

20/2020

MAPPING TOMORROW'S TRAVEL

20

CONCEPTS FOR TRAVEL
TECHNOLOGY IN 2020

PREPARED BY MESSAGE SHAPERS

20/2020

EVERYTHING WILL CHANGE



Dollar Photo Club

Tomorrow will be very different from today.
Tomorrow's traveller will be very different from today.

The future traveller will have different expectations from travel. Technology will allow them to pursue their interests and seek out new experiences in a way we can only start to imagine.

But let's imagine what we can: An end to check-in; and end to passport control; driverless rental cars; augmented reality tour guides; sharing clothes; eating with chefs; drone-delivered bags; shopping delivered to your home; a personal journey planner.

All this equates to a new luxury as the hassles of travel are slowly removed, leaving more time for travellers to enjoy the destination.

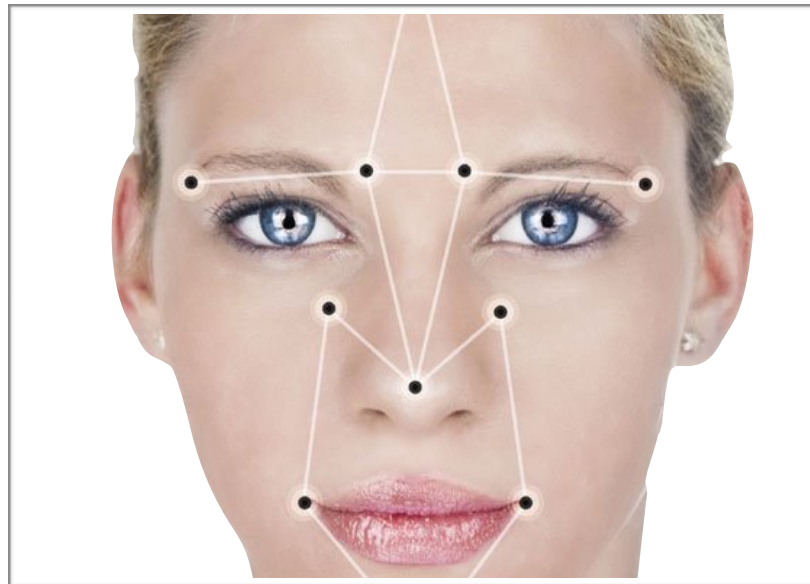
This report **20/2020** lets you set course for the future of travel.

20/2020

01 | YOUR FACE AS YOUR PASSPORT

SENSORS WILL MATCH YOUR BIOMETRIC DETAILS AGAINST YOUR FACIAL GEOMETRY

Even the cutest calfskin case cannot lessen the drag of having to present your passport every five minutes. Luckily help is on the way. Very soon, your identity will be verified the moment you step off the plane in some new country. Sensors will match your facial geometry against pre-registered biometric details as you walk. Once cross-reference against an approved list, the gates will open. But those of interest will be referred for extra questioning by authorities.



SITA

TODAY:
FACIAL RECOGNITION IS
ALREADY A FEATURE OF
MANY COUNTRIES' PASSPORT
E-GATES

TOMORROW:
FACIAL RECOGNITION ON-
THE-FLY WILL REPLACE
GATES, ALLOWING FREE
MOVEMENT OF PEOPLE

20/2020



United Airlines

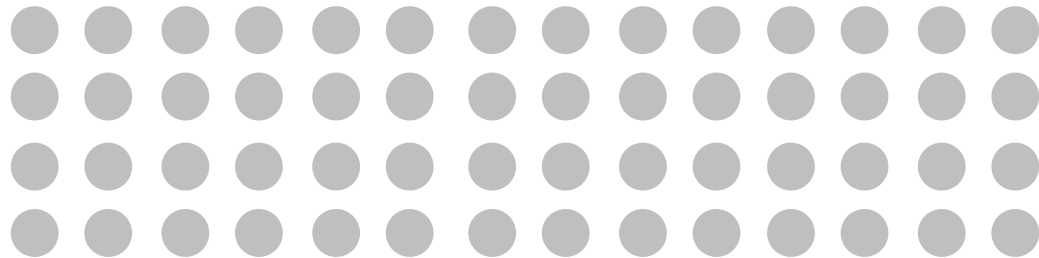
No more pen and paper every time you want to add a new country to your travel list. Instead, trust one app for all your sensitive biographical, biometric and biological information and then chose which foreign governments have access. Electronic travel authorisation will replace visas and be linked to the travel record of each passenger for border agencies to pore over.

