

How technology and Changing Demographics are Reimagining Social Experiences

Frances Valentine - AcademyEX



Technologically enabled, highly personalised, low impact experiences

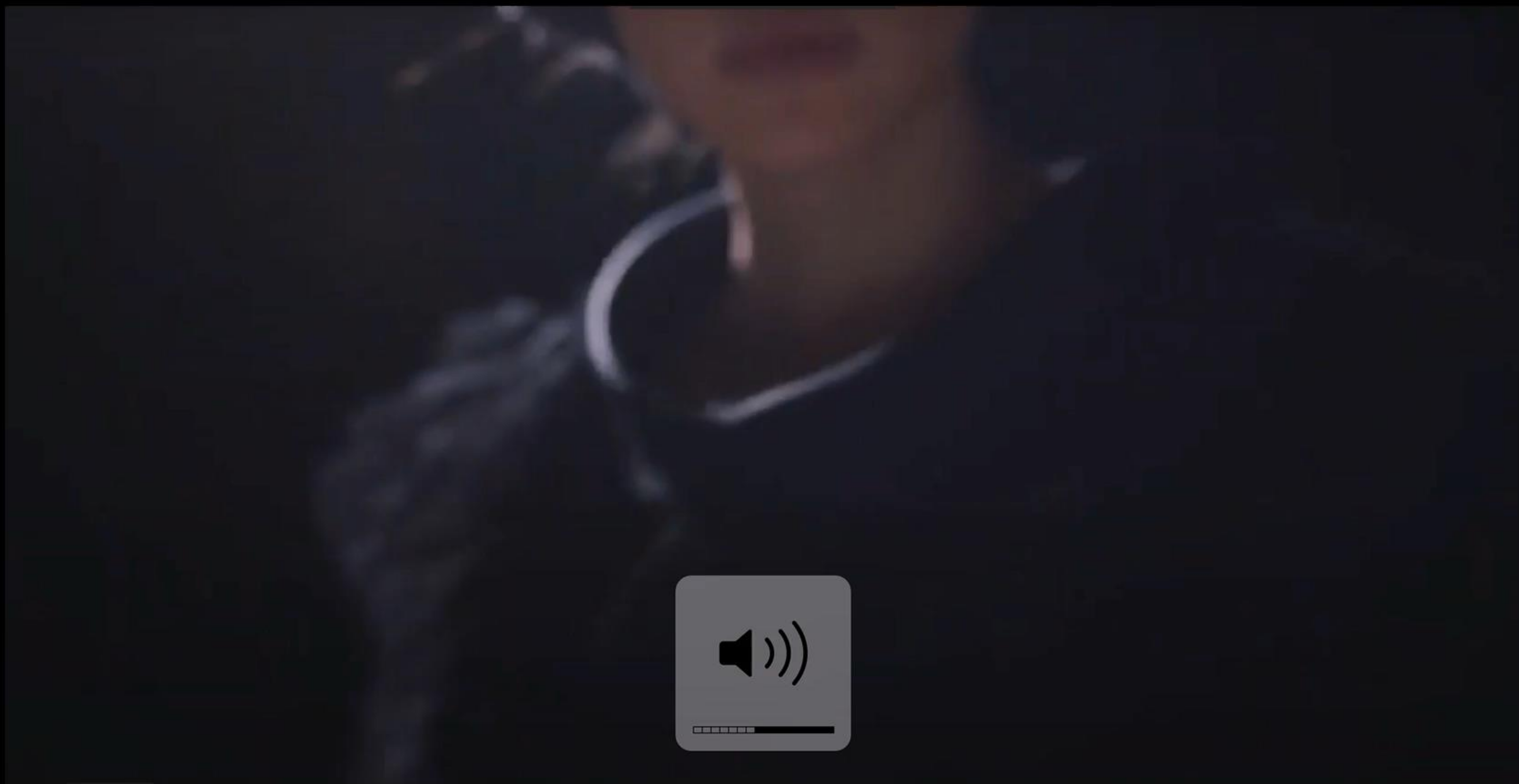


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Tech Futures Lab

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What can I help with?

I want to fly to a lesser-known location in Africa that is generally safe and has a rich cultural history where my group of friends can learn about their cultural history and be part of informed conversations about everyday life, politics, family, industry, and future aspirations. We would like to attend at least one conference or a formal learning program in the city while we are there that will enable us to meet with local professionals who work in creative or technology sectors. We would like you to plan an itinerary from Auckland to this city that includes a stop over in Dubai for three days, either on the way there or the way back. While in the recommended country please plan our itinerary for six people (three couples) who are active and who prefer boutique hotels or privately owned homes instead of large hotels. Our stay in the country of choice should be for 10 days and include at less three different locations of interest that can be accessed by public transport or through hiring a private driver. The total budget including flights, hotels and attractions is \$10,000NZD per person. Please provide a cost guide for the itinerary for travelling anywhere

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Create with AI

How would you like to get started?



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Continue →



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****Itinerary Details****

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write a presentation on Gaston-Bachelard-the-Poetics-of-Space

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1. Card: Climate Adaptation Question: How will New Zealanders adapt to...

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It's a generational battle field



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Key Generations in the Market in 2024

Baby Boomers (born 1946-1964)

Percentage of the consumer population: approximately 20%.

Characteristics: Increased purchasing power, and inclination towards choices based on quality and durability of products.

Generation X (born 1965-1980)

Percentage share: approximately 25%.

Characteristics: Financial stability, willingness to balance price and quality.

Millennials (born 1981-1996)

Percentage share: approximately 30%.

Characteristics: Strong orientation towards the digital world, preference for personalisation and experiences.

Generation Z (born 1997-2012)

Percentage share: approximately 20%.

Characteristics: High social awareness, inclination to seek authenticity and innovation.

Generation Alpha (born after 2012)

Percentage: growing, but less than 5%.

Characteristics: Early involvement with technology, the influence of millennial parents.

Growing or shrinking? What the latest trends tell us about the world's population



© Unsplash/Shashank Hudkar | The global population reached nearly 8.2 billion in mid-2024 and is expected to continue to grow until the latter half of this century.

Reaching the peak

As of 2024, population size has peaked in 63 countries and areas, including China, Germany, Japan and the Russian Federation, and the total population of this group is projected to decline by 14 per cent over the next thirty years.

The average age of the population of the world is also increasing.

In 2030 the number of people over 80 will reach 265 million, surpassing the number of babies below the age of one.

By the late 2070s, the number of persons 65 years or older is projected to surpass the number of persons under 18.

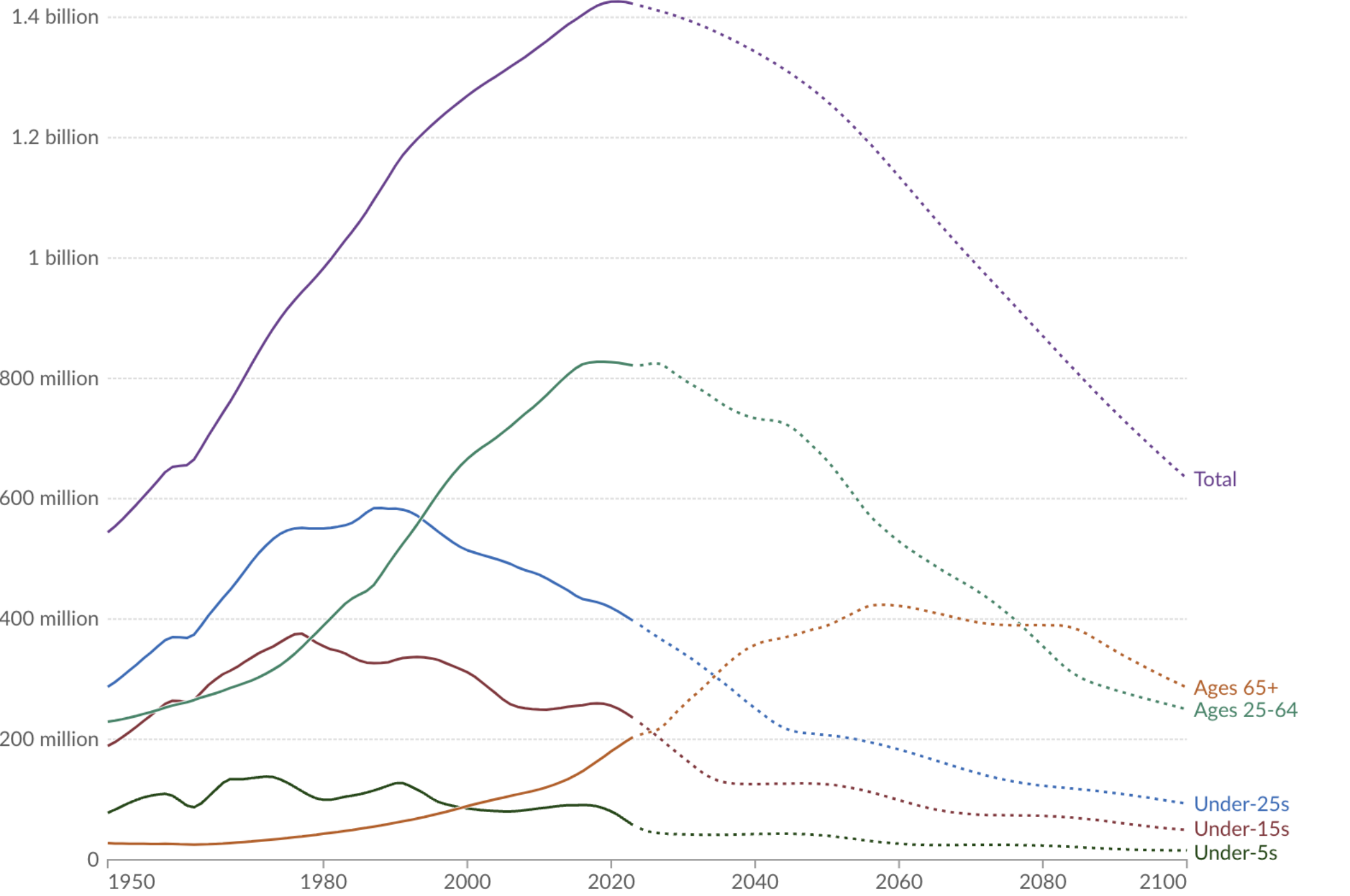
This is in part due to the overall increase in life expectancy and decrease in mortality rates over the past three decades. By the late 2050s, more than half of all global deaths will occur at age 80 or higher, a substantial increase from 17 per cent in 1995.

