

# WTM PREDICTS THE NEXT 30 YEARS OF TECHNOLOGY INNOVATIONS



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The Premier Global Event for the Travel Industry

CELEBRATING 30 YEARS

Technology programme forecasts future industry developments including exclusive research into the role of the mobile phone.

World Travel Market, the premier global event for the travel industry, will **predict future technological developments in the travel and tourism sector** as part of its 30th anniversary celebrations.

Since WTM launched in 1980 the travel industry has been overhauled from brochure-based package holidays sold on the high street to dynamically packaged breaks researched through social networking sites and booked on the web. WTM's technology programme will explore potential technological developments of the next 30 years, looking particularly at the booking process, marketing, CRM and the holidaymakers' in-resort experience.

On the Thursday (12 November) the **Travel Technology @ WTM Seminar Programme**, in association with Genesys Travel Technology Consultancy, will explore the future of travel technology with a high calibre panel of speakers, including Cheapflights Executive Chairman and private equity group HOWZAT Media Founder Hugo Burge, Expedia Europe Vice President of Product Strategy Graham Cook, and multilingual search engine marketing company Oban Multilingual Director Grieg Haolbrook.

Genesys Senior Partner Paul Richer said: "We all recognise that travel is a technology-driven industry. From 1980, when the inaugural World Travel Market was held, technology has developed beyond recognition. In 30 years time, our industry will still embrace the latest technology, probably in a new era of bio-technology with mobile devices inside us, coupled to our nervous system and powered by body heat. What that might mean for travel we can only speculate."

Furthermore, EyeforTravel will use its two-day WTM conference (Wednesday 11 and Thursday 12 November) to focus on the increased role the mobile phone will play over the next 30 years of travel technology. EyeforTravel research shows **74% of the travel industry believes the mobile is vital for online travel distribution** and the key to success of any travel business in the future. While 73% state mobiles will change the way the industry will communicate with their customers.

At WTM, EyeforTravel will reveal new global consumer research on the future role of the mobile in the travel industry. The research is supported by a panel session entitled 'What Next For Mobile? The Next 30 Years - Where is the Mobile Heading?'. EyeforTravel Head of Research Amy Scarth said: "Mobile technology strategies present an exciting new dimension to the industry and those that get it right will undoubtedly grab market share and a competitive advantage."

"Mobile technology is becoming part of mainstream with what is available to travellers on their laptops becoming evermore available on the mobile, which is why mobile developments will have a huge impact on marketing, payment and CRM functions. Consequently mobile strategies will be

focusing on sales and marketing and this will affect the entire buying cycle.”

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