GLOBAL DIGITAL TOURISM TRENDS

Methodology
Research approach and source of information

Research Approach

Desktop research was used to identify current digital trends in tourism. The process followed a three-fold matrix to identify recent trends. The matrix assesses the popularity, activity, and freshness of each trend. Freshness relates to the relative newness of an article; Activity – the number of people interacting with an article, including social media postings; and Popularity – the scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

The selection of key trends was based on a relative score of 4 and above, with a high relative freshness.

Source of Information

Trend Hunter trends platform

Report Summary

The report explores how brands are utilizing digital platforms, apps, and AI-related solutions to create better user experiences within the travel space and beyond.

Key Takeaway:
- Utilizing AI and digital technology to enhance user experiences in travel and leisure spaces.
- Integration of AI-powered features in map applications and travel planning apps for improved navigation and personalized itineraries.
- Digital innovations in the hospitality industry to elevate guest experiences through immersive and personalized digital solutions.

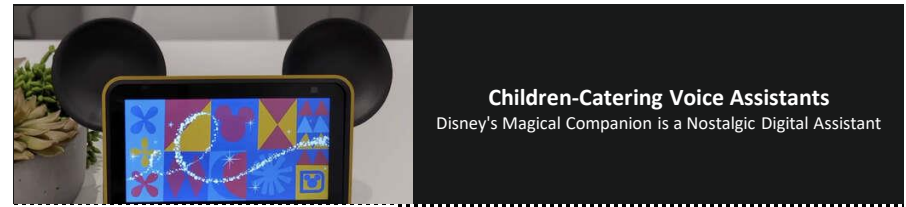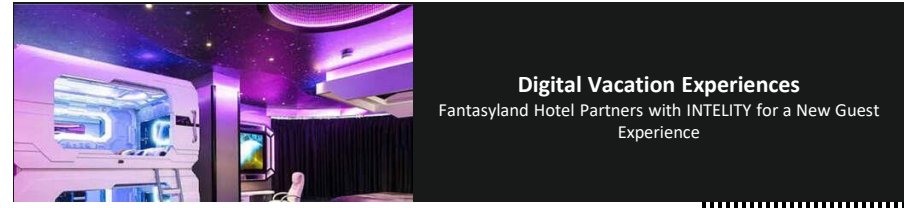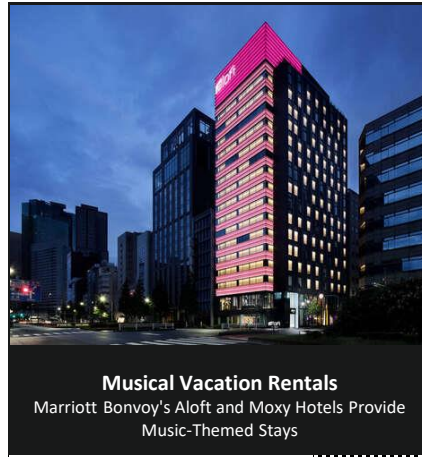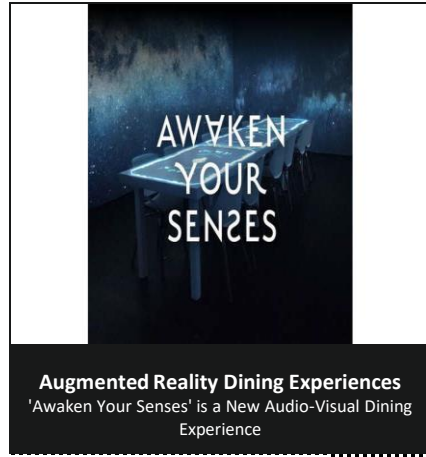Potential Importance for the Tourism Industry:
- The industry can leverage AI and digital technology to enhance user experiences in leisure and nightlife activities, attracting more visitors seeking impressive in-person experiences.
- Integration of AI-powered features in map applications can improve navigation for tourists, especially in areas with low or no signal coverage, making it easier for them to explore and discover local points of interest.
- Digital innovations in the hospitality industry, such as AR dining and contactless service options, can help South African hotels compete with boutique hotels and offer unique and personalized experiences to attract travelers seeking authentic local experiences.

