

# LEVE GLOBAL'S TOP TRENDS REPORT

[www.Leve-Global.com](http://www.Leve-Global.com)

# 2024

# Leve Global's Top Trends Report 2024



## Table of Contents

<b>MESSAGE FROM OUR MANAGING DIRECTOR – DR. AULIANA POON .....</b>	<b>5</b>
<b>TOP TRAVEL TRENDS 2024: WHAT TO EXPECT AND HOW TO GET READY .....</b>	<b>7</b>
1. TRAVEL TRENDS 2024: THE HEAT IS CAUSING SHIFTS IN TRAVEL PATTERNS .....	8
2. EATING YOUR WAY THROUGH 2024: THE CULINARY TRAVEL TRENDS.....	9
3. PRIVATE JETSETTERS: THE ELITE TRAVEL TREND OF 2024 .....	9
4. THE RISE OF TRANSFORMATIONAL EXPERIENCES IN 2024 .....	10
5. TECHNOLOGY IS FACILITATING BIG CHANGES FOR 2024 .....	11
6. COMMUNITIES ON THE RISE .....	12
7. RESPONSIBLE AND REGENERATIVE DEVELOPMENT IS THE ONLY LOGICAL OPTION FOR 2024.....	12
8. BLEISURE: THE ART OF MIXING BUSINESS WITH PLEASURE.....	13
9. WILD WELLNESS: THE NATURAL TREND OF 2024 .....	13
10. GET READY TO UP YOUR GAME IN 2024.....	14
<b>FIVE FUTURE TRENDS FOR 2024 ON SUSTAINABILITY AND THE ENVIRONMENT .....</b>	<b>15</b>
1. THE RISE OF ESG METRICS .....	16
2. THE GREENING OF FINANCIAL MARKETS.....	17
3. THE EVOLUTION OF SUSTAINABLE CONSUMERISM: NOT JUST A TREND, IT'S A LIFESTYLE .....	18
4. 2024 TRADE IMPLICATIONS OF INCREASED DEMAND FOR SUSTAINABLE PRODUCTS AND PRACTICES.....	19
5. THE FOCUS ON CIRCULAR ECONOMY IN 2024 .....	20
6. THE FUTURE OF SUSTAINABILITY IS BRIGHT, BUT WE'VE GOT TO "RE" .....	21
<b>GLOBAL ECONOMIC TRENDS 2024: KEEPING IN TUNE WITH THE UPS AND DOWNS .....</b>	<b>23</b>
1. THE RHYTHMIC SLOWDOWN: GLOBAL GROWTH TAKES A BREATHER .....	24
2. KEEPING PACE WITH INFLATION .....	25
3. THE EMDEs: EMERGING CHALLENGES AND DIVERGING BEATS .....	25
4. THE BRICS ARE EXPANDING THEIR BAND IN 2024 .....	25
5. THE FINANCIAL SECTOR: BANKING TURBULENCE AND ITS RIPPLE EFFECTS.....	26
6. 2024 RECOVERY: A DELICATE BALANCE OF STEPS .....	26
7. TECHNOLOGY IS CHANGING THE ECONOMIC TRACK.....	27
8. PROFITS WITH A PURPOSE FOR 2024 – RESPONSIBLE AND REGENERATIVE DEVELOPMENT .....	27
9. NAVIGATING THE COMPLEX CHOREOGRAPHY OF 2024 .....	28
<b>DISCOVER 10 POWERFUL AI TRENDS FOR 2024.....</b>	<b>29</b>
1. AI: THE TALK OF GOOGLE.....	30



2.	AI-POWERED PHOTOGRAPHY .....	30
3.	THE FUTURE OF IMAGE EDITING .....	31
4.	AI IN RECRUITMENT: A GLIMPSE OF WHAT'S TO COME .....	31
5.	THE MARRIAGE OF VISION AND DOLLY 3 WITH GPT 4 – IMPLICATIONS FOR 2024 .....	31
6.	HOW AI WILL CONTINUE TO INFLUENCE THE CREATOR ECONOMY IN 2024 .....	32
7.	AI AND THE GIG ECONOMY: IMPLICATIONS FOR TRADITIONAL WORK IN 2024 .....	33
8.	WILL AI INTELLIGENCE SURPASS HUMAN INTELLIGENCE IN 2024 AND BEYOND? .....	33
9.	IMPLICATIONS FOR A FUTURE DOMINATED BY AI TECHNOLOGY .....	34
10.	CONFRONTING 2024 AND BEYOND HEAD-ON .....	35

## Message from Our Managing Director – Dr. Auliana Poon



As we stand on the precipice of 2024, I find myself reflecting on the world around us. The economic forecasts might seem a tad gloomy, with high inflation rates and a slow crawl of economic growth. But sometimes life throws us curveballs, and it's our resilience and adaptability that define us. The sun will always come out. It's just a matter of time.

Our *Leve Global's Top Trends Report – 2024* has highlighted some significant developments to look forward to, from the transformative power of travel to the undeniable influence of Artificial Intelligence. We're living in an era where technology isn't just a tool; it's reshaping our very experiences. But amidst all this, there's a call to return to our roots, to be more connected with the environment and with each other, and to be more regenerative in our actions.

The global economic trends indicate a shift towards sustainable consumerism. It's not just a fleeting trend; it's becoming a lifestyle. The emphasis on ESG metrics, the greening of financial markets, and the rise of sustainable travel options all point towards a future where businesses and consumers alike prioritize the planet alongside profit.

AI is revolutionizing the way we travel, making experiences more personalized and immersive. But let's not forget the human touch. The rise of community-based tourism and the emphasis on local experiences underscore the importance of genuine human connections.

And then there's the environment. With the looming threats of climate change, there's an urgent call for responsible and regenerative development. We need to be stewards of our planet, ensuring that our actions today don't jeopardize the future. But at the same time, we need to see the environment as a wealth-generating tool.



In the realm of tourism, we see a blend of the old and new. Classic cities are back on the radar, but there's a twist. Climate change is reshaping travel patterns, and destinations need to adapt and diversify.