Population by age group, China

Historic estimates from 1950 to 2023, and projected to 2100 based on the [UN medium scenario](#).



Table Chart



1950 2100

Data source: UN, World Population Prospects (2024) - [Learn more about this data](#)
OurWorldinData.org/population-growth | CC BY

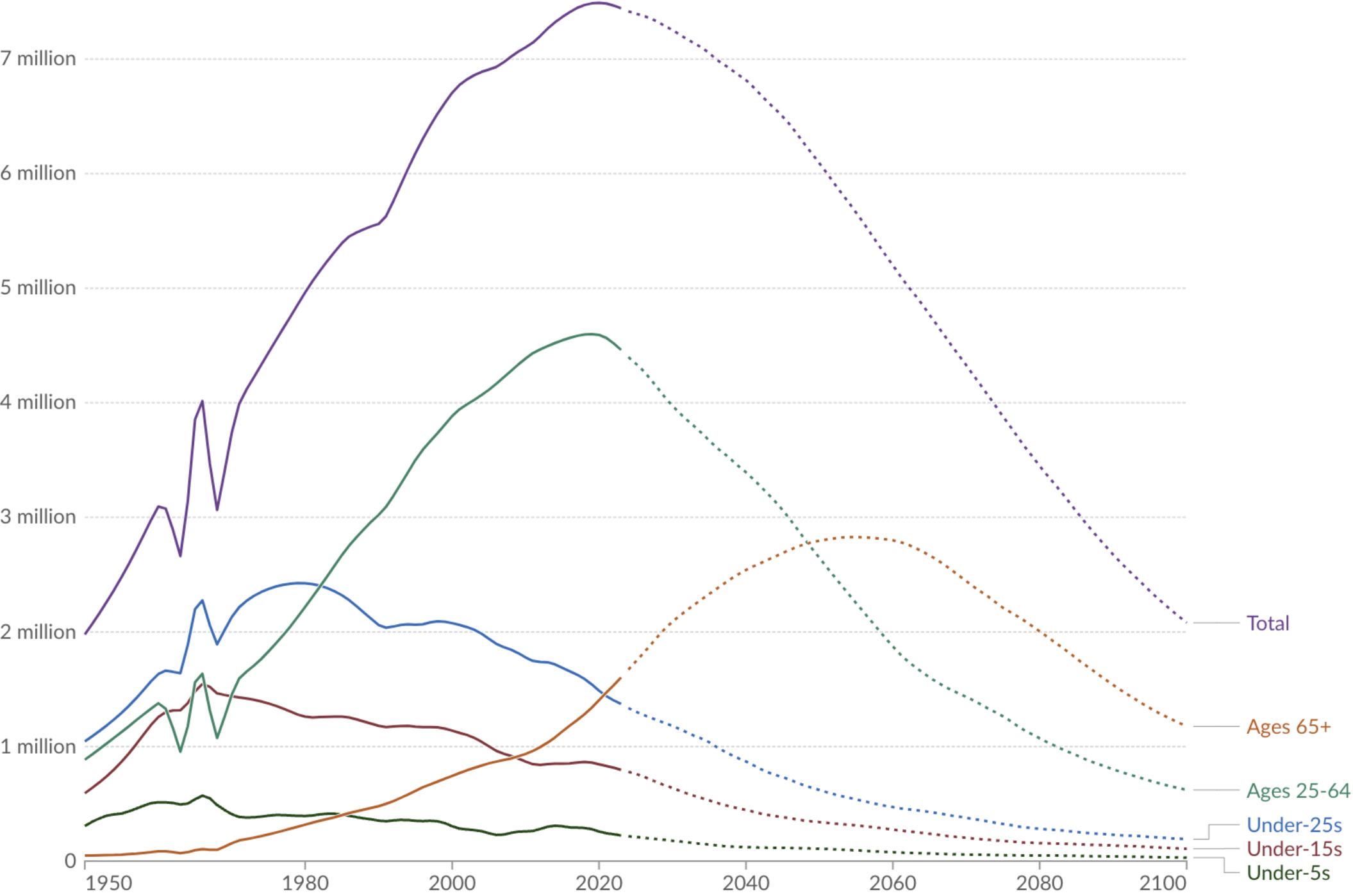


Population by age group, Hong Kong

Historic estimates from 1950 to 2023, and projected to 2100 based on the [UN medium scenario](#).



Table Chart



1950 2100

Data source: UN, World Population Prospects (2024) - [Learn more about this data](#)
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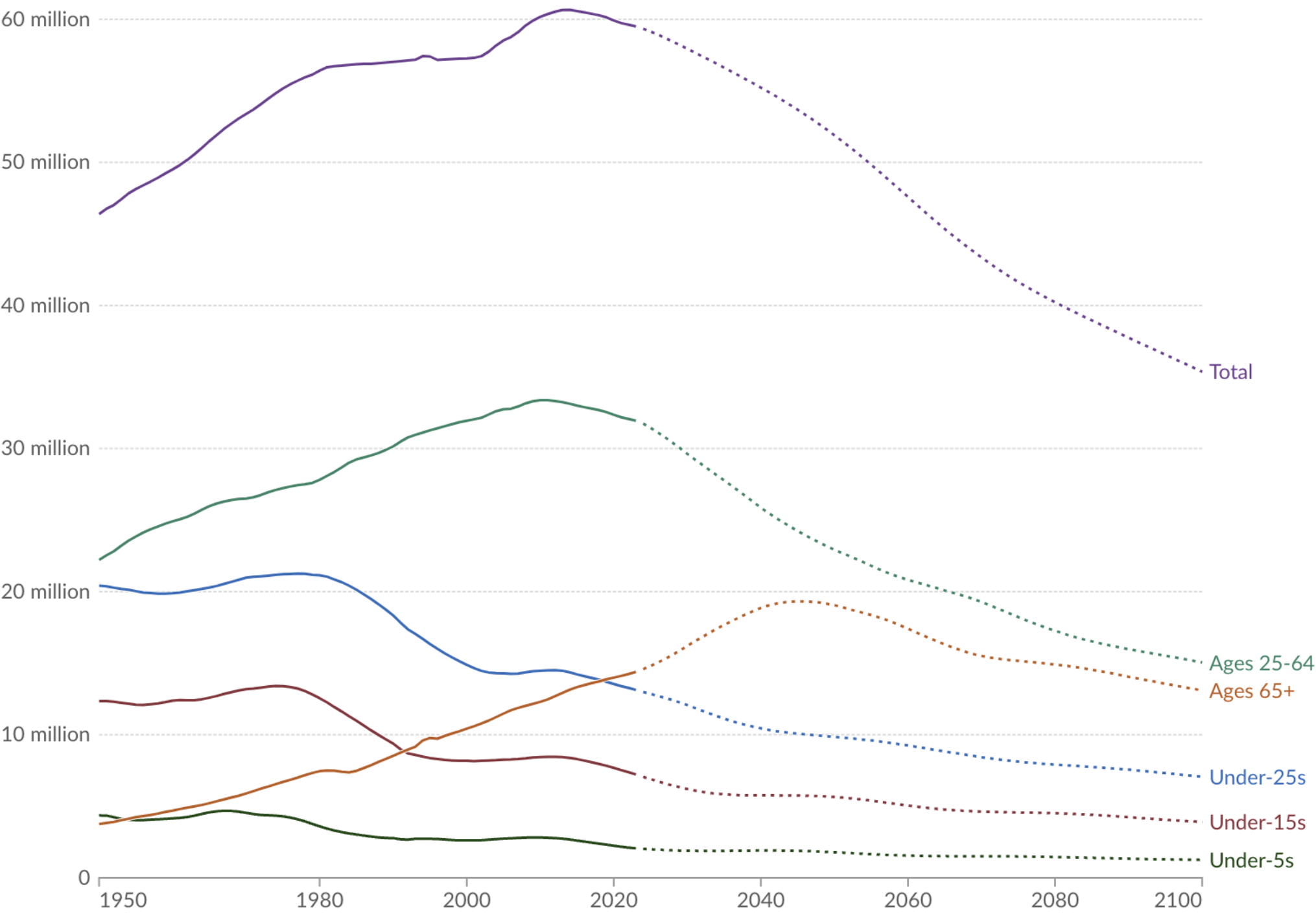


Population by age group, Italy

Historic estimates from 1950 to 2023, and projected to 2100 based on the [UN medium scenario](#).