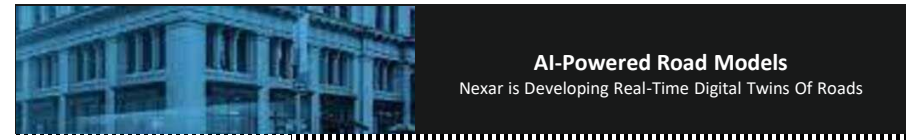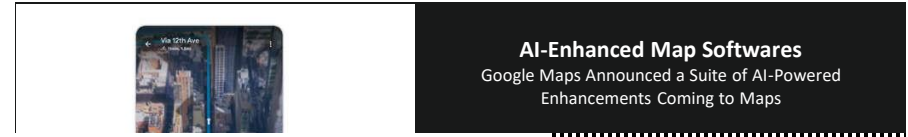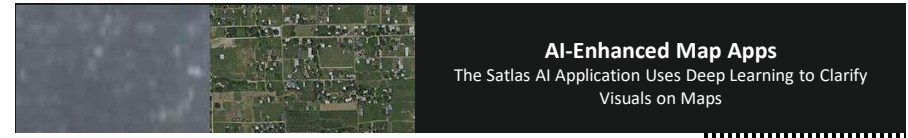## Hotel brands use digital immersions to elevate guest experience

Trend - Hotels are increasingly incorporating digital experiences to elevate guest stays,. Brands are offering experiences like AR dining, themed in-room voice assistants, contactless service and personalized playlists for guests' stays. Insight - With much of today's consumers' lives having some type of digital integration, the next step is for brands to create experiences that offer the same immersive and personalized customer journey that customers' receive when shopping or browsing online. This is especially true in the hospitality space, where larger brands are having to address the growing competition from boutique hotels that travelers are turning to for more authentic local experiences.

Augmented Reality Dining Experiences
'Awaken Your Senses' is a New Audio-Visual Dining Experience

Musical Vacation Rentals
Marriott Bonvoy's Aloft and Moxy Hotels Provide Music-Themed Stays

Digital Vacation Experiences
Fantasyland Hotel Partners with INTELITY for a New Guest Experience

Children-Catering Voice Assistants
Disney's Magical Companion is a Nostalgic Digital Assistant

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Map applications are being upgraded with artificial intelligence-powered features

Trend - Map application developers are integrating artificial intelligence-powered features into their apps. These features improve the user's ability to locate themselves without a signal, identify nearby points of interest, and quickly access relevant data, such as weather. Insight - Many people rely on their phones for a variety of convenient applications, such as messaging services, maps, or banking and payment. The developers behind these apps are recognizing the importance of their services to daily life, and are further improving the value of these apps with AI integrations.

Interactive Travel Map Apps
The 'Proxi' Travel App Offers Curated Travel Plans and More

AI-Enhanced Map Apps
The Satlas AI Application Uses Deep Learning to Clarify Visuals on Maps

AI-Enhanced Map Softwares
Google Maps Announced a Suite of AI-Powered Enhancements Coming to Maps

AI-Powered Road Models
Nexar is Developing Real-Time Digital Twins Of Roads

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# For tech enthusiasts, generative AI has become a tool to enhance hobbies

Trend - Chatgpt and similar models are being adapted into everyday life--and even hobbies and recreation are fair game. Tech enthusiasts are particularly likely to use generative AI for personal enjoyment, which can be seen through products like AI-equipped bikes, chess sets and travel assistants. Insight - In the sudden impact of generative AI--an onslaught of information, ethical and economic concerns overshadowed the technology's potential for smaller, positive enhancements to everyday routines and personal hobbies. Consumers who take a special interest in tech are adopting AI to make their lives more efficient, enhance their knowledge and skills, and to enhance the things they enjoy.
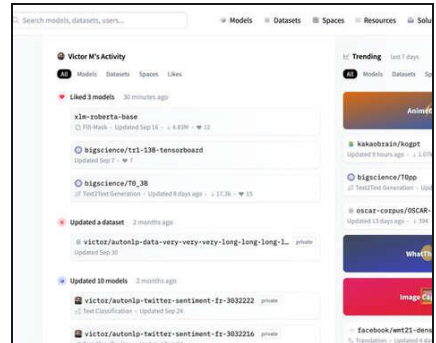
AI-Powered Chess Sets
The Chessnut Evo Works Well with or Without an Opponent