So, what's my call to action? It's simple. Embrace change, be resilient, and always strive for regeneration. Whether you're a business, a traveller, or just someone trying to make sense of the world, remember that challenges are just opportunities in disguise.

Life will always have its challenges, but it's our attitude and actions that truly matter. Let's face 2024 and beyond with hope, resilience, and a commitment to making a positive impact.

With best wishes and in appreciation,

Dr. Auliana Poon

Managing Director, Leve Global (*formerly Tourism Intelligence International*)

# Top Travel Trends 2024: What to Expect and How to Get Ready



## Top Travel Trends 2024: What to Expect and How to Get Ready

If you're itching to know what the future of travel holds, you're in the right place. 2024 is just around the corner, and if you think you've seen it all, think again. We're about to explore the most anticipated travel trends 2024 has in store for us. And trust me, it's going to be a wild ride. Here's a sneak peek into what's shaping up to be the hottest travel trends for next year.

### 1. Travel Trends 2024: The Heat is Causing Shifts in Travel Patterns

As the world spins forward, there's a curious pull towards the past. Classic cities like Paris, London, and Florence are back on the radar. But here's the 2024 twist: it's not just about *where* you go, but *when* you go. Climate change is prompting travellers to reconsider their calendars. Instead of the cliché summer Euro trip, the savvy travellers are looking at the cooler months of September or October. And while many are still eyeing these iconic cities, the real adventurers are setting their compass towards Europe's cooler corners. Scandinavia and the Alps are gearing up to be the summer darlings. And Japan? It's poised to be the next big thing with its serene tea ceremonies, gardens, and art experiences.

But what does this mean for traditionally hotter destinations like the Caribbean? What will climate change and warmer temperatures mean for these destinations? Well, the Caribbean might possibly experience a shift in its peak seasons. As travellers opt for cooler European destinations in the summer, the Caribbean could see a surge in the shoulder months or even during what was once considered the off-peak season.

However, there's also a flip side. The Caribbean, known for its sun-soaked beaches and warm waters, might need to adapt its offerings. There's an opportunity to promote other aspects of these islands – cultural festivals, culinary experiences, and eco-tourism adventures. It's a call for diversification, a chance for the Caribbean to showcase its rich tapestry beyond just sun, sand, and sea.

The moral of the story is that people want something more immersive. It's not only about the Eiffel Tower lit up at night or gondola rides in Venice. It's about diving deep into the culture, history, and the hidden gems that only locals know about. So, it's time to think outside the box. Offer immersive experiences, workshops, and behind-the-scenes tours. Make travellers feel like they're part of the fabric of the city, even if it's just for a few days.

In our publication, *Cities on the Rise – Competitive Strategies for City Tourism*, we explore different strategies for city destinations to adopt to take advantage of the paradigm shift taking place in the travel and tourism industry. Download the full report here: [City on the Rise](#).

## **2. Eating Your Way Through 2024: The Culinary Travel Trends**

If you're still travelling just for that *Instagrammable* dish, you might want to rethink your strategy. Travel trends 2024 are all about exploring and experiencing the culinary world. It's about 'tasting' the story behind every dish and drink. From sharing a meal in a local's home in Indonesia to behind-the-scenes access at a rum distillery in Barbados. It's about the experience, not just the plate in front of you. So, if you're a foodie, 2024 is set to be your year.

## **3. Private Jetsetters: The Elite Travel Trend of 2024**

Post-COVID, the world of travel has seen a seismic shift. As the dust settles and we venture out again, there's a palpable craving for privacy and exclusivity, and the elite traveller is no exception. Enter the rise of private jetsetters.

Ever daydreamed about flying private? 2024 might just make that dream a tad more attainable. The travel elite are no longer just settling for first-class. They're going all out with private jets, ensuring they travel in a controlled environment, minimizing exposure and maximizing comfort. It's not just about luxury; it's about health, safety, and peace of mind. It's no surprise that the

Private Jet Charter Services Market is estimated to reach USD 14.3 billion in 2024 up an estimated 10.3% from USD 12.97 billion in 2023<sup>1</sup>.

But the trend doesn't stop at the skies. On the ground, there's a noticeable pivot towards private accommodations. Villas are becoming the go-to choice for many. Why? They offer the luxury of space, the comfort of home, and most importantly, a break from the crowds. Imagine lounging by your private pool, sipping on a cocktail, and not having to worry about that stranger in the next sun lounger. Villas offer an exclusive sanctuary, a place where travellers can relax and recharge without the usual hustle and bustle. It's no surprise that Airbnb saw a marked increase in revenue for the twelve months ending June 30, 2023, was \$9.088B, a 23.1% increase year-over-year.

Leve Global owns and manages 3 luxury villas on the Caribbean Island of Tobago, so we know a thing or two about this trend. Check out the Being Estate Villas [here](#).

#### **4. The Rise of Transformational Experiences in 2024**

The horizon of travel is ever evolving, and as we approach 2024, it's clear that travellers are seeking more than just a change in scenery; they're chasing transformational experiences. The age of passive vacationing is waning. Today's voyagers want their journeys to educate, elevate, and edify. They're not just looking to see the world; they want to be changed by it.

We'll see a surge of educational, wellness, community-based and cultural experiences. The educational tourism market has grown by 12 percent (2023 over 2022) to reach USD 410 Billion. Community-based tourism is also growing from strength to strength. A pre-pandemic study by Skift.com showed that the #1 contributor to transformational travel experiences was the interaction and engagement of the people at the destination accounting for 39% of the transformational impact.

---

<sup>1</sup> <https://www.globenewswire.com/news-release/2023/08/29/2733696/0/en/Private-Jet-Charter-Services-Market-Size-and-Share-Analysis-Growth-Trends-and-Forecasts-2023-2028.html#:~:text=The%20Private%20Jet%20Charter%20Services,follow%20a%20regular%20airline%20route.>

More people are getting their basic needs met, so people have started searching for things that can fulfil them on a higher level — not just physically, but spiritually and emotionally. Richard Goodstone, co-founder, Superfly. The new travellers are looking for ultra personalisation and believe it or not technologies are facilitating this.

