

TOP 5 KEY TOURISM TRENDS FOR 2024



Tourism is constantly changing, and with technology advancing at an unprecedented rate, 2024 is expected to be a turning point. Experts are well-informed about the latest trends and are constantly vigilant about technological developments. Experts have identified the top five tourism trends that will gain the most traction in the coming year. Brought to you by Tourism Review.

Custom AI Assistants for Back Office

The tourism industry is experiencing a significant shift in productivity with the help of artificial intelligence. No-code tools like OpenAI's GPTs make AI assistants more accessible and customizable. These assistants are designed to perform specific tasks by processing data, leading to more efficient and agile back offices.

It is predicted that by 2024, every modern back office will have custom AI assistants. These assistants will help provide relevant information to team members 24/7 and enable better decision-making based on in-depth analysis. They can also be used as an assistant to brainstorm and bounce ideas off.

The Resale of Tourist Reservations and Services

The attitude towards the reselling of reserved tourism services is transforming rapidly. Companies like Takyon, which currently has more than 100 hotels offering resalable rates and has recently formed a significant partnership with Best Western Italia, and Fairlyne, a startup that won the last Travolution and has agreements with Ouigo and RailEurope, among others, to resell train tickets, are leading this trend.

The resale of tourism services is gaining popularity among customers and investors, who recognize the benefits this new business model provides to both the user and the company.

As a result of the increasing interest in incorporating resale as a new source of revenue, we predict substantial growth in this area by 2024.

Seamless and Fast Payments due to Digital Wallets

Simplifying payment processes is crucial for the future of the tourism industry and is also one of the latest tourism trends. Initiatives such as Namastay, which won the Future Travel Summit, have made it easier to integrate Apple Wallet and Google Wallet during the checkout process, resulting in faster and hassle-free transactions. This trend already highlights the increasing demand for agile and convenient payment methods, which are essential for adapting to the new times and competing with OTAs and third-party services that have already integrated them.

The rise of contactless payments suggests that this trend will significantly impact the coming year.

Real AI-powered Hyper-personalization

Hyperpersonalization is becoming a reality thanks to generative AI. Websites can now customize their content based on the user who visits them, while travel agencies are proposing personalized travel recommendations, making every experience unique and tailor-made. Large companies such as Tripadvisor, Airbnb, and Amadeus have already shown their commitment to this trend, and it is expected to continue growing next year.

The decline of cookies, which are due to expire in 2024, will support this trend. Digital assets like NFTs will take their place, becoming the new cookies and playing a key role in the automatic hyper-personalization of content.

The Rise of Prosumers

Co-creation has become a significant tourism trend between travel and hospitality businesses and consumers. Consumers are no longer passive recipients but are active contributors to creating products and services. As a result, consumers are becoming producers and are generating profits based on their contributions.

For instance, hotel investment and loyalty programs can engage customers beyond just investing, transforming them into vital co-owners and ambassadors.

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