Generative AI-Equipped Bikes
Urtopia Showcased a ChatGPT-Equipped Smart Bicycle in a Trailer
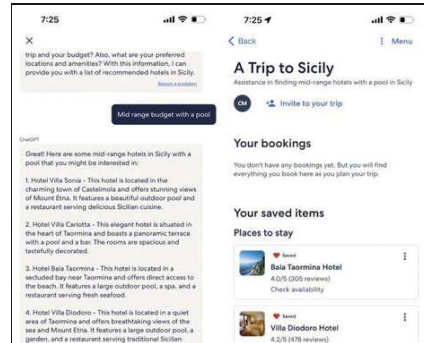
AI Travel Assistants
Expedia Launched a Travel Chatbot Plugin Powered by ChatGPT

Custom Chatbot Builders
HuggingChat is a Free Tool that Lets you Build ChatGPT-Style Bots

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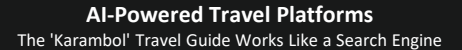## AI-based travel-planning apps take some of the work out of traveling

Artificial intelligence (AI) has become an important tool in improving travel by providing personalized, secure, and efficient service to travelers worldwide. AI travel refers to the use of AI technology in various aspects of the travel industry, which aims to enhance the overall travel experience.

Smart Travel Planners
iplan.ai Uses Machine Learning to Produce Perfect Travel Itineraries

Multi-Modal Folding Stoves
This Outdoor Stove Offers Both Compact and Spacious Setup Options

AI-Powered Travel Itinerary Platforms
The 'Travelmoji' AI Travel Planner Makes Use of ChatGPT

AI-Powered Travel Platforms
The 'Karambol' Travel Guide Works Like a Search Engine

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Web3 Tourism

The travel industry is beginning to integrate aspects of a decentralized Internet

Web3 technologies in tourism are still an emerging field. "Web3" pertains to the next generation of the internet, characterized by decentralized technologies, blockchain, and peer-to-peer interactions.

Branded NFT Treasure Hunts
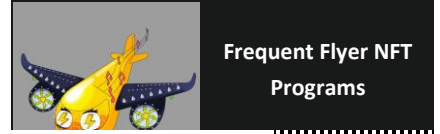Volkswagen South Africa Promotes Safety Features through Game On

Innovative Metaverse Hotels
CitizenM Has Announced a New Venture and It is Ground-Breaking

Seaside Pony Metaverses
'Visit Maretime Bay' Immerses Roblox Users in the World of My Little Pony

Frequent Flyer NFT Programs

Nightlife and events are enhanced through artificial intelligence

Many industries are incorporating AI to improve their customer experience. One of the ways they are doing this is by using AI to plan events. For instance, in the tourism industry, AI can help to create personalized packages that cater to the preferences of travelers who enjoy socializing and other similar activities.
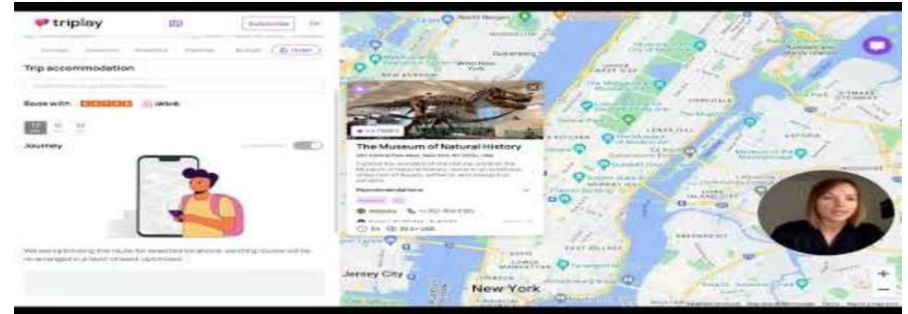