We have transitioned from the production to the service economy, then from service to the experience economy. And now is the age of the transformation economy, according to Dr. Auliana Poon, founder and Managing Director of Leve Global (formerly Tourism Intelligence International).

## **5. Technology is Facilitating Big Changes for 2024**

Alright, let's get one thing straight: if you're still thinking of technology as just a tool to book flights or find hotels, you're living in the past. 2024 is about to school us all on how tech, especially Artificial Intelligence, is flipping the script on travel and tourism.

First up, the consumers. Thanks to AI, they're not just travellers anymore; they're travel gurus. With a world of information at their fingertips, they're more connected, demanding, and, let's be honest, a bit higher maintenance. They know what they want, when they want it, and how they want it. And if you can't give it to them? Well, there's another supplier just a click away who can. It's a brave new world where the consumer is king, and businesses are the court jesters, juggling and performing, trying to keep the king entertained.

But here's the twist: while technology is empowering consumers, it's also giving businesses some serious superpowers. Remember the days of casting a wide net and hoping for the best? Those days are gone. Now, businesses can target their market with the precision of a surgeon. Want to target 30-something yoga enthusiasts who love eco-friendly travel and have a soft spot for vegan food? There's an algorithm for that.

And it's not just about finding the right audience; it's about giving them a tailor-made experience. Chatbots, for instance, are no longer those annoying pop-ups on websites. Powered by AI,

they're becoming virtual concierges, helping travellers plan their trips, make reservations, and even giving local travel tips. Think Jarvis from Iron Man, but for travel.

In 2024 it isn't just about where you're traveling; it's about how you're traveling. Technology is reshaping the landscape, levelling the playing field, and making things a hell of a lot more interesting. So, whether you're a consumer or a business, strap in. The future of travel is here, and it's powered by AI.

## **6. Communities on the Rise**

In 2024, the tourism landscape is set to undergo a significant transformation, with community-based tourism experiences taking centre stage. As travellers increasingly seek authentic and localized experiences, the traditional allure of hotels and popular tourist hotspots is waning. Instead, there's a palpable shift towards communities where visitors can immerse themselves in the local culture, traditions, and way of life.

2024 promises to be a year where tourism gets a local touch. As travellers move away from the beaten path, communities around the world have a unique opportunity to showcase their culture, traditions, and values, offering visitors a slice of authentic local life.

A report from the World Travel and Tourism Council (WTTC) highlighted that 69% of travellers were actively seeking sustainable travel options in 2023. Community-based tourism often promotes sustainability, as it involves smaller groups of tourists and emphasizes preserving local traditions and environments.

## **7. Responsible and Regenerative Development is the only logical option for 2024.**

Let's get real for a moment. The world of tourism is undergoing a paradigm shift, and if you're not on board with responsible and regenerative development, you're missing the boat. And not just any boat, but the Titanic. And we all know how that ended.

Here's the deal: The days of mindlessly hopping from one tourist hotspot to another, leaving a trail of plastic bottles and carbon footprints, are over. The new traveller is savvy, conscious, and demands more from their travel experiences. They're not just looking for a holiday; they're looking for a connection, an impact, a legacy. And the data backs this up. According to the Sustainable Travel Report 2023, insights from over 33,000 travellers across 35 countries revealed that a whopping 76% of global travellers are itching to embrace more sustainable travel in the upcoming year. That's not a minority; that's a movement. So, if you're not on board with responsible and regenerative development then you're living in the past.

### **8. Bleisure: The Art of Mixing Business with Pleasure**

Alright, let's cut the crap and talk about the hottest trend in travel right now: Bleisure. Sounds like a weird word, right? Like someone tried to make a smoothie out of "business" and "leisure" and ended up with this funky concoction. But stick with me here.

Bleisure is the love child of your boring business trips and those Instagram-worthy vacations you've been daydreaming about during those endless Zoom meetings. Imagine this: You're flying out for a conference in Bali. Instead of packing up and heading straight home after the last PowerPoint slide, you slap on some sunscreen, grab a cocktail, and hit the beach. Or maybe you drag your family along for a week-long escapade in the city after nailing that big presentation. That's bleisure for you.

Now, here's the kicker: This isn't just some hipster trend that'll fade faster than your tan lines. In 2023, as the world started to stretch its legs post-lockdown, bleisure took off like a rocket. And guess what? It's not slowing down. A staggering 89% of folks are now saying, "Why not?" and tacking on some sweet vacation time to their business trips.

### **9. Wild Wellness: The Natural Trend of 2024**

Wellness in 2024 won't simply be about a spa day. It's going to be more about connecting with nature and yourself. Forest bathing in Europe's heart, wild swimming in remote lakes, traditional bush baths in the Caribbean, and meditation hikes in serene spots like the Dominica Waitukubuli

Trail, are all on the menu. If you're looking to recharge both physically and mentally, 2024's got you covered.

### **10. Get Ready to Up Your Game in 2024**

The year 2024 is shaping up to be a game-changer in the world of travel. From rediscovering old favourites to new ways of experiencing wellness, the travel trends 2024 are offering are both exciting and refreshing. 2024 isn't just another year; it's a wake-up call. It's a chance to adapt, evolve, and rise to the new challenges. And with these challenges come new opportunities. So, to all destinations and businesses out there: Get ready to up your game. The future of travel is here, and it's nothing like we've ever seen before.



## Five Future Trends for 2024 on Sustainability and the Environment

In the ever-evolving landscape of environmental and sustainability trends, 2024 promises to be a pivotal year. Drawing insights from various sources, this article aims to shed light on the key trends that will shape the global environment and sustainability sectors in the coming year, and beyond.

### 1. The Rise of ESG Metrics

(Environmental, Social, and Governance)

In 2024, businesses will not just be about profits. The emphasis on ESG metrics will be more pronounced than ever. Companies will be judged not just by their financial performance but also by their impact on the environment, their social responsibility, and their governance structures, according to S&P Global<sup>2</sup>. This holistic approach to business evaluation will drive companies to be more transparent, ethical, and sustainable in their operations.