Table Chart



1950 2100

Data source: UN, World Population Prospects (2024) - [Learn more about this data](#)
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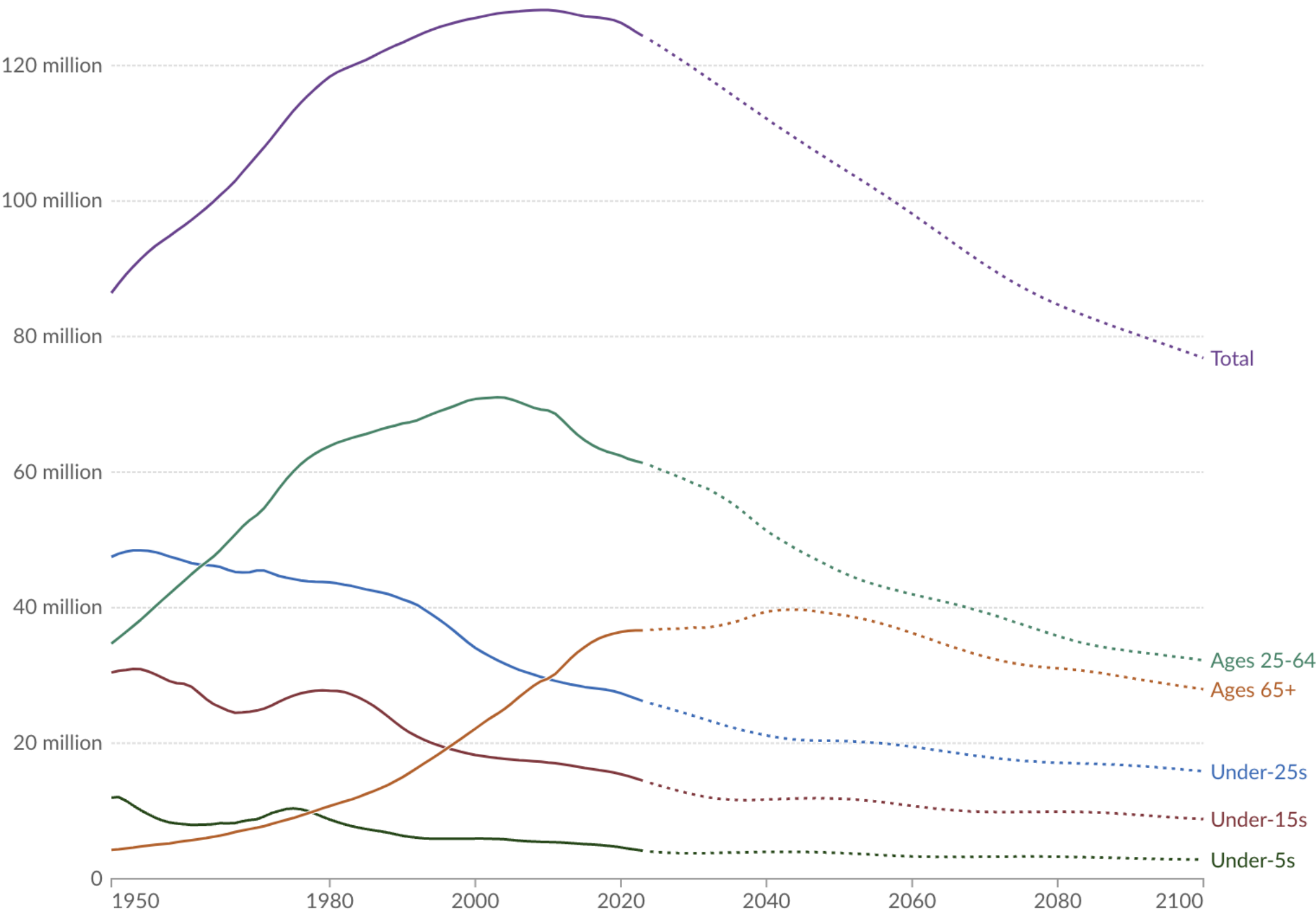


Population by age group, Japan

Historic estimates from 1950 to 2023, and projected to 2100 based on the [UN medium scenario](#).



Table Chart



1950 2100

Data source: UN, World Population Prospects (2024) - [Learn more about this data](#)
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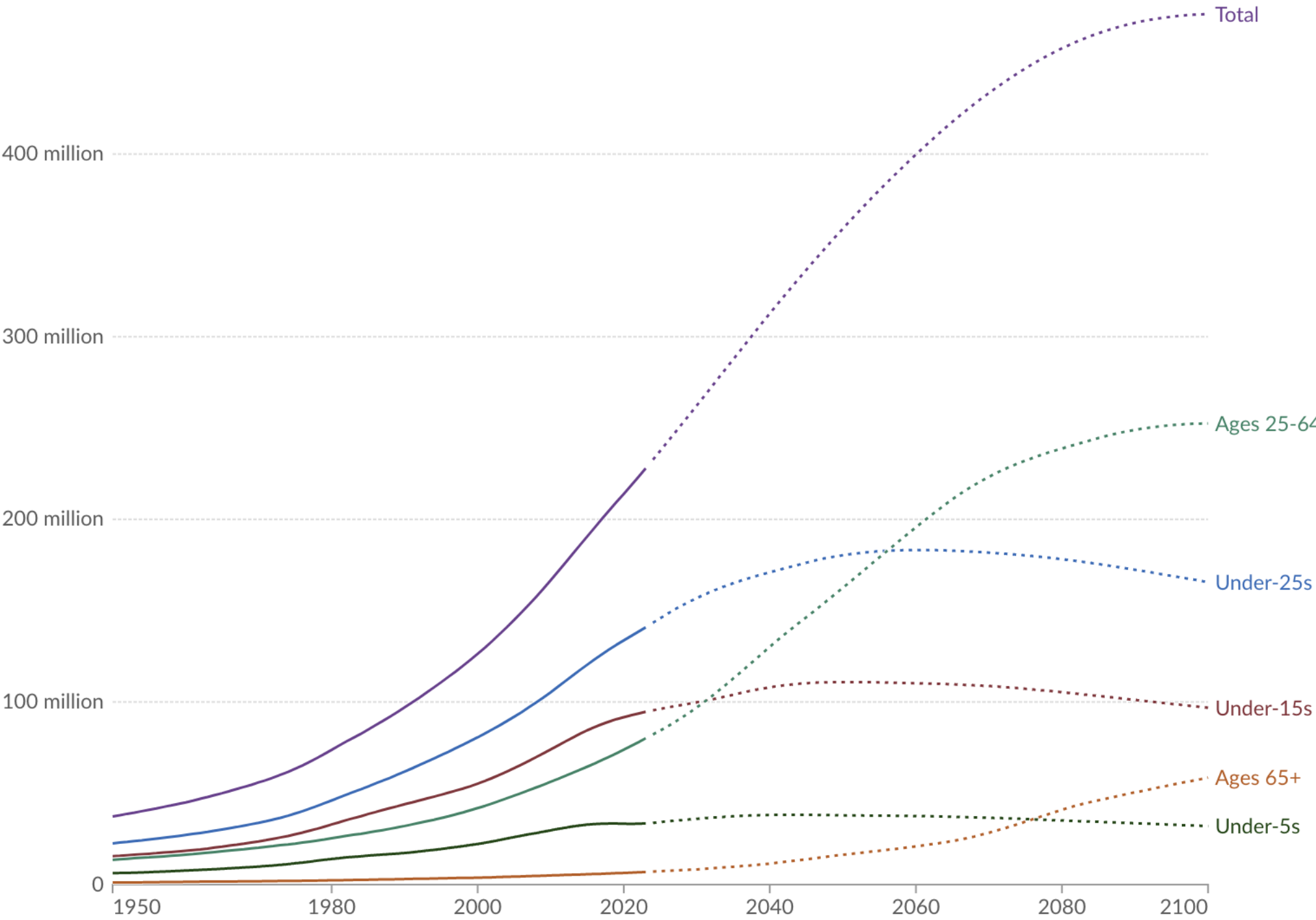


Population by age group, Nigeria

Historic estimates from 1950 to 2023, and projected to 2100 based on the [UN medium scenario](#).