AI-Generated Cocktail Menus
The Evening Standard's New Cocktail Menu Leverages Generative AI Tools
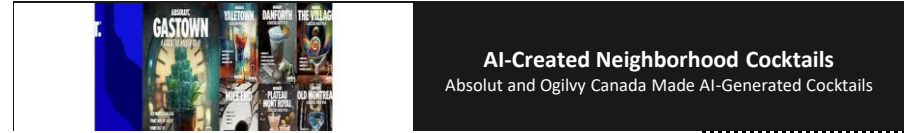
AI-Created Neighborhood Cocktails
Absolut and Ogilvy Canada Made AI-Generated Cocktails

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Specific Examples

Relevant Ideas and Case Studies

Virtual Game Tourism Campaigns

Cape Town Launches a Virtual Game for a New Tourism Campaign

Cape Town Tourism has launched a new global campaign aimed at Millennials, blending virtual and real-life experiences. The game-style platform features Thabiso the Fearless Foodie, Storm the Nature Warrior, and Anathi the Urban Adventurer as virtual tour guides, leading users through short, vibrant videos showcasing the city's cultural attractions.

Find Your Freedom campaign- Launched in 2022

AI Travel Campaigns

Away's Extraordinary Is Out There Uses AI to Show Real-World Destinations

DTC luggage brand Away is using artificial intelligence in its newest campaign, Extraordinary Is Out There, but it ultimately reminds people that there are fantastical destinations out there that are in fact very real.

Interactive Digital Menus

Tabmeal Empowers Restaurants to Revolutionize the Way Guests Order

With Tabmeal, restaurants can make real-time updates to their menu, keeping it fresh and accurate. This eliminates the cost of reprinting physical menus every time a change is made.

AI-Powered Travel Chatbots

TripGen Offers Real-Time Travel Tips, Itinerary Suggestions & More

Trip.com has launched TripGen, a chatbot designed to provide travellers with live assistance through cutting-edge AI technology. Trip.com implemented this technology to enable users to receive tailored travel routes, itineraries and travel booking advice in real time on the Trip.com platform.

Solo Traveler Planning Apps

The ffaroh. App Connects Travelers to Others When Exploring Alone
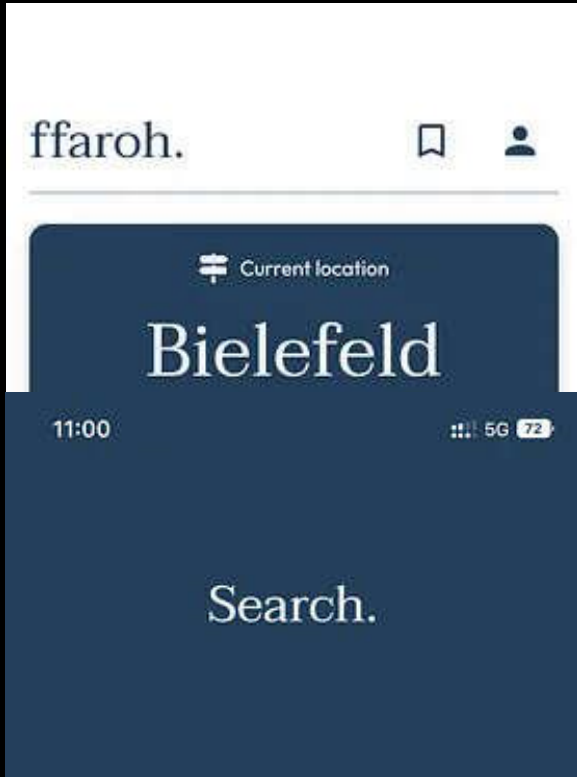
Feature-Rich Airport Apps

