

A futuristic view: How technology could change an industry



59%

97%

42%



Agenda

- It's broken
- Global Identity
- The big themes
- Fly Away

**BEFORE WE
GET STARTED**

Travel & Tourism Technology Summary Video

<https://www.youtube.com/watch?v=mvXfNEtQ2hA>



**IT'S
BROKEN**



1986

- First ever holiday with mates
- Five go wild in Florida in a campervan
- Easy research and booking – stress free – at the PUB
- Experiences were compared, less about price



2013



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- People visit > 20 websites when planning
- Limited filtering – product not people centric
- Lots of form filling and data re-entry – tedious
- Getting there is painful – congestion

- Takes too long to book
- Hard to customise let alone personalise
- Infrastructure not keeping up

**IT'S
BROKEN**

2018



- Secure Global Identity – Global Sign On
- User controlled – security and filters
- Filters – categories / brands / services
- Services, apps, transactions, smart agents
- Everything is connected
- The digital glue

GLOBAL IDENTITY

- A global identity will connect everything
- Makes life easier
- No more form filling
- Smarts for Carts

**GLOBAL
IDENTITY**

“ Value moves from price to convenience ”

**THE
BIG
THEMES**



“ People will give up
data for their benefit ”

**THE
BIG
THEMIS**



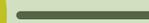
“ More meaningful –
personalised and tailored ”

**THE
BIG
THEMES**



“ Content becomes contextualised ”

THE BIG THEMES



“ Many more devices –
wearable to embedded ”



**THE
BIG
THEMES**

“ Immersive video,
blended and interactive ”

**THE
BIG
THEMES**

A wide-angle landscape photograph showing a river meandering through a lush green valley. In the background, there are rugged mountains with patches of snow under a clear blue sky. The sun is visible in the upper left corner, creating a lens flare effect. The text 'THE BIG THEMES' is overlaid in large, bold, orange-red letters on the left side of the image.

“ Immediacy – real time needs must be met ”

THE
BIG
THEMIES



The Journey Begins

Booked → GEO Check-in → Boarding Pass → NFC Enabled Suitcase → Favouites Remembered → Departure → Things to do



JUST IMAGINE

- All stages will be easier and more meaningful
- More time to dream and a lot less to book

To take advantage...

- Data and content will deliver best experiences
- The best experiences will win

**KEY TAKE
OUTS**

FLY AWAY

- Win Prizes - a bottle of Moët
- Fly your own XCOM plane
- Closest to the prize Wins



+



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NAME IT

MAKE IT

FLY IT

DRINK IT

THANK YOU



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