  
technology  
multitasking  
too many messages

# mass market

# Web 1.0

One-way communication

# Web 2.0

Multi-way communication

# Social media



[http://nigeriadistancelearning.files.wordpress.com/2014/02/social\\_media\\_circle\\_nobckgd.jpg](http://nigeriadistancelearning.files.wordpress.com/2014/02/social_media_circle_nobckgd.jpg)





Social is a core human behavior

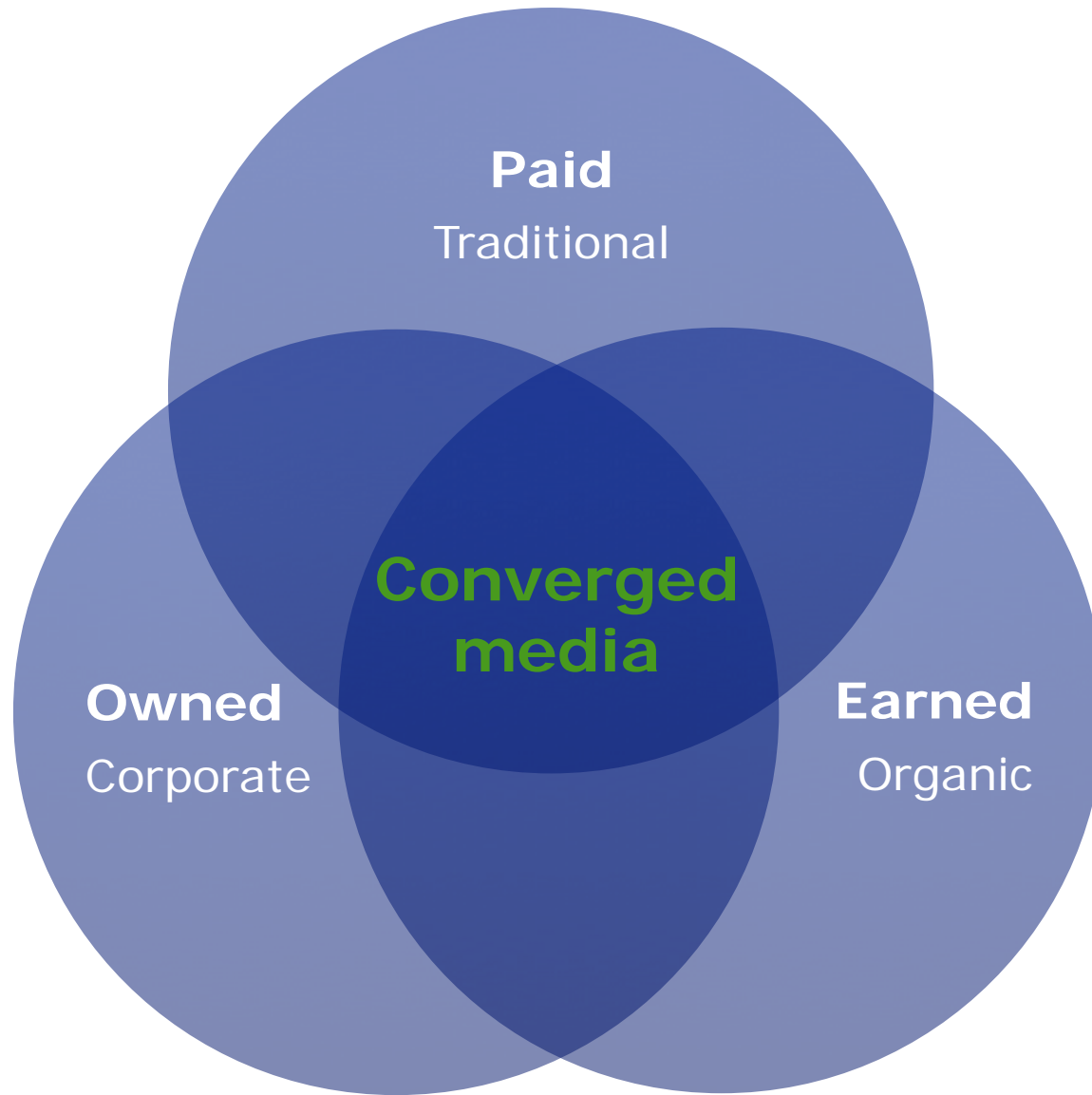
# New media landscape





The result:  
people's media habits have shifted

# POEM



# disruption

technologies don't simply replace old ways of doing things

technologies also replace old models of thinking