The 'byAir' App Offers Indoor Maps, Transport Options and More
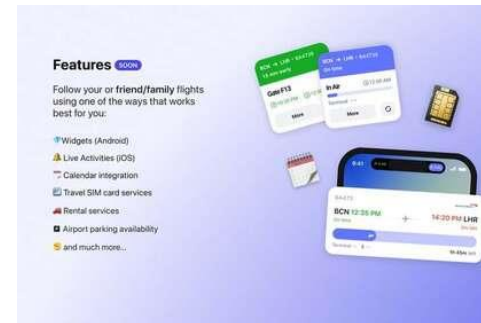
Nature Exploration Apps

Natural Atlas Combines a Naturalist Field Guide with GPS Mapping Software
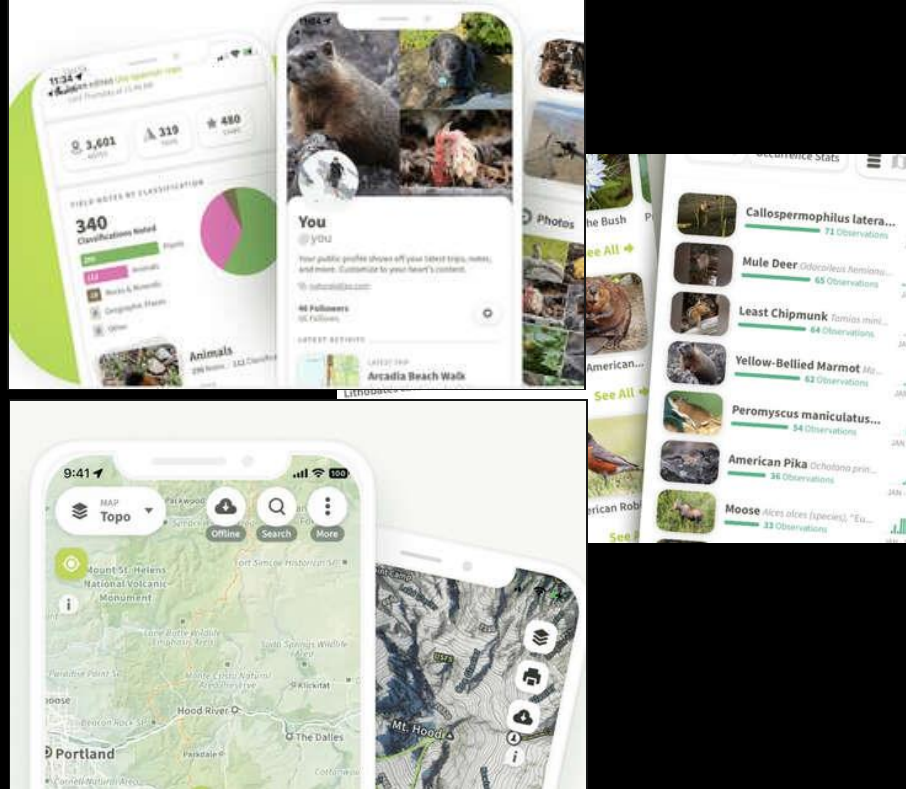
Social City Exploration Apps

