The Future of Travel: 2024

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the future of travel
2024
#futureoftravel
Truly global travel coverage

80% visitors from outside the UK market

45 countries with over 50,000 visitors per month

Edinburgh & Glasgow
Barcelona
Miami
Singapore
Beijing
• **$7bn** downstream flights booked in 2013

• **> 30m** app downloads

• **54%** strong user loyalty – > half of sessions = sessions repeat users
Prediction is very difficult, especially when it is about the future.

~ Niels Bohr
PACE OF INNOVATION = SPEED OF LIGHT

- Expedia
- Travelocity
- Lonely Planet
- Priceline
- Lastminute
- Travel Zoo
- TripAdvisor
- Hotwire
- Orbitz
- SKYSCANNER
- Kayak
- Wego
- Google
- AirBnB
- TripIt
- WorldMate
- HotelTonight
- Foursquare
- Trover
- Hipmunk
- MileWise
- UsingMiles
- Adioso
- Rome2Rio
- Roomer
- InnHand
- Flocations
- Evacua
- Triip
- Routehappy
- Farely
- 30K
- PointHound
- Zaranga
• Planning & Booking
• Travel Journeys
• Planning & Booking
• Travel Journeys
• Digital Travel Buddies
• Virtual Reality
• Semantic Search

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In the 2020s, each of us will have an individual ‘e-agent’ that goes everywhere with us, inside a watch or a small piece of jewellery.
Virtual Reality will become a new form of show rooming, an incredible 3D taste of a destination.
In 2024, voice and gesture controlled online tools will help travellers book a bespoke trip based on their responses or even through facial coding algorithms.
• Planning & Booking
• Travel Journeys
• Travel to Airport
• Check – In
• Aerovilles
Seamless Travel To Airport
Biometric data cards will replace passports, identifying travelers as bona fide low security risks and allowing them to pass quickly through security and saving so much time in transit and boarding.
In the near future, airports will be an intrinsic part of the vacation experience, a place that we enjoy spending time in.
• Holograms
• Seating
• Concept Cabin
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On the plane
New interiors will enhance the experience of flying.
Built in to the seat is an individual climate control, and a holographic communications and entertainment hub.
• Planning & Booking
• Travel Journeys
• Destinations & Hotels

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Questions?

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