**Environmental metrics** look at how a company impacts our dear Mother Earth. We're talking about things like carbon emissions, water usage, and waste management. It's about asking, "Is this company treating the planet like a disposable coffee cup or a cherished heirloom?"

**Social metrics**, on the other hand, zoom in on how a company treats its people and the communities it operates in. Are they ensuring safe working conditions? Are they promoting diversity and inclusion? Are they being good neighbours or the obnoxious ones?

Lastly, **Governance metrics** are all about the nitty-gritty of a company's internal operations. How is the company run? Are there checks and balances in place? Is the CEO making 300 times the average worker, or is there a fairer distribution of the pie?

---

<sup>2</sup> <https://www.spglobal.com/esg/insights/featured/special-editorial/key-sustainability-trends-that-will-drive-decision-making-in-2023>

Now, you might be thinking, "Sounds cool, but why all the fuss?" Well, here's the twist: companies that score high on ESG metrics aren't just saving the planet and being all-around good corporate citizens. They are also raking in the dough. A 2023 study by *Frontiers in Environmental Science*<sup>3</sup> has shown that companies with strong ESG performances tend to have better financial results, lower risks, and higher investor interest. So, it's not just about feeling good; it's about good business sense.

By 2024, the narrative will be clear: profits and planet are not at odds. In fact, they're like that power couple everyone admires. Companies that embrace ESG metrics will find that doing good for the world can also mean doing well for their bottom line. And those that don't? Well, they might just find themselves struggling to keep up in a world that demands more than just profits.

## 2. The Greening of Financial Markets

The financial markets will see a significant shift towards green investments. There will be a surge in green bonds, sustainable loans, and other financial instruments that support environmentally friendly projects, according to Schrodgers<sup>4</sup>. This trend will be driven by both regulatory pressures and increasing demand from investors who are keen on supporting sustainable initiatives.

As the effects of climate change become more evident and the demand for sustainable solutions grows, there's a ton of money to be made in the green sector. Investors are realizing that sustainable investments aren't just about saving polar bears (though that's pretty awesome too); they're about tapping into a booming market with massive growth potential. In other words, as Leve Global's Managing Director, Dr. Auliana Poon, has asserted again and again, "It's high time to shift our mindset. We need to stop seeing the environment as merely a problem to be solved, but as an industry with great opportunities to generate wealth."

---

<sup>3</sup> <https://www.frontiersin.org/articles/10.3389/fenvs.2023.1256052/full>

<sup>4</sup> <https://www.schrodgers.com/en-sg/sg/individual/insights/outlook-2023-sustainability-five-trends-to-watch/>

On the flip side, companies that aren't jumping on the green bandwagon will risk being left behind. As regulations tighten and consumers demand more eco-friendly products and services, businesses that aren't investing in sustainable solutions will find themselves out of favour and out of profits.

Moreover, the planet benefits too. Every green bond issued, or sustainable loan granted means more funds channelled into projects that combat climate change, protect our natural resources, and create a more sustainable future for all.

By 2024 and beyond, the financial markets won't just be about numbers and charts. They'll be about values, impact, and legacy. The greening of financial markets is a testament to a global shift in mindset, where profits and planet go hand in hand.

### **3. The Evolution of Sustainable Consumerism: Not Just a Trend, It's a Lifestyle**

Consumers in 2024 will be more informed and conscious about their purchasing decisions. There will be a strong preference for sustainable products, and brands that fail to adapt to this trend will find themselves out of favour. According to a survey from McKinsey & Co., 66% of all respondents and 75% of millennial respondents say that they consider sustainability when they make a purchase. This shift in consumer behaviour will drive businesses to adopt more sustainable practices and offer products that are eco-friendly.

Gone are the days when buying something was just about brand names or how shiny it looked on the shelf. As we approach 2024, consumers are evolving, and they're looking for more than just a product; they're looking for a statement, a purpose, a cause.

Sustainable consumerism is taking the world by storm and it's all about making purchasing decisions based on the product's environmental and social impact. It's about choosing products that are made ethically, last longer, and have a minimal negative impact on our planet. It's not just about buying; it's about buy-in and consuming with intention and purpose. Think 'Fair Trade', 'Organic', 'Non-GMO', etc.

Remember when everything came wrapped in layers of plastic? Well, sustainable consumers are pushing for change. Consumers are now demanding that brands use biodegradable packaging, or better yet, no packaging at all. Think shampoo bars instead of bottles or cloth bags instead of plastic ones.

Fast fashion? More like last season. Sustainable consumers are opting for brands that use eco-friendly materials, pay fair wages, and have transparent supply chains. It's about quality over quantity and fashion that doesn't exploit. No sweat shops please!

Those tomatoes flown halfway across the world? Not so appealing anymore. Consumers are choosing local, organic produce that supports local farmers and reduces carbon footprints. Flying Fiji water all the way to the Americas? You might want to rethink that. Sustainable consumers are looking for local alternatives.

#### **4. 2024 Trade Implications of Increased Demand for Sustainable Products and Practices**

We predict that the increased demand for more sustainable products would have profound implications for international trade. Countries and companies that prioritize sustainable practices might see an increase in trade opportunities, and challenges.

Don't be surprised if you see more countries implementing stricter import regulations to ensure that products entering their borders adhere to high sustainability standards. We're seeing it already. Many countries have already banned single use plastics, for example. This could lead to increased documentation, certifications, and checks, potentially slowing down trade processes.

An important recommendation that we want to make is that companies might want to re-evaluate their supply chains to prioritize sustainability. This could mean sourcing raw materials from more sustainable suppliers, greening manufacturing processes, or even relocating factories to places with better environmental and social standards and best practices.

The downside is that sustainable practices can sometimes be more expensive, at least initially. This could lead to increased costs for products, which might impact trade balances, especially for countries that rely heavily on exports.

Let's not forget the implications for technology. As the demand for sustainable products grows, there's bound to be an increase in the transfer of green technologies and sustainable practices between countries, fostering collaboration and shared growth.

## **5. The Focus on Circular Economy in 2024**

The concept of a circular economy, where resources are reused and recycled, will gain significant traction in 2024, according to Green Match<sup>5</sup>. Businesses will focus on designing products that can be easily recycled or repurposed, reducing waste and minimizing their environmental footprint.