The 'Geometrik' App Connects Citizens and Businesses Together

Romantic Getaway Platforms

Travel Platform LOVU Introduces the BETA for its Romantic Travel App
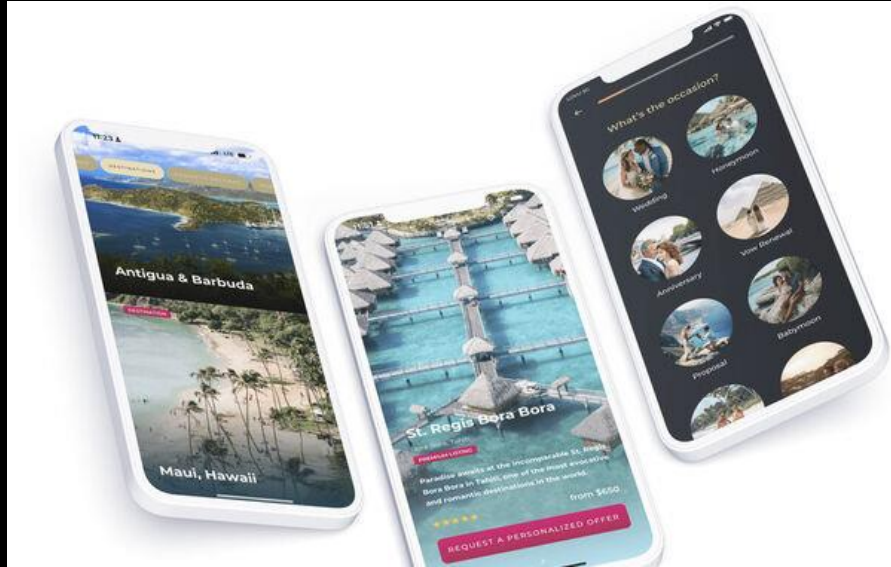
Metaverse-Enabled Cruise Ships

Celebrity Cruises Launches the First Digital Cruise Ship Experience
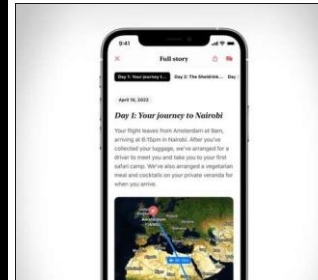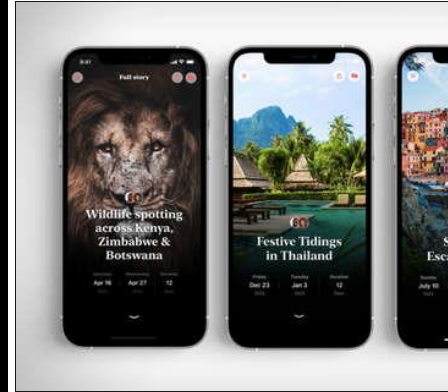