Table Chart



Data source: UN, World Population Prospects (2024) – [Learn more about this data](#)
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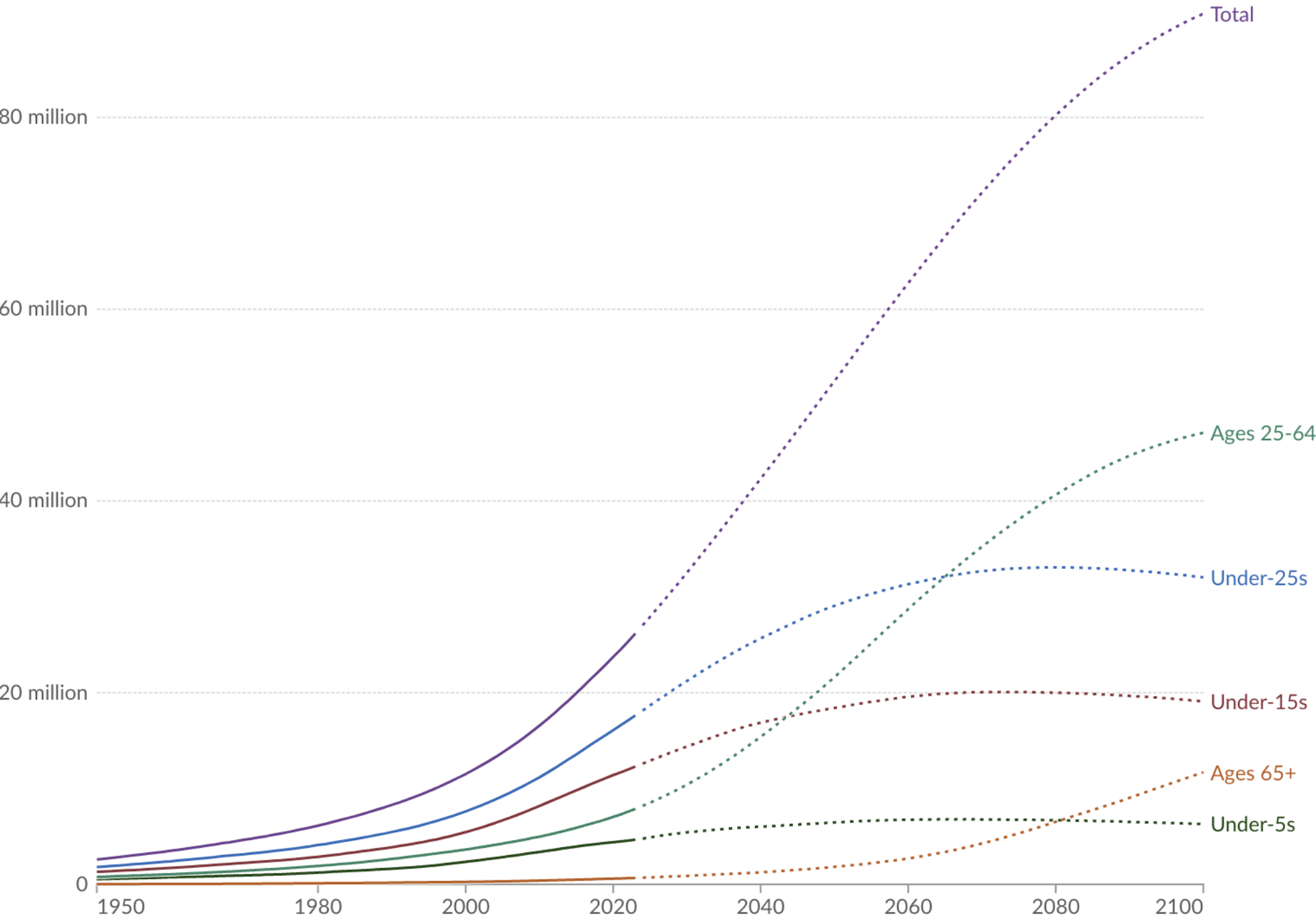


Population by age group, Niger

Historic estimates from 1950 to 2023, and projected to 2100 based on the [UN medium scenario](#).



Table Chart



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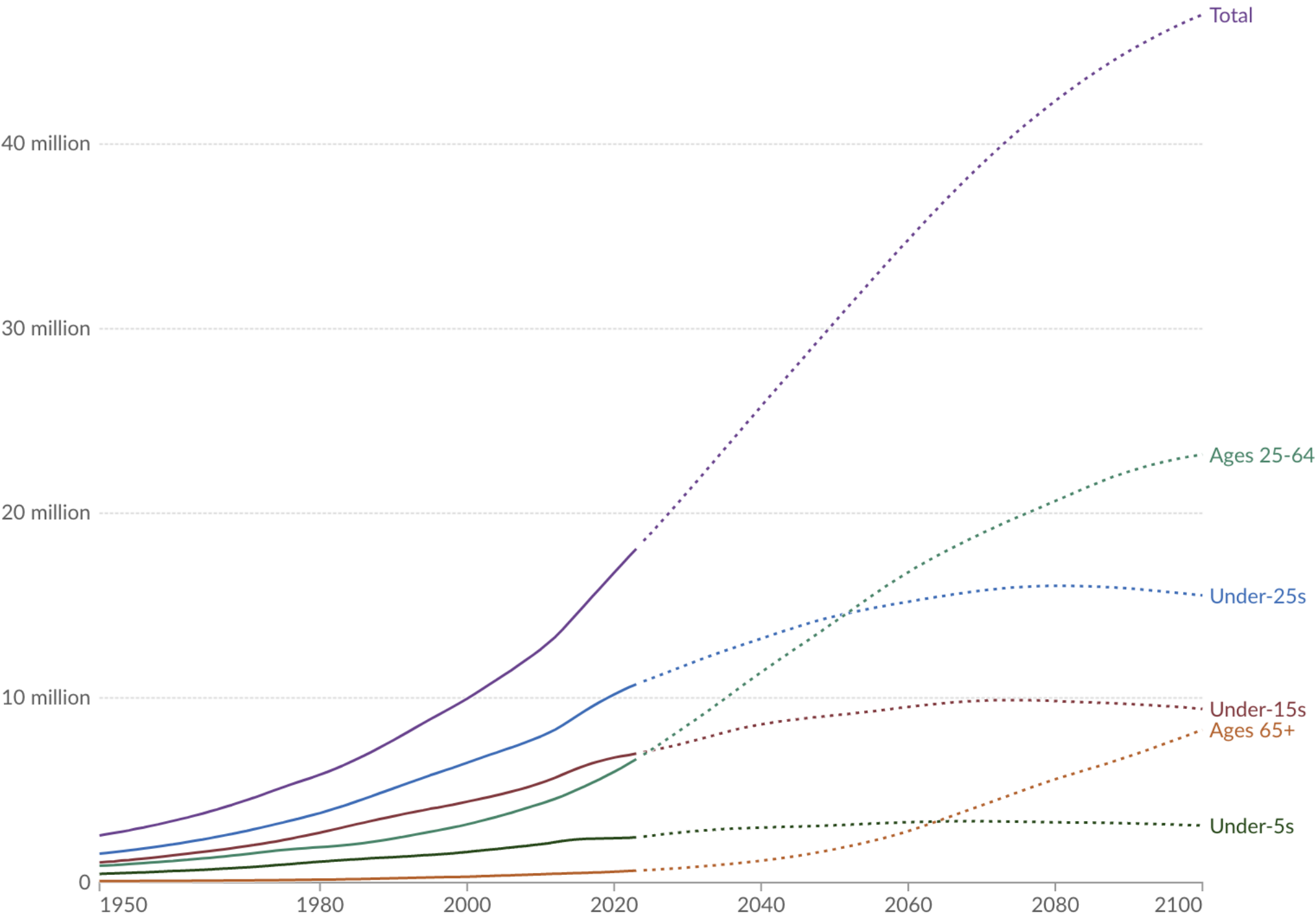


Population by age group, Senegal

Historic estimates from 1950 to 2023, and projected to 2100 based on the [UN medium scenario](#).

