

Top Travel Tech Trends in 2022



Emerging tech's impact on the travel industry

December 7th 2021

Welcome Address by STB



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Tcube supports digital transformation of the tourism sector through the “Learn, Test, Build” framework



<https://go.gov.sg/tcube>

Scan for more details



Tourism Transformation Index (TXI)

Data & Tech Colleges

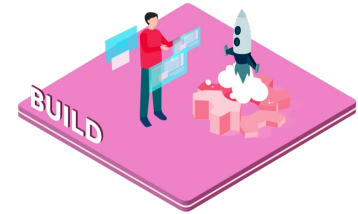
Tcube Content & Events



Consultancy & Prototyping capabilities

Singapore Tourism Accelerator

Data Analytics SHift (DASH) Programme

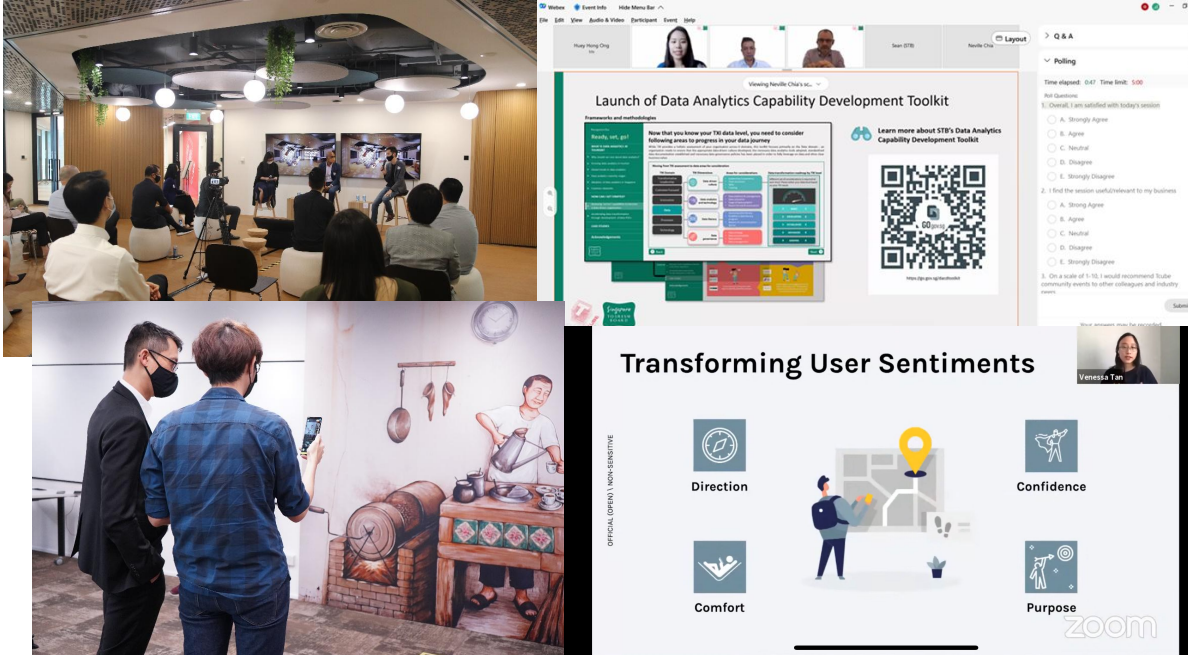


Tourism Information & Services Hub (TIH)

Singapore Tourism Analytics Network (Stan)

AR standards and assets (*coming soon*)

Tcube Events seeks to provide digital transformation content curated for tourism businesses



7 physical & digital events to date

Today's focus

TCUBE EVENTS:

TOP TRAVEL TECH TRENDS IN 2022

7 December 2021 • 4–5pm SGT



Andrea Hak

Branded Content
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Chris Carmichael

Head of Corporate
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Henry chen Weinstein

Co-founder and General
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interest to
collaborate

Travel tech trends 2022

- Why should the tourism industry care about emerging tech?
- How will it impact the travel sector?
- What are some of the new applications that are giving different industry players an edge?

Wellness

- Wellness Tourism is projected to reach \$919 billion by 2022.
- Shift away from wellness = spas
- A more holistic approach including fitness, nutrition, and mental health.



Fitness meets travel & Business meets wellness



- Workplace wellness projected to grow to \$66 billion in 2022.
- Crossovers between wellness and business travel offering retreat packages, tours, and workshops.

- The 'Physical activity economy,' is forecasted to reach \$1.1 trillion by 2023.
- Wearables allow wellness hotels to give data-driven yoga and fitness classes



Sustainability

According to a study by Booking.com:

- 83% of global travelers think sustainable travel is vital
- 61% say the pandemic has made them want to travel more sustainably
- 49% believe there aren't enough sustainable travel options available
- 53% get annoyed if they can't be sustainable while traveling



Thanks to tech, it's not just venues like this that can be sustainable!

Sustainability

- New sustainability tech trends
- Sustainability can = lower costs
- Missed opportunity:
- Only one-third of accommodations actively communicate their sustainability efforts



Blockchain

- What is it? Why is it important?
- Who is using it and how?

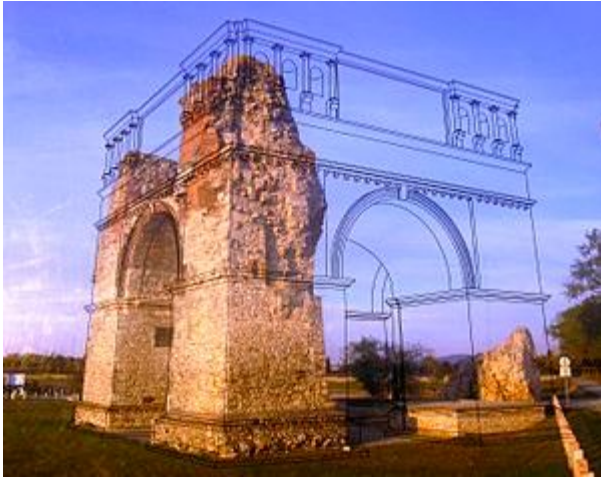


NFTs

- What are they?
- Who is using it and how?
- What are the business opportunities and potential applications?
- Is it all just hype?



Immersive experiences



AR, VR and... the metaverse?

- What is it?
- What are the business opportunities and potential applications?
- Is it all just hype?





This leaves us with some questions:

- What technologies should we be investing in now?
- How do you separate the real opportunities from the hype/buzzwords?
- How do you get your team ready?



Interview with Chris Carmichael Head of Innovation at TUI Musement



Click to
watch a
video about
Chris' work
with AR