Imagine a world where nothing goes to waste. Sounds dreamy, right? That's the circular economy for you. Instead of the old-school approach of producing stuff, using it, and then tossing it into a landfill, the circular economy is all about creating a closed-loop system. It's like Mother Nature's version of a boomerang: everything that goes out comes right back in.

So, why is the circular economy the next best thing? We have three reasons: resource efficiency, economic benefits, and a boost in innovation.

Let's face it. Our planet's resources aren't infinite. With the circular economy, we're making sure we squeeze every last drop of value out of the materials we use. It's like getting the most out of that expensive bottle of shampoo by adding water when it's almost empty.

---

<sup>5</sup> <https://www.greenmatch.co.uk/blog/sustainability-trends>

Remember, reducing waste isn't just good for the planet; it's great for the pocket too.

Repurposing and recycling can open up new revenue streams for businesses. Plus, consumers love brands that give a damn about the environment.

Also, embracing the circular economy means businesses have to get creative. It forces us to ask some important and interesting questions. How can a product be designed for multiple life cycles? How can waste be turned into something valuable? This kind of thinking drives innovation and can lead to breakthrough products and services. And we have to think beyond products. Consider how Leve Global crafted an innovative strategy for the tiny Caribbean Island of Montserrat to “Turn Ash to Cash”. The strategy was a creative way of turning nature’s crisis (the eruption of a volcano) into a viable economic sector.

Transitioning to a circular economy in 2024 isn't going to be a walk in the park. There are challenges to overcome. Supply chains need to be rethought. Consumer mindsets need to shift from the disposable culture. And businesses need to invest in new technologies and processes. But hey, no one said saving the world was easy.

By 2024 and beyond, the circular economy won't just be a buzzword; it'll be how the world operates. And while there will be bumps along the way, the end game is clear: a planet where resources are valued, waste is minimized, and businesses thrive by doing good. It's time to ditch the straight line and embrace the circle. The future is circular, and it's looking pretty damn good.

## **6. The Future of Sustainability is Bright, but We’ve Got to “RE”**

The future of sustainability is bright. However, to unlock the radiance of sustainability in 2024 and beyond, we’ve got to “RE”. We need to "rethink", "reimagine", "repurpose", "recycle", "reposition", "reinvent", and be "regenerative" and responsible" in our pursuit of economic development.

We need to "**rethink**" our strategies, questioning the old ways and asking if there's a better path forward. We've got to "**reimagine**" a world where profit and planet aren't at odds but are partners in a dance of sustainable progress.

It's time to "**repurpose**" our resources, ensuring that nothing goes to waste, and everything gets a second shot at usefulness. And while we're at it, let's "**recycle**" not just our products but our ideas, our goals, and our visions for the future.

We can't keep doing things the same old way. We need to "**reposition**" ourselves in this global landscape, understanding that every choice we make has ripples across the world. It's a call to "**reinvent**" our systems, our businesses, and heck, even ourselves.

And let's not forget the power of being "**regenerative**". It's not just about sustaining; it's about creating systems that renew, refresh, and restore. All while being "**responsible**" stewards of this beautiful blue planet we call home.

So, as we stand on the cusp of 2024 and a future filled with promise, let's remember the power of "RE". Because "The future isn't just something that happens; it's something we create. And to create the best future possible, we've got to start with 'RE'", Dr. Auliana Poon, Managing Director, Leve Global.



**Global Economic Trends 2024:  
Keeping in Tune with the Ups and  
Downs**

# Global Economic Trends 2024: Keeping in Tune with the Ups and Downs

Buckle up, because 2024 is going to be an economic symphony like no other. As we stand on the cusp of this approaching new year, the global stage is buzzing with rhythms, beats, and melodies that promise to redefine the way we think about money, markets, and maybe even life itself. From the BRICS' power play to tech's tantalizing tango, from the inflation rollercoaster to the regenerative development rumba of businesses with a conscience —there's a playlist of 8 top global economic trends that are set to dominate our discussions, decisions, and our economic dance moves. So, whether you're a Wall Street waltzer, a Main Street mover, or a Small Business Salsero, grab your headphones and let's dive into these 8 global economic trends for 2024 that'll shape the economic charts.

## 1. The Rhythmic Slowdown: Global Growth Takes a Breather

The world's economic dance floor is showing signs of fatigue. According to the IMF, global growth is projected to dip from 3.5% in 2022 to a more subdued 3.0% in both 2023 and 2024. This deceleration isn't just a fleeting misstep; it's a trend. The World Bank echoes this sentiment, forecasting a decline to 2.1% in 2023, before a slight recovery to 2.4% in 2024. The culprits? Monetary tightening, more restrictive credit conditions, and a general sense of "been there, done that" in the global economic scene.

What does this 'rhythmic slowdown' mean? Businesses, especially those reliant on external financing, should be prepared for higher interest rates and stricter lending criteria. Also, a slowdown in global growth often translates to reduced consumer spending. Companies, particularly in the consumer goods sector, might face challenges in maintaining sales volumes and could need to rethink pricing and promotional strategies.

In a slower growth environment, innovation becomes crucial. Companies that can introduce new products, services, or processes might have a competitive edge. Additionally, focusing on operational efficiencies can help maintain profit margins even if revenues face pressure.

## **2. Keeping Pace with Inflation**

Inflation, that pesky dance partner that never quite follows the rhythm, is making its presence felt. The IMF notes that global headline inflation is expected to fall from a staggering 8.7% in 2022 to 6.8% in 2023, eventually settling at 5.2% in 2024. But here's the twist: core inflation (the one that excludes volatile items like food and energy) is taking its sweet time to decline. So, while we might be seeing some relief, it's coming at a pace that's more waltz than jive.