Our World
in Data

Table Chart



1950 2100

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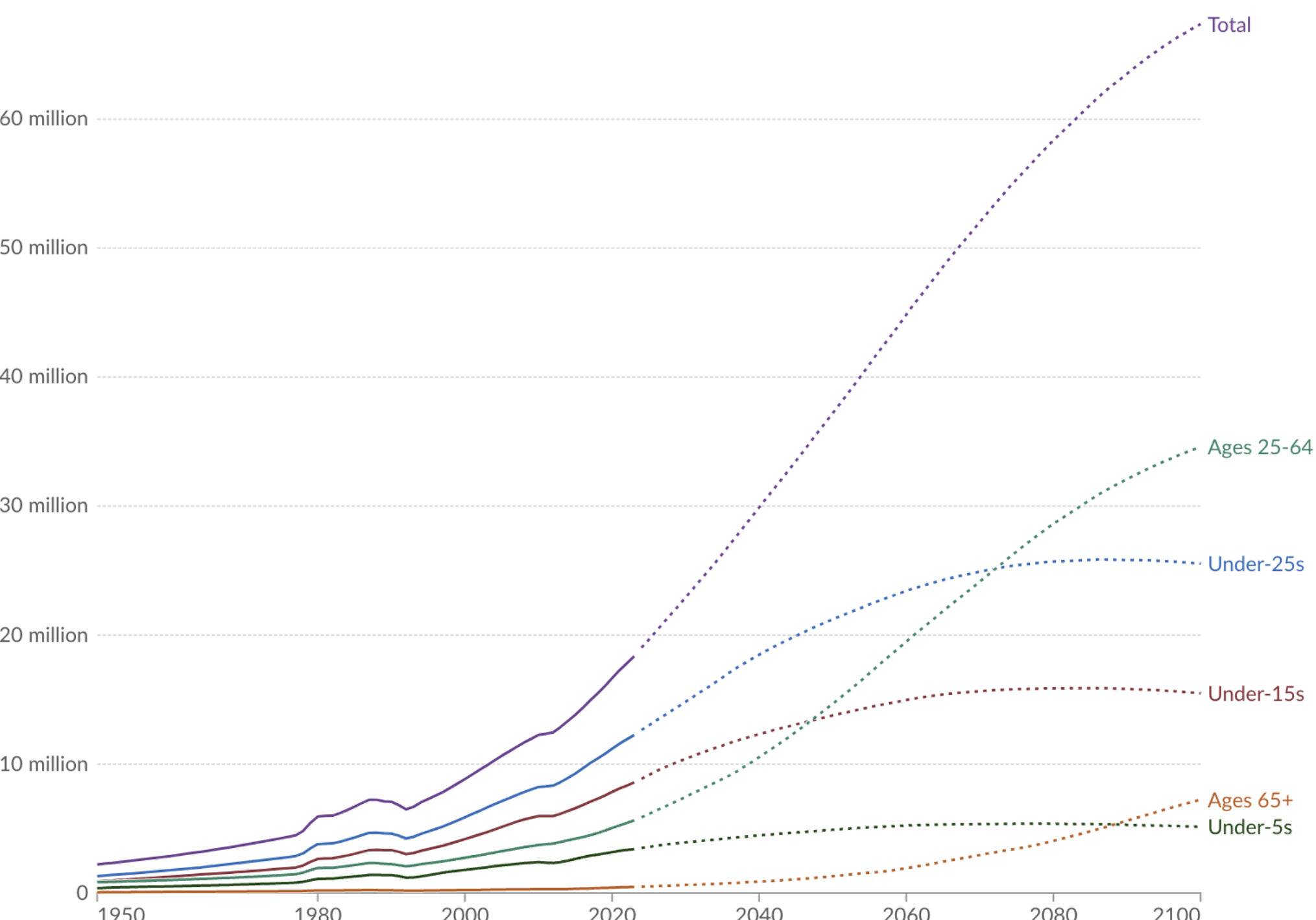


Population by age group, Somalia

Historic estimates from 1950 to 2023, and projected to 2100 based on the [UN medium scenario](#).

Our World
in Data

Table Chart



1950 2100

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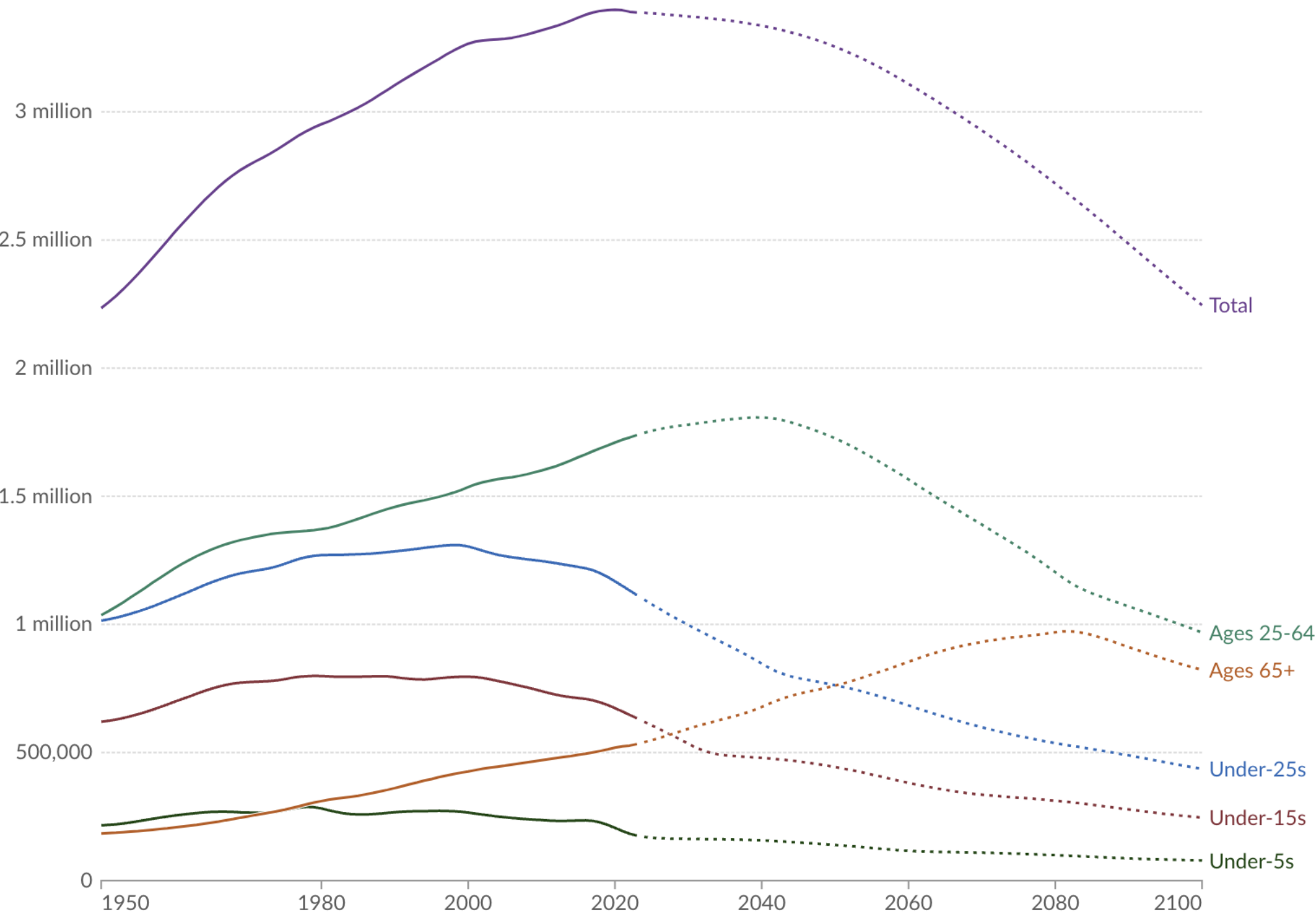


Population by age group, Uruguay

Historic estimates from 1950 to 2023, and projected to 2100 based on the [UN medium scenario](#).



Table Chart



1950 2100

Data source: UN, World Population Prospects (2024) - [Learn more about this data](#)
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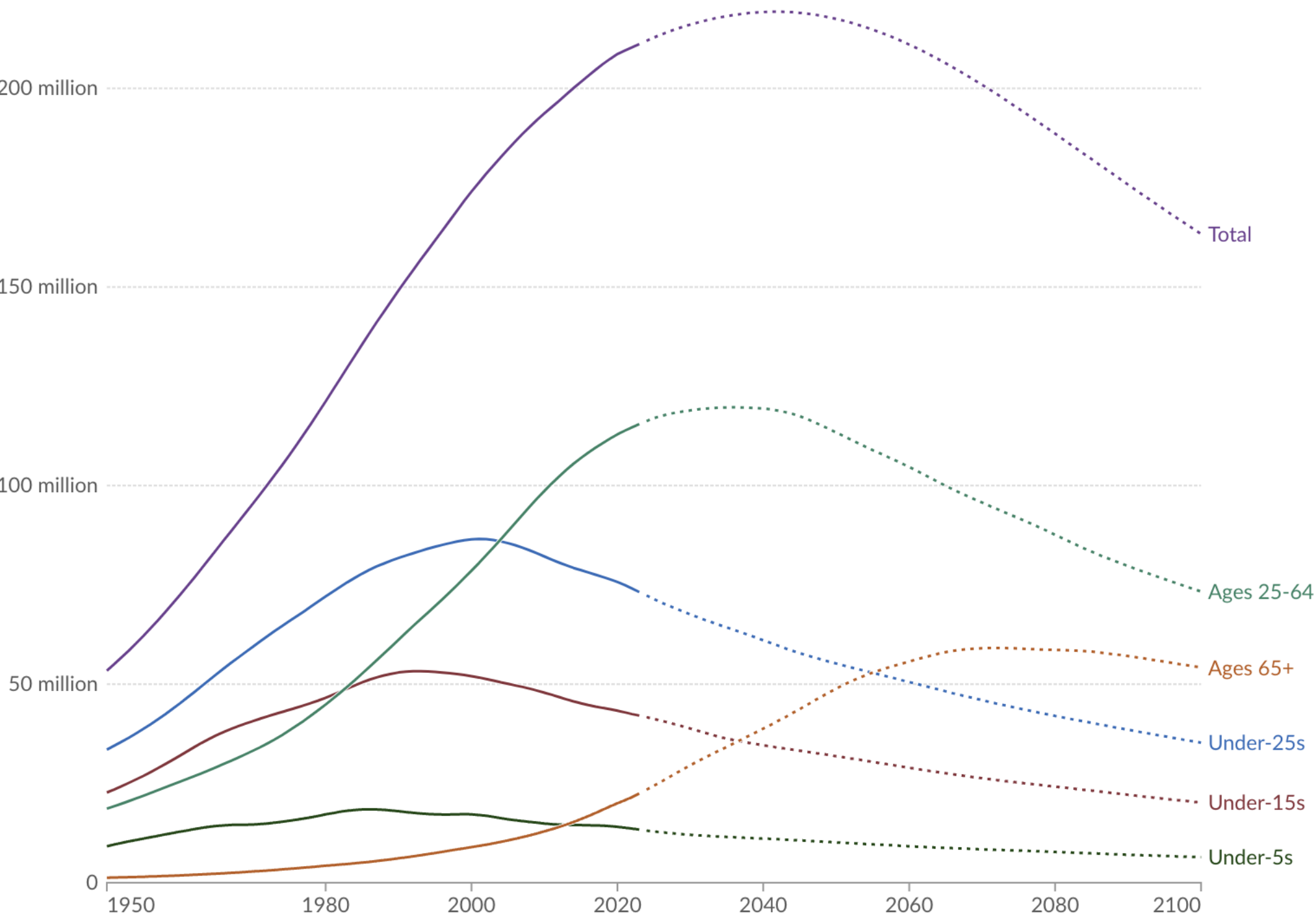


