

TOP 5 TECHNOLOGY TRENDS SHAPING TOURISM IN 2024



tourism in 2024.

Significant technological advancements, including artificial intelligence (AI) and green technology, are set to shape the tourism industry during 2024, bringing positive changes for travelers, hoteliers, property hosts, vacation rental managers, OTAs, and other travel companies who can anticipate the expected growth. Tourism Review presents the top five technology trends impacting

1/ Generative AI to Become

Generative AI, which is considered the next generation of artificial intelligence, provides a helping hand to travelers during the booking process, simplifies travel specialists' jobs, and offers property owners, from hoteliers to vacation rental hosts, the ability to streamline their business operations while also freeing up more personal time.

2/ Green Technologies on the Rise

Green technologies are environmentally friendly solutions that aim to reduce human environmental impact. This year, we will see more technological advancements in the sustainability sector, including greater automation and using alternative energy sources to reduce carbon emissions. Large corporations such as Google and Apple have pledged to achieve zero emissions by 2030. Additionally, many hotels, vacation rentals, and other independent accommodations are more committed to eco-friendliness, resulting in more bookings and guest satisfaction.

3/ Everything Is Faster Thanks to 5G

Travelers can now enjoy faster connectivity, including improved TV and internet speeds and reliable mobile connections. 5G is another technology trend shaping this year. This has already been demonstrated in remote areas and even on cruise ships. In addition, the number of 5G hotspots is increasing rapidly, supporting social media bookings and immersive experiences with high-quality, high-resolution virtual reality or streaming at MICE events. Moreover, 5G technology is designed to reduce battery consumption and increase compatibility with more devices. Along with this, the implementation of IoT (Internet of Things) sensors will facilitate data analysis.

4/ Strong Impact of Mobile Applications on B2B

Mobile applications are expected to continue their growth in the B2B sector due to the convenience and connectivity they offer. According to a Booking Group study, 76% of international travelers value mobile apps because they lessen the stress associated with planning trips. In comparison, 60% would use an app that promotes sustainable tourism and offers rewards. In addition, influencers have been collaborating with social media partners to facilitate bookings through various channels. With the rise of affiliate programs and e-commerce marketplaces, anyone can become a travel creator and receive a percentage of the booking.

5/ Rise of Strategic Technological Collaborations and Integrations

More and more tourism companies are forming collaborations to expand their reach and grow stronger. For instance, in December 2022, Expedia Group entered into B2B agreements with Iberia and Ryanair. By adding partners, Expedia has boosted its revenue by 55% in the first three months of 2023 compared to the same period in the previous year.

Date: 2024-01-08

Article link: <https://www.tourism-review.com/travel-technology-trends-in-2024-news14109>