Now, let's talk rice. That humble grain that's a staple for half the world. Now, when India, a behemoth that dishes out over 40% of global rice exports, decides to play hardball with export restrictions, you better believe it's going to send shockwaves through the global pantry. Prices surged, with the UN Food and Agriculture Organization's All Rice Price Index hopping onto a wild 9.8% ride in just August, reaching a dizzying 15-year high. For many nations, especially those relying heavily on India's rice exports, this move isn't just about economics; it's about dinner plates. And as prices rise, the looming spectre of food inflation starts casting its shadow, making that simple bowl of rice a luxury for some. In the grand dance of global trade, this is one jive that's got everyone's attention as we move into 2024.

## **3. The EMDEs: Emerging Challenges and Diverging Beats**

Emerging Market and Developing Economies (EMDEs) are facing their own set of challenges. Excluding China, their growth is expected to plummet, with the World Bank predicting a drop to 2.9% in 2023 from 4.1% in 2022. The reasons? Tight global financial conditions and a lack of external demand. It's like trying to dance the cha-cha with a partner who's more interested in the moonwalk.

## **4. The BRICS are Expanding Their Band in 2024**

The BRICS are expanding their party guest list. Come January 2024, Saudi Arabia, Iran, Ethiopia, Egypt, Argentina, and the United Arab Emirates are set to join the BRICS, turning this quintet into a more formidable ensemble. But here's the twist: this isn't just about adding more

chairs to the table; it's a strategic move to counterbalance the G7 and other Western-led cliques. With this expansion, the BRICS are aiming to amplify the voice and influence of emerging economies on the global stage. It's like watching the underdogs form their own supergroup, ready to drop a beat that could redefine global economic rhythms. As the BRICS' share of global exports and foreign direct investment grows, this new alliance might just be the backup dancers EMDEs need to take centre stage in the global economic performance. So, as 2024 approaches, let's tune in to see if this expanded BRICS band can produce chart-topping hits or if they'll face the music of geopolitical discord.

### **5. The Financial Sector: Banking Turbulence and Its Ripple Effects**

The World Bank raises a red flag about the recent resurgence of banking sector turmoil. Several large banks in advanced economies have stumbled, and the fear is that more might follow suit. If this banking chaos escalates into a full-blown crisis, the global economy could face a severe downturn in 2024, with growth potentially plummeting to a mere 0.3%. It's a scenario that could turn the economic dance floor into a mosh pit.

### **6. 2024 Recovery: A Delicate Balance of Steps**

Recovery from the pandemic is proving to be a delicate dance. The World Bank points out that nearly a third of EMDEs might end up with lower per capita incomes in 2024 than they had in 2019. Fragility, conflict, and humanitarian crises are exacerbating the situation, making the path to prosperity a tightrope walk for many.

## **7. Technology is Changing the Economic Track**

If you thought technology was just about the latest iPhone or that quirky app your niece can't stop talking about, think again. As we move into 2024, technology is poised to be the DJ spinning the tracks for the global economic dance party. From AI-driven supply chains that predict market trends before you even feel the itch to shop, to blockchain systems that could make traditional banking look like an 80s retro party – outdated and a tad too flashy – the tech wave is reshaping how we produce, consume, and even think about value.

And let's not forget about the gig economy, fuelled by platforms and apps, turning traditional employment on its head, and making side hustles the new 9-to-5 or 11-to-7. But here's the twist in our techno-tango: while tech offers a world of opportunities, it also brings challenges. Job displacements, privacy concerns, and the digital divide could turn our groovy tech dance into a mosh pit of issues.

So, as 2024 looms, the question isn't just how technology will shape economic development, but how we'll adapt our steps to keep up with the ever-evolving technology advancements.

## **8. Profits with a Purpose for 2024 – Responsible and Regenerative Development**

Let's shift gears and talk about the new rhythm that's taking the global economy by storm: responsible and regenerative development. Gone are the days when businesses just chased the almighty dollar without a second thought. As we move into 2024, there's a growing chorus that's singing a different tune: "Profits are cool. But people and planet cannot be ignored!"

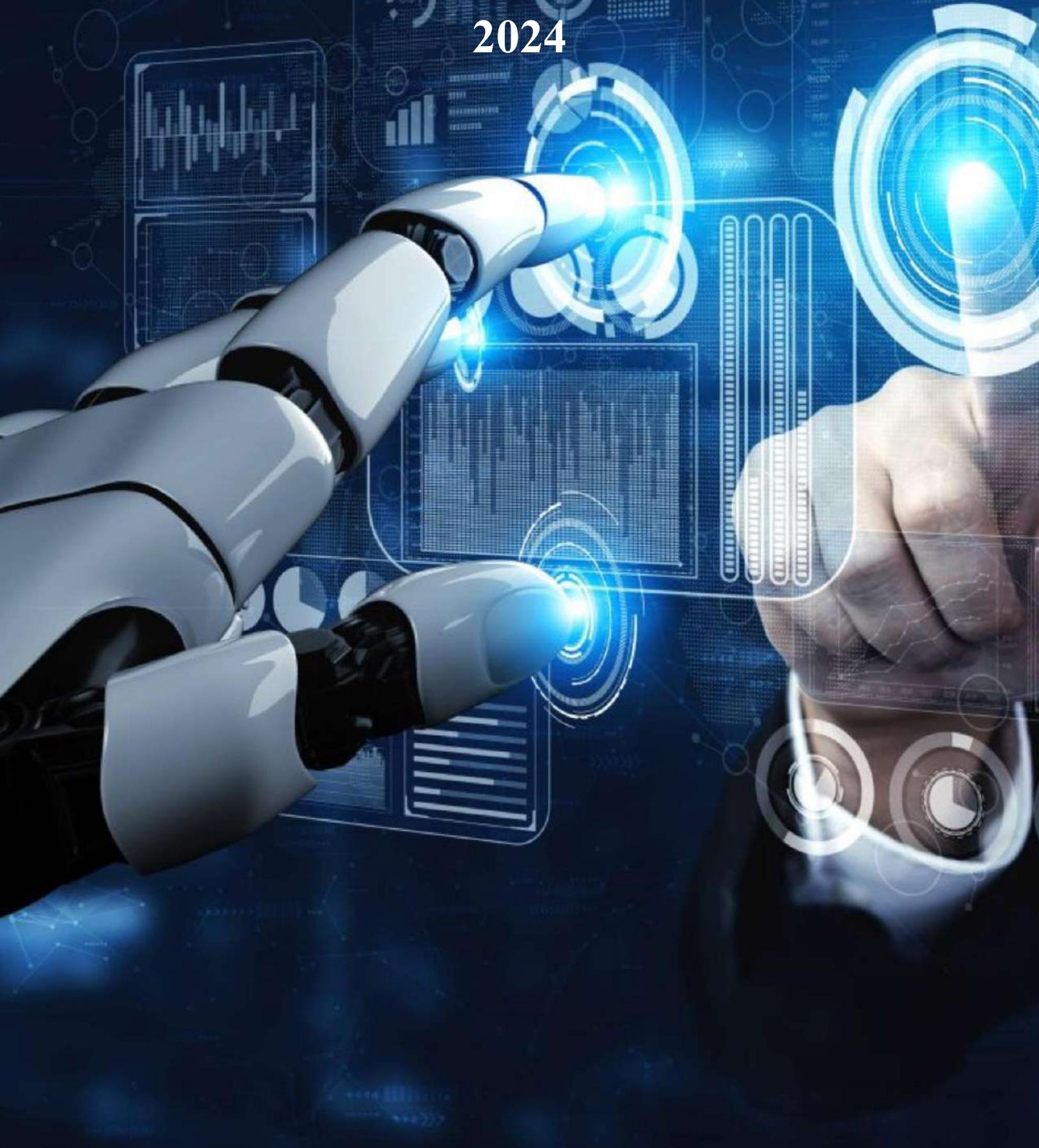
This isn't just about slapping a 'green' label on products or throwing some coins to charity. No, mam. It's about fundamentally rethinking how businesses operate. It's about understanding that long-term profits can't exist on a dying planet or amidst struggling communities. Companies are now looking at circular economies, where waste becomes a resource, and sustainability isn't just a buzzword—it's the baseline.