Population by age group, Brazil

Historic estimates from 1950 to 2023, and projected to 2100 based on the [UN medium scenario](#).



Table Chart



1950 2100

Data source: UN, World Population Prospects (2024) - [Learn more about this data](#)
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Stats NZ currently projects that New Zealand's natural population growth will fall 36% over the next decade nationally, with sharper increases expected in areas which are at a more advanced stage of structural ageing. Because our population is structurally ageing, migration only slows the ageing process, but doesn't stop it



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Born between 1997 and 2012, Generation Z is the first generation not to know life without the internet.



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DeFi, and the DAO model, is the best platform as it offers the best compatibility and interoperability with Ethereum.

Most of the cryptocurrencies I deal in are based on Ethereum through EVM compatibility or an ERC-20 token. Last year, Layer 2 plays, such as Polygon, were very popular.

Samuel, Year 13 student

DeFi - Decentralised Finance built on blockchain technology

DAO - Distributed Autonomous Organisations

Ethereum - Decentralised, open-source blockchain with smart contract functionality

EVM compatibility - An environment that supports code execution in an environment similar to Ethereum's virtual machines

ERC-20 token - the standard used for creating and issuing smart contracts on the Ethereum Blockchain

Layer 2 plays - A framework that gets built on top of the blockchain needed for scaling

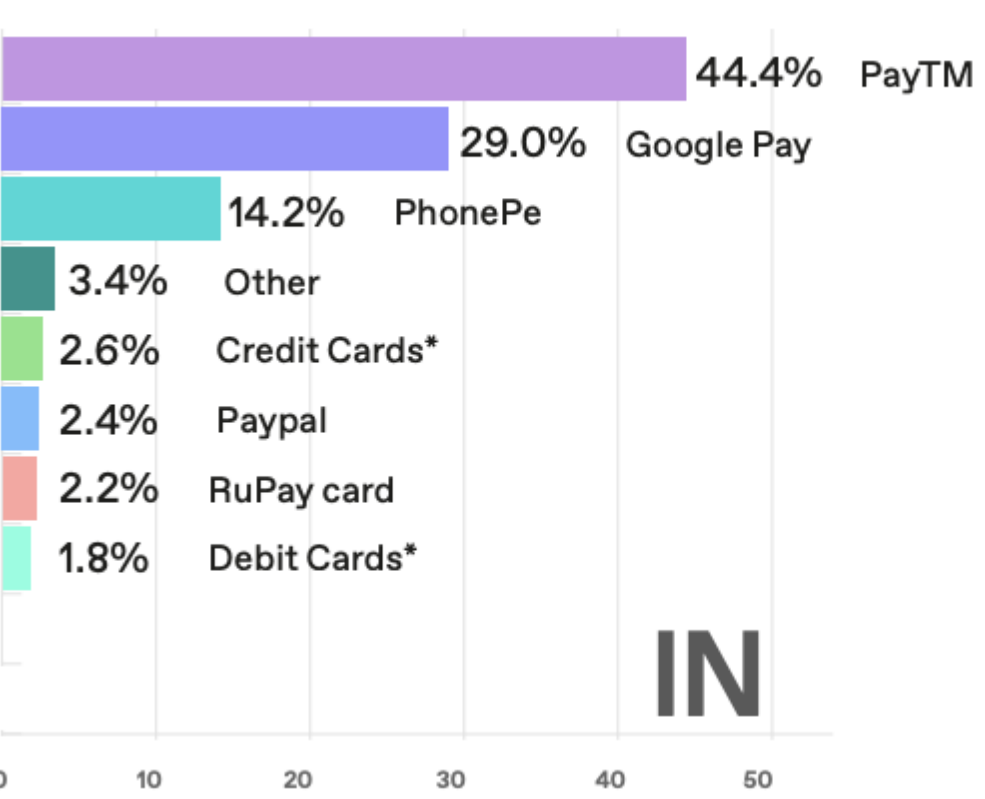
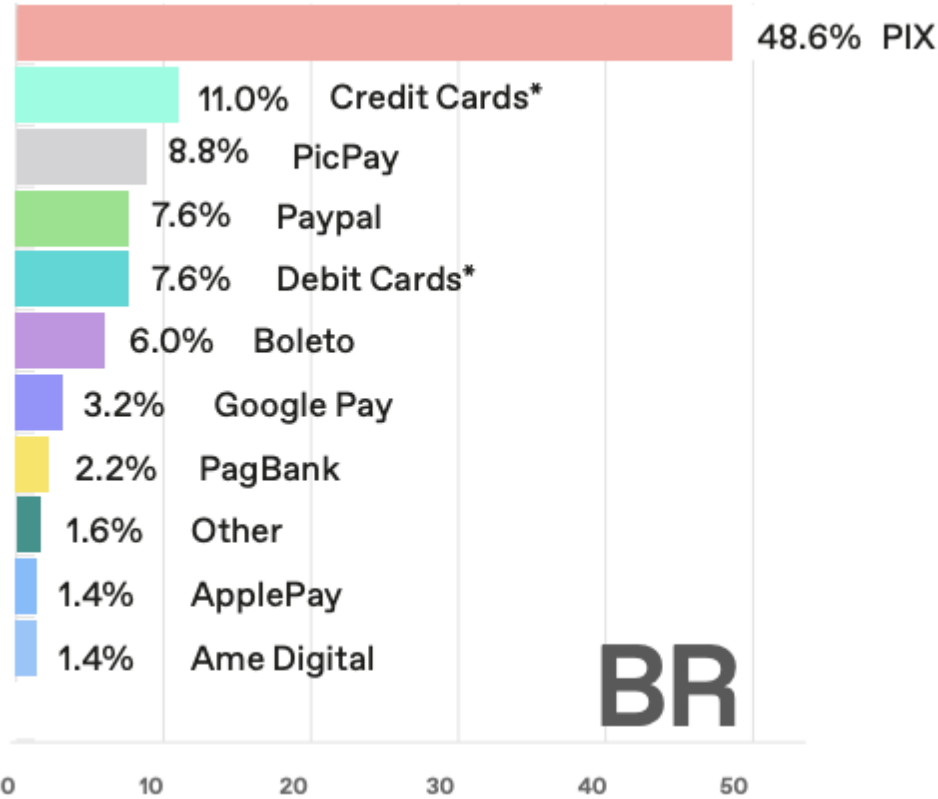
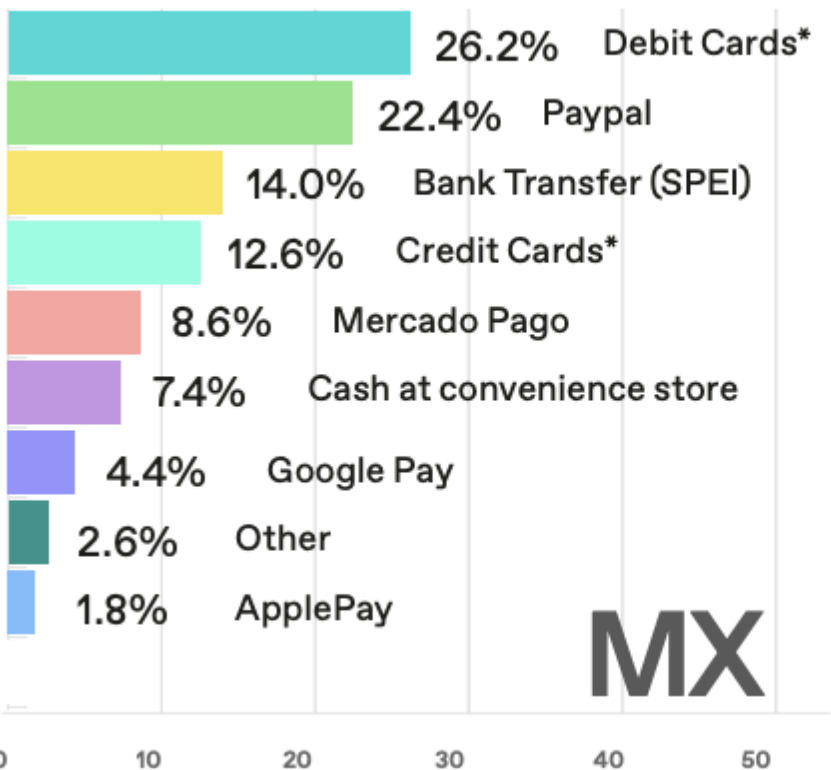
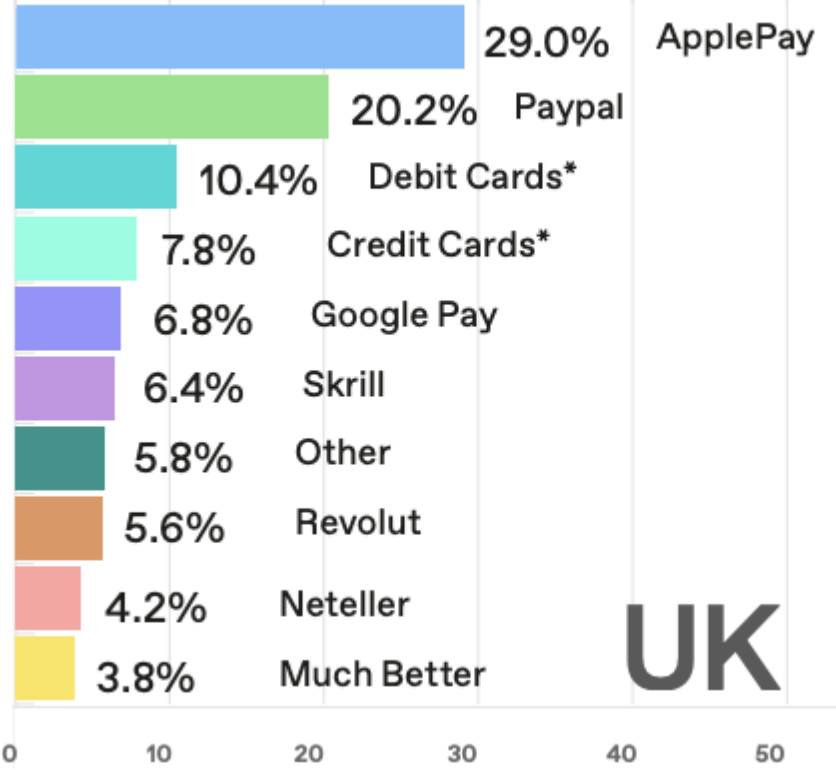
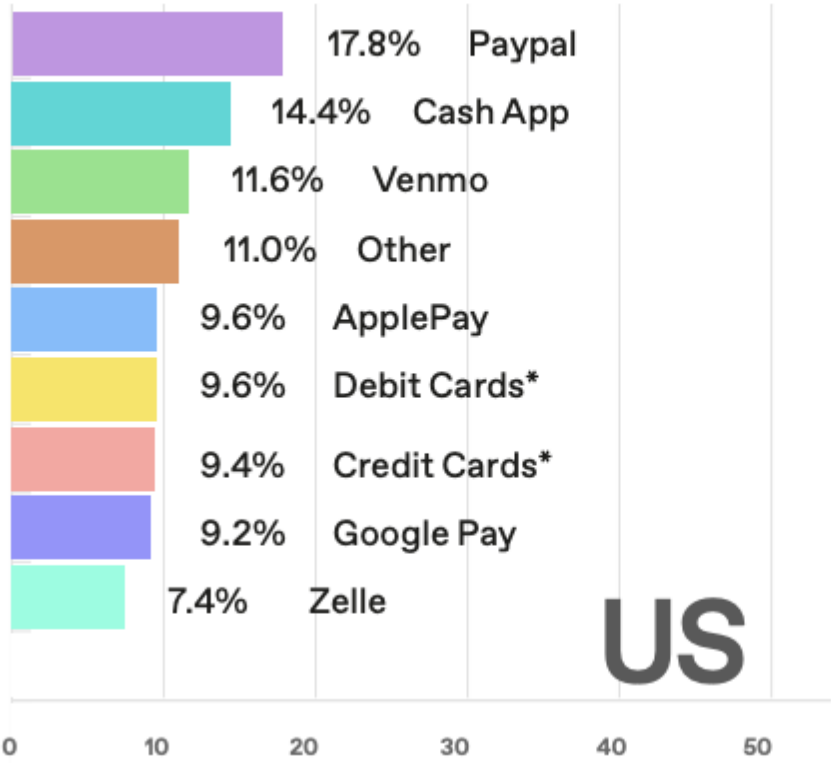
Polygon - An etherium token that powers the Polygon Network

