10th UNWTO/PATA Forum on Tourism Trends and Outlook
Guilin, China

Duncan Horton – CEO
Travel Weekly – part of Jacobs Media Group
“To see what everyone else can see, and yet to see things differently”
1902, the US patent office recommended it be shut down...

...Because it didn’t believe there was anything left to invent!
2016 What happens in an Internet Minute?

- Facebook: 701,389 Facebook logins,
- Netflix: 69,444 hours watched,
- WhatsApp: 20.8 million+ messages,
- YouTube: 2.78 million video views,
- Uber: 1,389 Uber rides,
- Tinder: 972,222 swipes,
- Spotify: 1.04 million Vine loops,
- Google: 38,052 hours of music,
- Twitter: 347,222 new tweets,
- LinkedIn: 120+ new LinkedIn accounts,
- Amazon: $203,596 in sales,
- 50,000 automated social posts,
- 51,000 app downloads from App Store.
Nothing left to invent...

10 years ago
8 out of 12 of these platforms didn’t exist
Remember this?
Online travel booking SLOWING

EUROPEAN TOTAL AND ONLINE TRAVEL MARKETS GROWTH 2013-2016

Online Travel penetration 2014 vs 2017

Phocuswright
During the next 20 years, nearly half of the world’s air traffic growth will be driven by travel to, from or within APAC.

Changing horizons

APAC to overtake Europe as the largest travelling region by 2021.
2015 Flying visits:
Over 1 million business travellers
+8 hour flights
More time in the air than the destination

Source: Travelport research

Transportation infrastructure will need to increase by 40%

International visitors 2015

- Emerging markets
- Developed markets

Sources: World Bank Worldwide Development Indicators; A.T. Kearney analysis
Generational shift

Asian millennial travellers already account for 35% of the $600Bn spent on international travel in Asia
India and China dominating STEM degrees

US losing share of travel tech deals
In 2006 50% of world population lived in cities.

By 2050 it will be 66%.
Growth of global aviation mega-cities

Number Of Long-Haul City Pairs With More Than 1,000 daily passengers

- 1991: 63
- 2001: 123
- 2011: 188
- 2021: 343
- 2031: 599

Scaling factors:
- X 3.0
- X 3.2
Changing work, living and travel patterns
More Than A Store

The entire retail world must now operate as a "third space", with multiple functions -- especially in cities. "With rapid globalization..."
By 2050, business travellers will be able to recreate their home bedroom in a hotel room, thanks to technology that will allow hotel rooms to be completely personalised.

Travel Intelligence network, Travel 2060

Multi-Functional rooms

Accor’s Novotel launched a new room prototype with a bed that is designed in such a way that guests can sleep, work and read in it.
A truly integrated travel ecosystem

60% of millennials use their smartphones for travel information – their personal travel assistant
Travel brands will be able to rent out a personalized e-agent to their travellers... customers will be able to continually engage and interact with their travel company to fine-tune their trips in real time and troubleshoot any problems that arise.
By 2050, travellers will be able to recreate their home bedroom in a hotel room, thanks to technology that will allow hotel rooms to be completely personalised.

*Travel Intelligence network, Travel 2060*
Use of a Biometric Image for Authorization

Abstract

A second user can authorize a first user to take or complete an online action by submitting one or more biometric images. For example, the second user can authorize a purchase by the first user on an online store. The second user can submit the one or more biometric images on the electronic device being used by the first user, or the second user can submit the biometric image or images remotely using another electronic device.

Inventors: Alsina; Thomas; (Cupertino, CA); Syed; Farman A.; (Cupertino, CA); Chu; Michael K.; (Cupertino, CA); Iran; Cyrus D.; (Cupertino, CA); Zadro; Ivan; (Cupertino, CA); Kelly; Sean B.; (Cupertino, CA)

Applicant: [Name] [City], [State Country Type]
Integrated travel ecosystem…..

WeChat- over 450 million users, 70 million outside China
DISRUPTIVE INNOVATION
“If I had asked my customers what they wanted, they’d have said a faster horse”

Henry Ford
Thank you