And here's the beautiful part: regenerative development isn't just good for the soul; it's good for the wallet too. Consumers are voting with their dollars, supporting businesses that prioritize the triple bottom line: people, planet, and profits. It's a dance where everyone wins. So, as we move into 2024, keep an eye out for this transformative trend. Because in this new economic dance, businesses aren't just aiming to make a living; they're striving to make a difference. Let's see if they can keep the beat and lead the way to a brighter, more sustainable future.

### **9. Navigating the Complex Choreography of 2024**

The global economic outlook for 2024 is a mix of intricate dance moves, each with its own rhythm and challenges. From inflationary pressures to banking turmoil, the world is navigating a complex choreography. But as with any dance, it's all about adaptation, resilience, and finding the right groove. So, as we step into 2024, let's embrace the music, anticipate the beats, and dance our way to a brighter economic future.

# Discover 10 Powerful AI Trends for 2024



## Discover 10 Powerful AI Trends for 2024

In a world where technology is advancing at a breakneck pace, it's easy to get lost in the whirlwind of new gadgets, apps, and innovations. But let's cut through the noise for a moment and focus on something that's genuinely reshaping our world: Artificial Intelligence (AI). And no, I'm not talking about the sci-fi, robot apocalypse kind of AI. I'm talking about the kind that's subtly (and not-so-subtly) altering the way we live, work, and play.

### 1. AI: The Talk of Google

In the bustling world of tech, it's not every day that a single topic dominates the conversation. But at the recent "Made with Google" event, AI wasn't just a side note—it was the main act. Let's dive deeper into how Google is harnessing the power of AI and what it means for the future.

Since Google launched BARD, their version of ChatGPT, in March 2023, they have been making great strides in integrating AI with many Google applications. Google is expanding its AI capabilities with a personal AI assistant, an AI-powered photo editing tool, and enhanced AI features in Chromebook and Pixel phone.

### 2. AI-Powered Photography

One of the standout features showcased was the AI-powered "best take" feature in Google Pixel phone cameras. Now, let's be honest, we've all been there—trying to get that perfect group shot, only to find someone blinked or made a weird face. Google's solution? Use AI to take multiple photos in quick succession and then create a composite image where everyone looks their best. The AI analyses each shot, selects the best take for each individual, and stitches them together for that perfect group photo. It's like having a professional photographer's discerning eye, but it's all done in real-time by an algorithm.

### **3. The Future of Image Editing**

While this isn't directly a Google product, the ripple effects of AI in the tech world were evident when Adobe's Stardust project was mentioned. This project, which boasts an object awareness feature, is a testament to the potential of AI in image editing. It offers capabilities that were once thought to be the domain of expert graphic designers. Now, with the power of AI, intricate image manipulations can be done with a few clicks, making professional-level editing accessible to more people.

### **4. AI in Recruitment: A Glimpse of What's to Come**

While LinkedIn's new AI-assisted recruiter isn't a Google product, it's worth noting how AI is revolutionizing various industries. This tool, which uses natural language processing, is a game-changer for HR professionals. By leveraging vast amounts of data, it can sift through profiles and find qualified candidates at a speed that no human recruiter could match. It's a hint at how AI will be integrated into various professional tools in the future, making tasks more efficient and accurate.

### **5. The Marriage of Vision and Dolly 3 with GPT 4 – Implications for 2024**

In the realm of AI, the combination of different technologies often leads to results that are greater than the sum of their parts. One such ground-breaking fusion is the integration of Vision, Dolly 3, and GPT 4. At its core, this combination is about harnessing the strengths of each individual technology and creating a unified AI system that can perform tasks previously deemed impossible. Vision, as the name suggests, is all about visual processing, allowing AI to "see" and interpret images. Dolly 3, on the other hand, is designed to generate images based on textual descriptions. And then there's GPT 4, the latest iteration of the ground-breaking language model that can understand and generate human-like text.

One of the standout capabilities of this trio is its ability to generate creative descriptions. Imagine feeding an image into this system. Vision would interpret the image, GPT 4 would craft a detailed and creative description, and Dolly 3 could then use that description to create a new or

altered image. It's a cyclical process where each technology feeds into the other, resulting in a continuous loop of interpretation, description, and creation.