From financial tips on Tik Tok to Reddit forums, Substack communities, the personal finance industry is currently experiencing a wave of democratisation and Gen Z is leading the charge.

More information is easily accessible than ever before and Gen Z is willing to take financial risks that older generations shy away from, causing a dramatic shift in the industry.



Which local payment brand do you use most often?

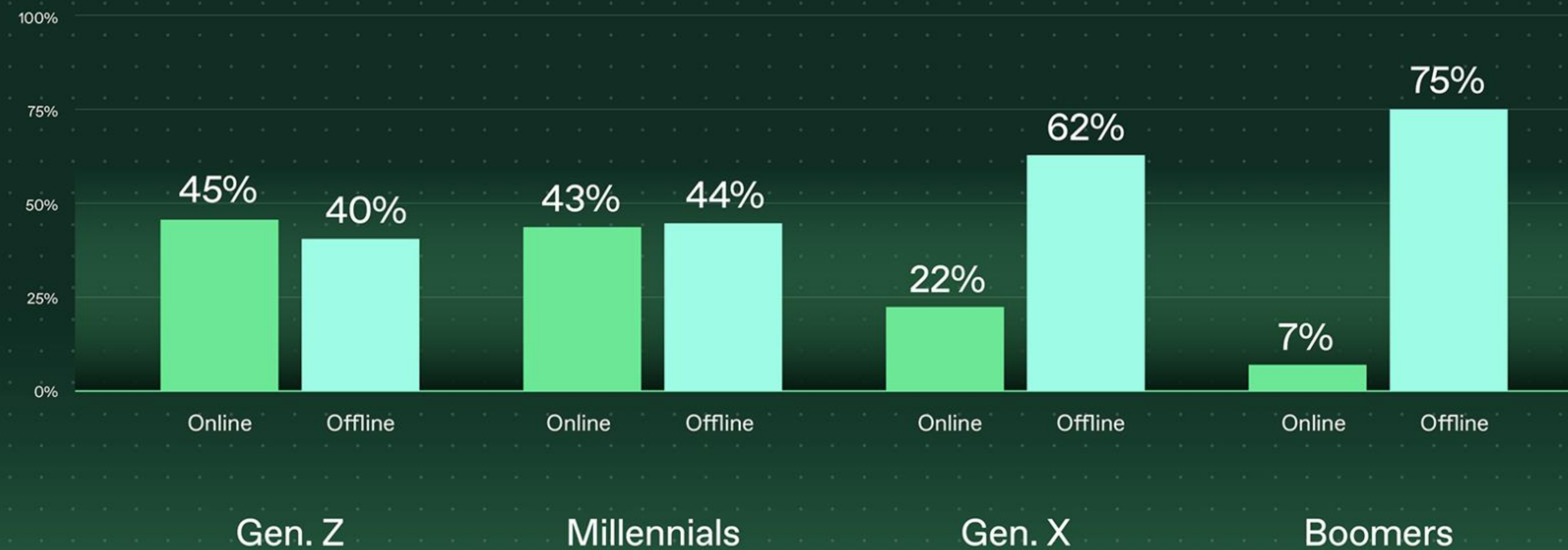


62%

say they do not have a bank account - be it a personal bank account or one opened by their parents.

More Gen Z consumers say they feel most like themselves 'online' than 'offline'

Percentage of responses by generation:
Where do you feel most like yourself?







Example:

In 2024, 3.7 million new videos are uploaded to YouTube every day – that's around 271,330 hours of video content. Or 30.95 years of content each day.



