

# EMERGING TECH IN TRAVEL

## 2017 REPORT

In an ever-shifting technology landscape, we've identified three major trends that will have the greatest impact on travel in 2017. In addition to this quick summary, we invite you to [READ THE FULL REPORT](#).



### MEGATREND #1 CONNECTED INTELLIGENCE

The world is increasingly connected at every level. Global communications are instantaneous, and connected sensors and devices invisibly gather data everywhere and constantly.

For 2017, businesses need to assess what they can know and what they might like to know. Because connected intelligence is designed to drive continual process improvement, businesses who understand that have the potential to quickly outstrip their peers.

#### IMPLICATIONS FOR TRAVEL:

**Automation will become increasingly important** as travel agents employ next generation technology to take care of a great share of itinerary building and filtering to save time.

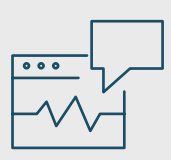
New, preferred channels of communication will drive higher customer engagement, which means **greater integration between bots and humans**.

**Robots will offer more conveniences for travelers**, including hotel deliveries, drones for hands-free trip documentation, and autonomous luggage to follow its owner around airports, city streets and hotels.

**Proximity beacons will let airlines track and analyze** where staff and physical resources are, and improve resource allocation.

If guests share their location, **hotels can improve the guest experience**, such as knowing when to clean the room, and track flow through the hotel.

By knowing when guests are off-premise, **hotels can drive additional revenue** through targeted promotions and encourage them to return.



### MEGATREND #2 CONVERSATIONAL INTERFACES

Conversational interfaces aspire to flatten the learning curve when interacting with digital devices. By mimicking conversation with a human being – voice or text – we'll see these interfaces become more refined, more capable and more integrated, making it important for businesses to make strategic decisions about where and how to be accessible through them. Message-based interfaces that inspire two-way interactions, and seamless conversation with computers – the holy grail of voice technology – will both have dramatic impacts on travel in 2017.

#### IMPLICATIONS FOR TRAVEL:

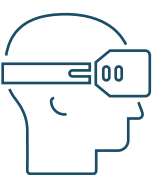
To fund or not to fund ... in 2017 **companies will have to decide whether a mobile app or a message-based interface makes strategic sense**. However, conversational shopping interfaces for travel will still be considered experimental next year.

**Companies can cut down on social complaints** by offering service and support through a preexisting message service.

Travelers who use messaging services like WeChat and Facebook Messenger will see a **large number of companies use service and support capabilities on these platforms**, meaning travelers won't have to download a proprietary app or access a mobile website.

Travelers will speak to voice systems for travel information, like flight reminders, traffic and weather, and **itinerary management via voice will emerge as a use case in 2017**.

**Auditory dashboards, like Amazon Echo, will offer agents a hands-free way to quickly access traveler information.**



### MEGATREND #3 DIGITAL REALITY

Digital realities – virtual, mixed and augmented – represent a spectrum of usefulness. The unifying theme is the curiosity and excitement they engender. In 2016, we saw the technologies underlying digital realities finally become real. Next year, more technology advances in both AR and VR, combined with greater consumer adoption, mean amazing things for the travel industry.

#### IMPLICATIONS FOR TRAVEL:

**AR will continue to be useful in pilot training**. Pilots can practice in a simulated cockpit while still being able to see their hands, learn placement of controls and reinforce muscle memory.

**Smartphone-based AR will continue to change the hotel landscape** with location specific digital content like Pokemon Go.

**Real-time translation of signage and other text-based content** will continue to be one of the most powerful tools for international travelers, and real-time translation of voice is not far behind.

Agencies will be able to **target advertising** on platforms where VR content is being consumed to inspire and upsell to their customers.

Airlines will continue to move from VR as a travel inspiration to **VR as a way to position and sell premium products**.

Hotels will continue to use VR to showcase public spaces, amenities, private and more luxurious rooms to **better sell and upsell the experience**.