The implications of this technology fusion are vast. Imagine using this trio to create images and text for social media posts or to create an email or blog post based on an image. In the world of graphic design, artists could use this system to quickly iterate on concepts, transforming images based on client feedback without having to start from scratch. In the realm of content creation, writers could visualize scenes from their stories, aiding in the storytelling process. Even in education, students could use this technology to visualize complex concepts, making learning more interactive and engaging. Mind blowing, isn't it?

As these technologies continue to evolve and more integrations emerge, the boundaries of what's possible will continue to expand. Today, it's about transforming images and generating descriptions. Tomorrow? The possibilities are limited only by our imagination.

## **6. How AI Will Continue to Influence the Creator Economy in 2024**

If you thought AI was just for tech geeks and big corporations, think again. Over 50% of the presentations at the Vid Summit conference discussed AI in some capacity. From content creation to marketing strategies, AI is making its mark in the creator economy. It's not just about algorithms and data; it's about harnessing AI's power to create, innovate, and inspire.

One of the most immediate impacts of AI in the creator economy is in the realm of content creation. AI tools are now assisting creators in generating content, be it written articles, music, or even visual art. These tools can provide suggestions, automate repetitive tasks, or even create content from scratch based on certain parameters. For creators, this means more time to focus on the creative process and less time on mundane tasks. There's MidJourney, Leonardo, Lenso, DallE, Stable Diffusion and so many others are being added all the time. For 2024, accessibility AI tools for content creation will become easier, cheaper, and more wide-spread.

## **7. AI and the Gig Economy: Implications for Traditional Work in 2024**

The gig economy, characterized by short-term contracts and freelance work as opposed to permanent jobs, has been on the rise for the past decade. Platforms like Uber, Airbnb, and Upwork have become household names, representing a shift in how people view work and employment. With the integration of AI into this space, the dynamics are set to change even further.

One of the most immediate applications of AI in the gig economy is in the realm of job matchmaking. Platforms are using AI algorithms to better match freelancers with suitable gigs.

Then there is automation of repetitive tasks. AI tools are becoming adept at automating repetitive and mundane tasks. For gig workers, this could mean using AI-driven tools to handle invoicing, schedule management, or even customer interactions. This automation allows freelancers to focus on the core aspects of their work, increasing efficiency and productivity.

The traditional 9-to-5 work model might become less common in 2024 and beyond as the lines between gig work and permanent jobs blur. With AI handling routine tasks, human workers might take on more strategic, creative roles, leading to a shift in work dynamics.

## **8. Will AI Intelligence Surpass Human Intelligence in 2024 and Beyond?**

The SoftBank CEO's prediction that AI will surpass human intelligence by 2030 might sound like a bold (or even alarming) statement (<https://apnews.com/article/japan-softbank-masayoshi-son-ai-28e82a3b405dab8ca2a83d411e99847f>). But considering the rapid advancements in AI technology, it's a future that seems plausible. It paints a picture of a future where the lines between human and machine blur, where possibilities are endless, but so are the challenges. As we stand on the cusp of this new era, it's essential to approach it with foresight, responsibility, and a commitment to harnessing AI for the greater good.

AI algorithms are already assisting doctors in diagnosing diseases with greater accuracy. We also see that AI-driven personalized learning platforms are already tailoring educational content to individual students' needs, ensuring optimal learning outcomes.

With the development of autonomous vehicles, AI is set to revolutionize transportation. By 2030, it's plausible that our roads will be dominated by self-driving cars, reducing accidents, and optimizing traffic flow.

Companies like Google, Bing, and Meta are not just passive observers in this AI-driven future; they are the architects. Their investments, research, and innovations will shape the trajectory of AI's development. As these tech giants push the boundaries of AI, they also bear the responsibility of ensuring its ethical and responsible deployment.

## **9. Implications for a Future Dominated by AI Technology**

As we stand on the precipice of a new era, where artificial intelligence is poised to surpass human cognition, it's imperative to look beyond the marvels of technology and delve into its broader ramifications. The future, shimmering with the promise of AI-driven possibilities, also casts shadows of uncertainty. How will this paradigm shift that is facilitated by AI technology reshape our societies, economies, and personal identities?

**Economic Shifts:** As AI systems become more integrated into various industries, we might see significant economic shifts. Jobs that involve repetitive tasks could be at risk, while new roles related to AI oversight, ethics, and maintenance will emerge.

**Ethical Dilemmas:** The rise of super-intelligent AI will bring forth ethical challenges. Who is responsible if an AI makes a mistake? How do we ensure that AI systems are unbiased and fair? These questions will become central to societal discussions.

**Human Identity and Purpose:** If AI surpasses human intelligence, it will prompt introspection about human identity and purpose. What roles will humans play in a world dominated by super-intelligent technologies? Will we collaborate with AI, or will there be a competitive dynamic?

**Regulation and Control:** Controlling and regulating super-intelligent AI will be crucial. There will be a need for global cooperation to ensure that AI advancements benefit humanity as a whole and don't lead to unforeseen negative consequences.

### **10. Confronting 2024 and Beyond Head-On**

In the grand scheme of human history, every technological leap has been a double-edged sword, offering both unprecedented opportunities and new challenges. As AI's relentless march forward promises to redefine the very fabric of our existence, we're faced with a quintessential conundrum: It's not about fearing the future, but about confronting it with a healthy dose of scepticism, introspection, and responsibility. As we navigate this brave new world, let's remember that while machines might surpass us in intelligence, the essence of humanity—our values, ethics, and connections—remains irreplaceable. In the end, it's not just about how advanced our tools become, but how we choose to wield them.



**Leve Global:**

#8 Dove Dr, P.O. Box 6154,  
Pax Vale,  
Upper Santa Cruz,  
TRINIDAD, West Indies

Tel: +1 (868) 676 61 65

Fax: +1 (868) 676 60 93

E-mail: [apoon@leve-global.com](mailto:apoon@leve-global.com)

E-mail: [kwilson@leve-global.com](mailto:kwilson@leve-global.com)

[www.leve-global.com](http://www.leve-global.com)