TODAY:
UNITED AIRLINES HAS INTRODUCED A PASSPORT SCANNING FACILITY INTO ITS SELF CHECK-IN APP

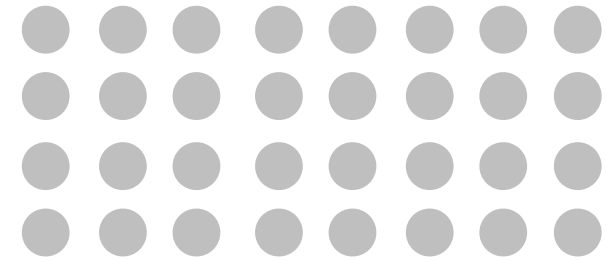
TOMORROW:
YOUR CLOUD-BASED PROFILE WILL BE SHARED WITH ALL FOREIGN GOVERNMENT BORDER AGENCIES

02 | ONE APP, ALL VISAS

FORGET ENDLESS FORM FILLING. INSTEAD, TRUST ONE APP WITH ALL YOUR DATA



20/2020



RISK PROFILING WILL REPLACE CUSTOMS CHECKS

03 | DECLARE NOTHING

TODAY:

AMERICAN AIRLINES' BAGS CAN BE TRACKED BY AN APP

TOMORROW:

SECURITY X-RAYS WILL BE SHARED BETWEEN COUNTRIES' TO ALLOW SCREENING AS YOU FLY

Rather than subject ordinary travellers to bag checks, smart countries will use risk profiling to pull aside those passengers likely to be carrying contraband or biosecurity risks. For the rest of us, clearing customs will be a painless app on our device with permission to leave through the green channel.



American Airlines

WALK THROUGH ONE TUNNEL THAT SNIFFS AND SCANS



IATA

04 | NON-STOP SECURITY

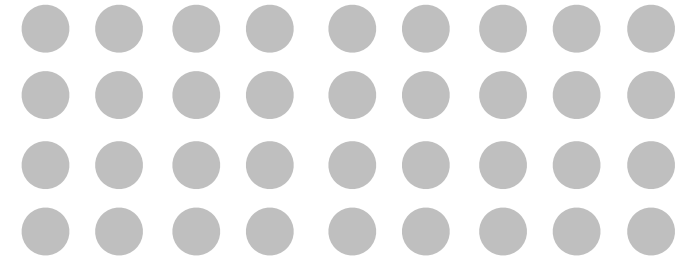
TODAY:
MONTREAL AIRPORTS ALLOW PASSENGERS TO BOOK SECURITY SCREENING SLOTS BASED ON TRAVEL FREQUENCY

TOMORROW:
IATA IS TRIALLING SMART SECURITY ARCHWAYS THAT PERFORM ALL CHECKS IN ONE 5-SECOND TUNNEL WALKTHROUGH

Pat downs, x-ray arches, explosive tests and metal detectors are all part of the airport experience. But as more layers of security get added, it slows us all down. Security concerns will not go away, but there is a smarter way of doing all the checks, by putting them all in one place. Walk through one tunnel that sniffs, scans and sprays you and your bag simultaneously to deliver a probability score of you causing serious harm, which is matched against a passenger profile built up over time to deliver a security score. Put simply, the more you travel the more authorities will trust you and the quicker you will get through airport security.

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05 | AUTO CHECK-IN

DRIVE UP IN A PRE-REGISTERED CAR TO ALERT AIRLINES OF YOUR AIRPORT ARRIVAL

No-one really checks in anymore. Airlines make estimations based on your method of booking and travel profile on how likely you are to make your flight. Instead, airlines still need to know when (rather than whether) you'll get to the airport. Police-style number plate recognition scanners at airport entries will pass on your arrival to your carrier, providing you are a frequent flyer or a rental car customer.

A2 Labs



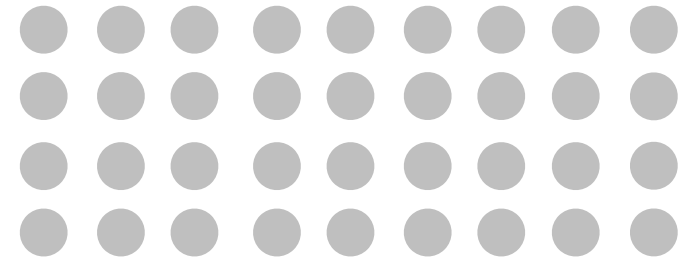
TODAY:

SHOPPING MALLS RECORD FREE PARKING PERIODS USING NUMBER PLATE RECOGNITION

TOMORROW:

AUTOMATIC NUMBER PLATE SCANNERS WILL TRIGGER THE FORMAL CHECK-IN PROCESS

20/2020



REMOTE BAGGAGE DROP AND BAG DELIVERY WILL REPLACE COUNTERS AND CAROUSELS

06 | KERB YOUR BAG HABIT

TODAY:

BAG FACTORIES ARE NOW IN USE IN AMSTERDAM

TOMORROW:

PASSENGERS WILL CHOSE WHERE AND WHEN THEY PICK UP THEIR BAGS

With customs screening done remotely, there's no reason to have to queue up at a baggage carousel to pick your bag up. The bag tag chips will ensure you are able to collect your bag at the kerbside taxi rank, in the arrivals lounge or at the long-stay car park.

