

Next-Gen Technology for Travel Recovery

August 2021

Table of Contents

INTRODUCTION

Scope

Key findings

ACCELERATING DIGITAL TRANSFORMATION

Pandemic pushes consumers online in their droves

Path to purchase: Importance of flexibility to boost conversion

Path to purchase: Consumers move to mobile first for booking travel

Path to purchase: Being valued is central to post-trip loyalty

ACCELERATING DIGITAL TRANSFORMATION

Digital nears ubiquitous presence and usage

Travel businesses prioritise digital strategies as default crisis response

Pace of tech adoption slumps as pandemic derails activity

Technology toolkit powered by data and AI

TECH FOR SAFE AND SEAMLESS TRAVEL

Pandemic and its multifaceted impacts

Positive first steps for digital health schemes for reopening

Challenge of interoperability is a major pain point

Touchless access must not come at a high cost – inclusion is vital

EU Digital Certificate – a lifeline for tourism

Digital health passports - IATA Travel Pass

Permissible travel = company & traveller confidence x government permission

FASTER AI ADOPTION POST-PANDEMIC

Ongoing deployment of AI to improve service and experience delivery

Use of AI transitions from health crisis to daily tasks

Advances in conversational AI to drive voice applications

Air travel ramps up self-service automation for safety

Biometrics and ID management critical for safe and secure travel

Airport.ai – AI empowering consumers and relieving pressure points

Venice's Smart Control Room – tackling overtourism head-on with AI

NEXT GEN GAME CHANGERS

Climate SOS – pandemic acts as a wake-up call for action

Every country facing the same struggle to achieve net zero by 2050

Future investment in green innovation by travel businesses

Climate action requires more focus on innovation

Aviation sustainability initiatives underpinned by CORSIA

Volocopter looks to Paris after Dubai for urban air mobility expansion

Intrepid goes further with science-based targets in the race to zero

KEY TAKEAWAYS

6G on the far horizon will usher in era of hyperconnectivity

Call to action to speed up digital transformation for the greater good

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