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To exit full screen, press esc



Mutianyu Great Wall - Scene 2: Mutianyu Pass



———— Digital Nomad Haven: Unveiling the Best Countries for Remote Workers

Aug 6, 2024

DIGITAL NOMAD HAVEN

UNVEILING THE
BEST COUNTRIES
FOR REMOTE
WORKERS



1. Costa Rica



2. Malta



3. Greece



4. Thailand



5. Portugal



6. Spain



7. Croatia



8. Georgia



9. Mauritius



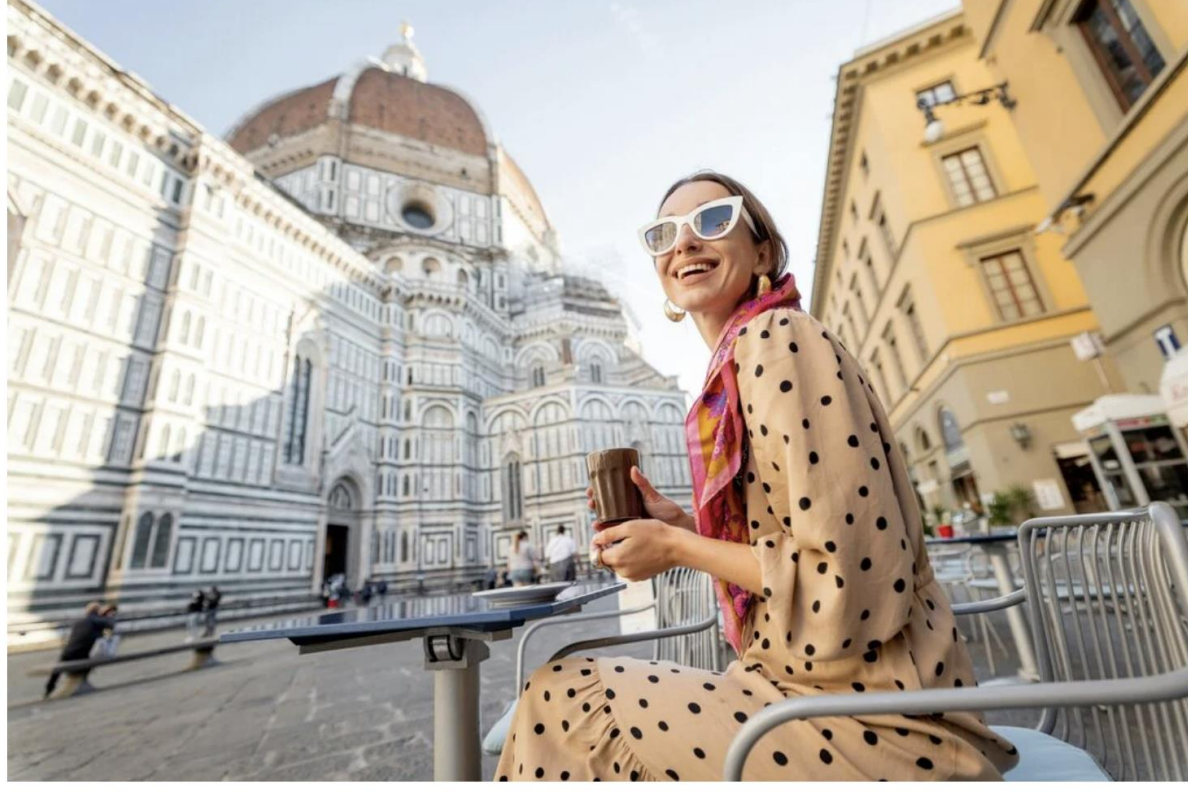
10. Indonesia (Bali)



11. South Korea



12. Italy



66 Digital Nomad Visa Countries in 2024

Europe Digital Nomad Visa Countries in Europe	Digital Nomad Visa Countries in North & Central America	Digital Nomad Visa Countries in Middle East & Asia	Digital Nomad Visa Countries in South America	Digital Nomad Visa Countries in the Caribbean
Spain	Costa Rica	Bali (Indonesia)	Colombia	Barbados
Portugal		Thailand	Brazil	Bermuda
Italy	Mexico	Japan	Argentina	Bahamas
Croatia	Panama	Dubai (United Arab Emirates, UAE)	Ecuador	Dominica
Germany	Belize	Abu Dhabi (United Arab Emirates, UAE)	Peru	Aruba
Greece	El Salvador	South Korea		Antigua and Barbuda
Estonia		Malaysia		Cayman Islands
Malta		Vietnam		Anguilla
Norway		Taiwan		Curacao
France		Turkey		Saint Lucia
Iceland		Goa (India)		Grenada
Ireland		Sri Lanka		Puerto Rico
Romania				Montserrat
Netherlands				
Georgia				
Czech Republic				
Hungary				
Montenegro				
Latvia				
Albania				
Cyprus				
Serbia				
Armenia				
North Macedonia				

This Italian island will pay your rent if you relocate to a tiny mountainous village—all you need to do is share some career advice

BY ELEANOR PRINGLE

September 16, 2023 at 12:04 AM GMT+12



Rural villages like Ulassai (pictured) and Ollolai in Sardinia, Italy, present opportunities to digital nomads, said Luca Columbu.

ENRICO SPANU/REDA&CO/UNIVERSAL IMAGES GROUP - GETTY IMAGES

A town in Sardinia has launched a new scheme aimed at attracting digital nomads to come and live rent-free.

The Work From Ollolai (WFO) project's goal is to showcase the opportunities available in emerging digital professions, and illustrate the change in the world of work since a shift to hybrid and remote roles during the pandemic.

This “cultural interchange” comes at a symbolic cost of a €1 (\$1.07) payment per month and some time donated to teaching Ollolain locals about the new global work environment.

The scheme was dreamt up by Mayor Francesco Columbu and his brother Luca. The brothers grew up in the village before Luca moved to New York 15 years ago, returning to work in his hometown during the summers and over the Christmas periods.

Travel more for less with the #1 home exchange community in the world

Where would you like to go?

Where are you going?

Search

+150,000

subscribers

145

countries

Every 2 minutes

an exchange is finalized





Wellness & Retreat Tourism

Few tourism trends are growing as rapidly as wellness and retreat tourism, according to the Wellness Tourism Market research report by Fact.MR.

The global wellness tourism market is expected to reach \$2.3 trillion by the end of 2033. This kind of tourism can be described as being primarily motivated by self-improvement. It typically involves traveling in a way that contributes positively to a tourist's physical and mental health or knowledge and awareness.



Transformative Travel

Transformative travel, or transformational travel, is one of the major tourism trends gaining traction at the current time and describes trips that are intended to inspire growth and create lasting change in a person.

A strong emphasis is placed on learning, gaining new perspectives and making lasting lifestyle changes.

Many transformative travel experiences are organised by companies in the tourism industry and connect people from different cultures, so they can exchange customs and ideas.

Sleep Tourism Trends

Like wellness and retreat tourism trends, sleep tourism is a rapidly growing area of the tourism industry. The aim of sleep tourism is to gain high-quality sleep in sufficient quantity and return from the trip well-rested and ready to tackle everyday life.

This kind of tourism can take many different forms. Some sleep tourism destinations focus on meditation, while others prioritise soundproof rooms, an absence of technology and distractions, or rooms where light can be fully blocked out.





Indigenous Tourism

Many emerging tourism trends are geared toward making tourism more ethical, which includes the growth of indigenous tourism, which can be described as tourism experiences owned and operated by indigenous people. This helps to ensure these people benefit most from the tourism in their area.

For tourists, indigenous tourism provides exciting opportunities to take on new experiences in a way that is completely authentic. These experiences could involve staying in traditional accommodations, eating traditional foods, experiencing life in remote locations, or temporarily living as indigenous people live.



‘Destination Dupes’ refers to the practice of visiting destinations that offer similar experiences to more famous, often overcrowded locations, but with fewer crowds and at a potentially lower cost. It’s about discovering new places with a charm and beauty that rival their more popular counterparts. It caters to travellers who are looking for unique experiences without having to navigate the downsides of over-tourism.



‘Coolcationing’

This emerging trend, which involves embracing travel during cooler, off-peak seasons, offers a refreshing escape from the intense heat and crowdedness of traditional holiday periods.

The extraordinary heatwaves of 2023 have prompted travellers to seek more temperate and less crowded destinations, leading to an increased interest in off-season travel. This shift not only promises a unique experience – like enjoying the serene beauty of a beach town in its quiet winter months or participating in enchanting winter festivals – but also helps distribute tourist traffic more evenly throughout the year.



NextGen travellers and destinations

Our vision on the tourism industry transformation



2024



We are navigating an Economic, Social and Technological transition that will create a new canvas where transformation will be critical for future success

NON-EXHAUSTIVE



1

EXPONENTIAL TECHNOLOGIES

- Virtual experiences and Web 3
- AI & Analytics
- Real Time Translation
- Bio&Tech Integration



2

THE CHANGING TRAVELLER

- Aging and longevity
- Racial, ethnic and sexual diversity
- Inequality
- Emerging markets



3

CULTURAL AND SOCIAL MOVEMENTS

- Experience vs product
- Mental Health and Purpose
- Work transformation
- Reinvented cities



4

BUSINESS TRANSFORMATION

- *All as a Service*
- Decline in financial health
- Talent gap
- Lowering barriers to entry



5

CLIMATE CHANGE

- Industry reputation
- Global warming and natural disasters
- Regulatory Role; Capital and Travellers
- Renewable energies



6

ECONOMICS, POLITICS AND POWER

- Tensions between global powers
- Rise of nationalism
- Political extremism
- Cybercrimes



Thank you

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