Like a parcel locker, luggage is stored until you're ready to press the button and go. Others will opt for hotel bag delivery.



Airbiz / Gold Coast Airport

20/2020



Air New Zealand

07 | ACCOMPANIED MINORS

**TRACK KIDS AS THEY TRAVEL.
OR GRANDMA.**

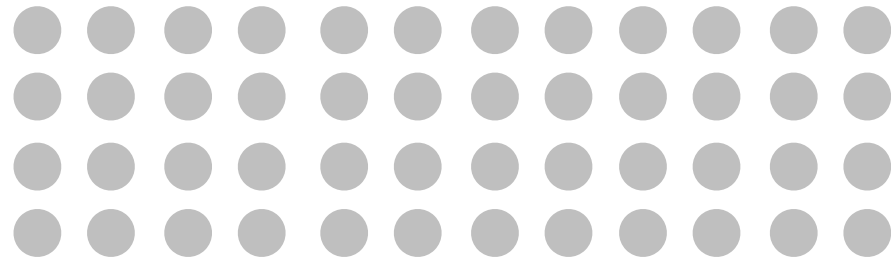
TODAY:

AIR NEW ZEALAND PROVIDES CHILDREN WITH RFID WRISTBANDS TO ALLOW PARENTS TO TRACK THEIR PROGRESS

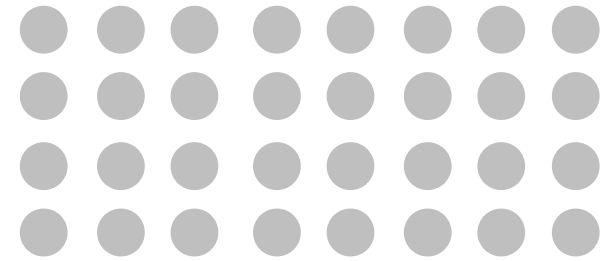
TOMORROW:

ELDERLY AND INFREQUENT PASSENGERS CAN ALSO OPT FOR TEMPORARY DEVICES TO EASE THEIR PASSAGE THROUGH CONFUSING FOREIGN AIRPORTS

Airports can be confronting places for those who are not used to them. But beacons, tiny radio transmitters, can lock onto devices and help those who need more help, while allowing frequent travellers free passage. For jet-setters, our phones will be these devices, but for the old, young or anyone in between without a smart phone, temporary wristbands or chip-enabled boarding passes will be issued.



20/2020



REMOTELY PILOTED HOTEL SHUTTLES THE NORM

08 | FREE TRANSFERS

TODAY:

HEATHROW IS LINKED BY REMOTE CONTROL TRAINS

TOMORROW:

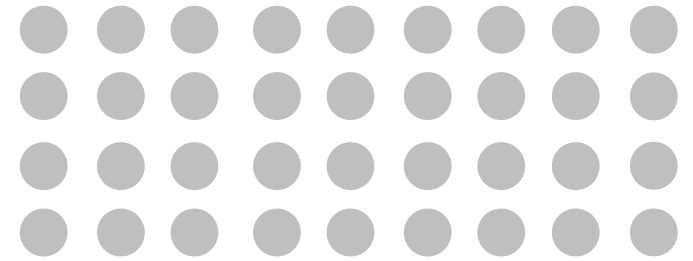
MAJOR HOTELS WILL CHARTER DRIVERLESS CONFIGURABLE PODS TO WHISK GUESTS HOME

The minibus has served hotels well over the past six decades. But its time is up, with driverless shuttles now coming into their own. Configurable and customisable, remotely-controlled pods can pick up guests 24 hours a day with no driver coffee break.



Next Future Transportation

20/2020



RENTAL CARS AND TAXIS THE FIRST TO BE REPLACED BY DRIVERLESS VEHICLES

09 | SELFLESS DRIVE

TODAY:

GOOGLE IS TESTING DRIVERLESS CARS ACROSS THE USA

TOMORROW:

LUXURY CAR COMPANIES WILL RELEASE HIGH SPEC DRIVERLESS MODELS

Some holiday driving is thrilling. The careering down a mountain pass or edging through the Tuscan countryside. But far more is mundane. The airport to hotel taxi ride, the business cross-town commute and even the family coastal drive are all ripe for chauffeur experiences.