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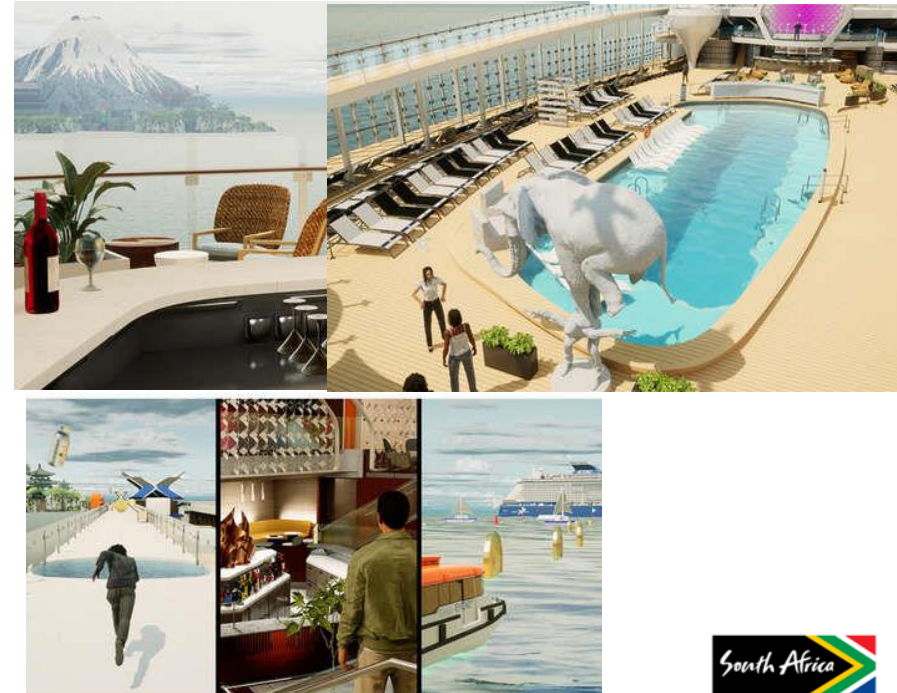
Educational Friend-Finding Travel Apps
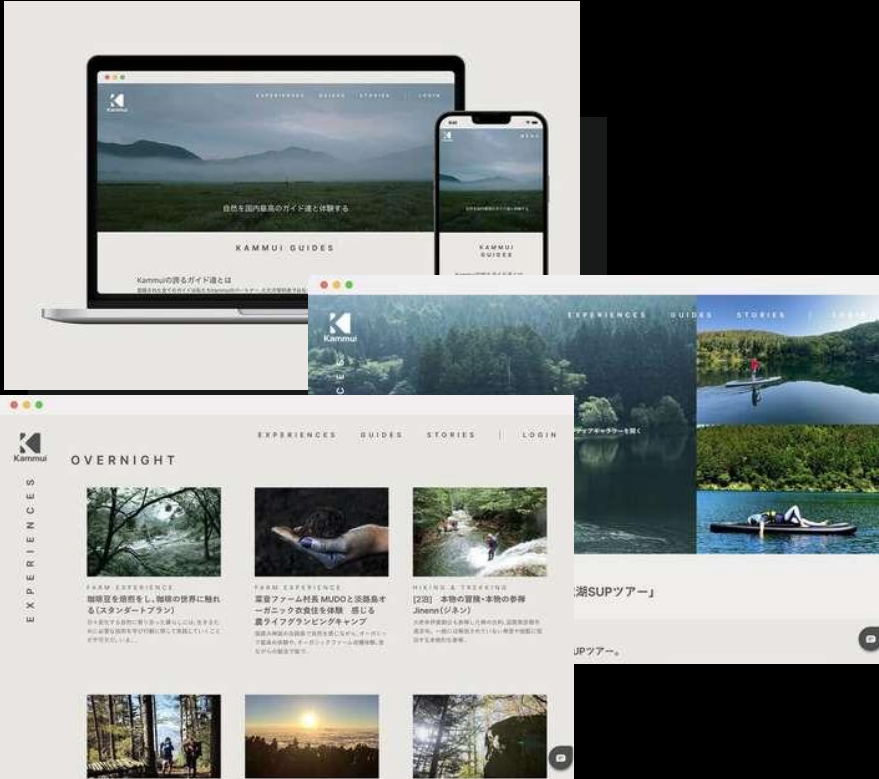
The 'Felse' Travel App Handles Various Aspects of Travel

The 'Origin' Curated Travel App Streamlines Trip Planning
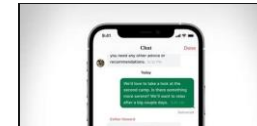
Experiential Outdoor Travel Guides

The 'Kammui' Outdoor Japanese Travel Guide is Immersive
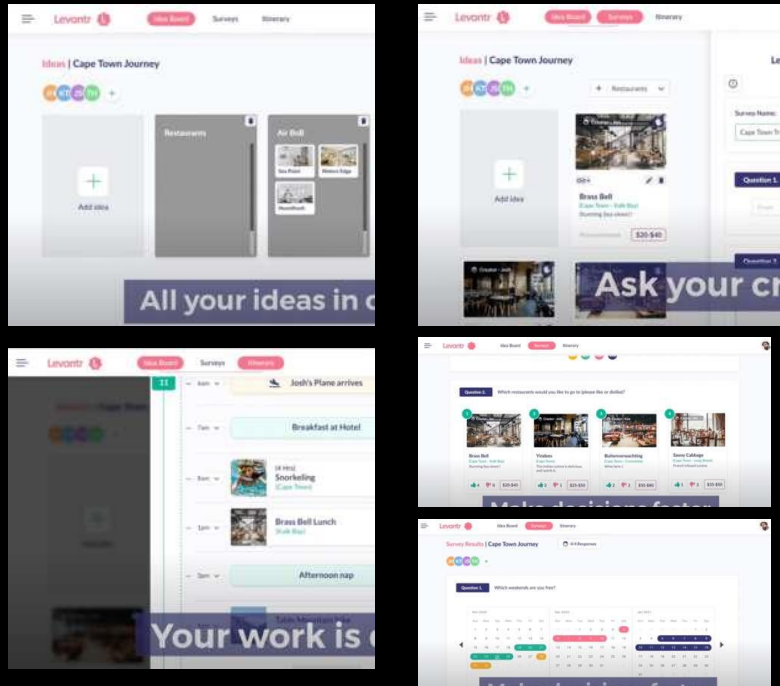

Financial Firm Travel Apps

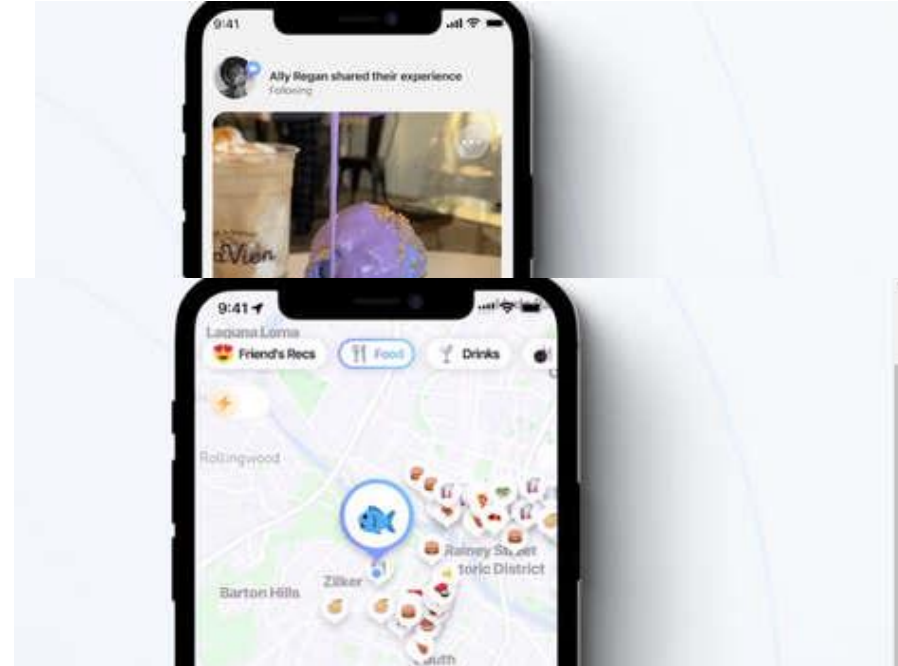## Citi Partners with Booking.com and Rocket Travel to Launch Citi Travel

Collaborative Travel Planning Platforms

The 'Levantr' Smart Travel Planner Helps Groups Strategize

The Welcome App Provides Personalized Tourist Recommendations

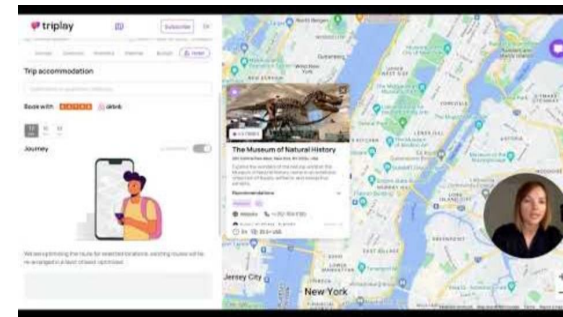South Africa

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Dream Trip-Planning Apps

The 'Martee' Travel Planning App Allows for Browsing and More

Playful AI Travel Planner

Triplay is the Brainchild of Technology and Travel Enthusiasts

AI-Powered Travel Planners

Micro Translation Travel Devices

'retravel.ai' Uses AI and ChatGPT to Help Travelers Strategize

The Fluentalk T1 Mini is Compact Yet Feature-Rich