As driverless cars enter the mainstream, this dream of concentrating on each other rather than the road will become possible.



Mercedes Benz

20/2020



Shutterstock

10 | AIRDROP EVERYTHING

DELIVERY DRONES WILL BE ON HAND TO DROP YOUR ESSENTIALS

TODAY:

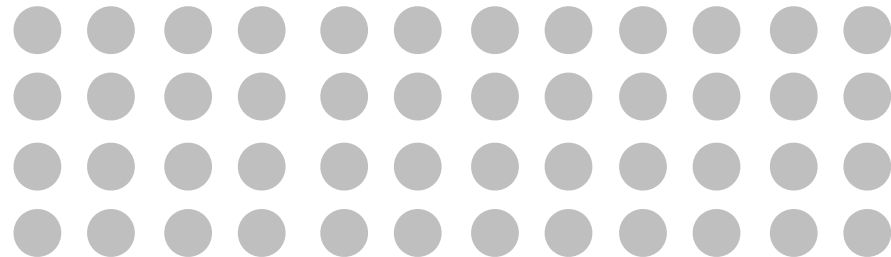
AMAZON AND SEVERAL POSTAL SERVICES ARE USING DRONES TO DELIVER LIGHTWEIGHT PACKAGES


TOMORROW:

SPECIALISED REMOTE PARCEL DELIVERY SERVICES WILL BE A GROWTH INDUSTRY, ARRANGING AIR DROPS OF ANY AND EVERYTHING, FOR A PRICE. LUXURY TRAVELLERS WILL BE EARLY ADOPTERS

Safaris can be relaxing, until you realise you left your favourite robe in Nairobi.

With delivery drones able to take heavier loads, you can expect a four-rotored friend to drop your essentials within minutes of you sending your precise instructions.





11 | GET LOST NEVER

ALL-SEEING DEVICES INTERPRET OUR UNKNOWN UNIVERSE

The millennials are the first generation never to have experienced being lost. As augmented reality takes over, even the most obscure destination will appear familiar, thanks to all seeing, all knowing devices interpreting our unknown universe.

This presents a premium for humans to give their own view, for a fee, of their surroundings

Because everywhere else will be connected, the few places on Earth lacking wireless connections will be sought after for purists wanting a digital detox. Hotels will contain signal safes where heavy cladding will shield digital defectors from unwanted radio waves.

TODAY:

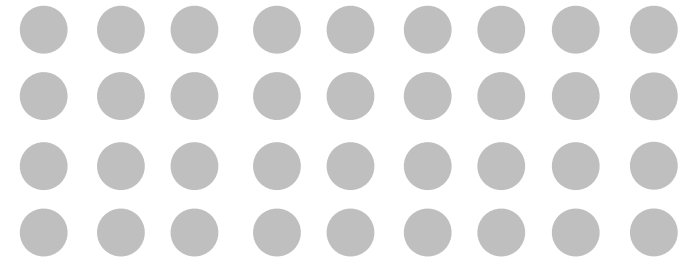
PARIS'S RUE DES MARTYRS, IN THE 9TH, IS THE WORLD'S FIRST CONNECTED STREET

TOMORROW:

ONLY THE FARTHEST REACHES OF THE WORLD'S DESPOTIC REGIMES WILL REMAIN UNMAPPED AND THUS OFF THE GRID

20/2020

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OUR KIDS WILL NEVER BE FOREIGNERS ABROAD

12 | GLOBAL NAVIGATION

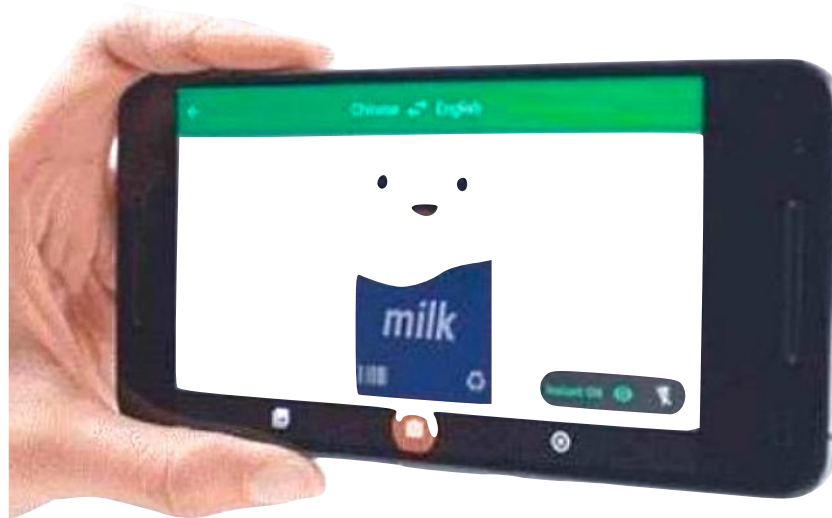
TODAY:

AUTOMATIC TRANSLATORS ARE AVAILABLE ONLINE FOR 50 LANGUAGES

TOMORROW:

WIRELESS EARBUDS WILL PROVIDE AUTOMATIC INTERPRETING SERVICES

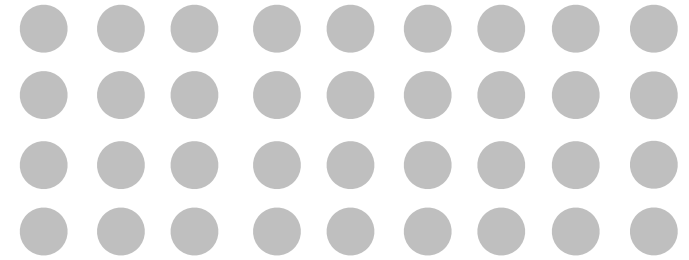
Everyone loves a grocery store overseas, as much for the smells and sights of the unknown as for stocking up on the staples. But while globalisation of brands has made navigating the aisles easier, what about market signs, or roadsigns or instruction books? Technology uses context of colours and image to provide a much better translation on the fly than any word list or dictionary ever could.



Google



20/2020



AUGMENTED REALITY WILL BRING TRAVEL EXPERIENCES HOME

13 | TRY BEFORE YOU BUY

TODAY:

DESTINATIONS ARE MAKING 3D WALKTHROUGHS AVAILABLE OFFLINE

TOMORROW:

TRAVEL EXPERIENCES WILL BE AVAILABLE IN REAL TIME VIRTUAL REALITY



Travellers of the future will routinely use fighter pilot-style head-up displays to look up menu details, tipping etiquette and nearby points of interest. But augmented reality glasses will transport potential travellers into virtual experiences allowing them to sample the real thing without hopping on a plane. A new market servicing the time-poor, cash rich executive will emerge offering real time virtual reality travel.

Meta Space



14 | HOME COOKED HAUTE CUISINE

BREAK BREAD WITH CHEFS, WEAR A FRIEND'S CLOTHES

TODAY:
EATWITH PUTS VISITORS IN TOUCH WITH CHEFS TO EXPERIENCE A DE LUXE HOME-COOKED MEAL

TOMORROW:
SOCIAL MEDIA NETWORKS WILL AUTOMATICALLY GROUP AND PREFERENCE YOUR TRAVEL EXPERIENCE, BASED ON LIKES AND SHARES

If you're happy to drive someone else's car and sleep in their spare room, then why not borrow their clothes? Marketplaces putting travellers in touch with each other will emerge in all kinds of niche areas from jewellery through to toys. Behind the 21st century library will be a community superbrand to rival eBay. Free tours will also be conducted by people with similar interests. Social media can put tattooists, unicyclists or florists together with peers in cities around the world for a truly tailored tour

20/2020

20/2020



TODAY:

RELAY ROBOT MAIDS ARE SERVICING LINEN REQUESTS AND ROOM SERVICE DELIVERIES IN CALIFORNIAN HOTELS

While low end hotels will replace check-in staff with machines, most guests won't notice the rise of

automatons in even the highest end

accommodation.

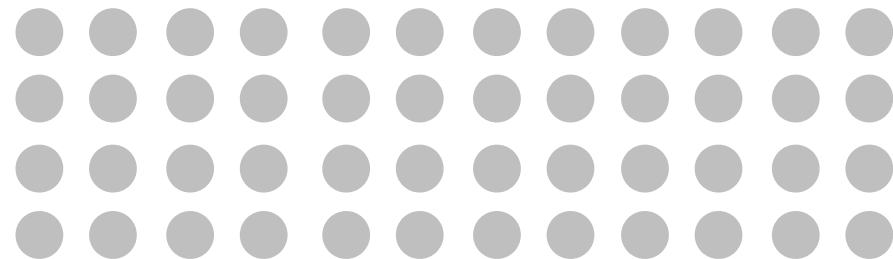
More like R2-D2 than C3PO, baggage droids will replace bell boys and room service will be delivered by house trained robots

TOMORROW:

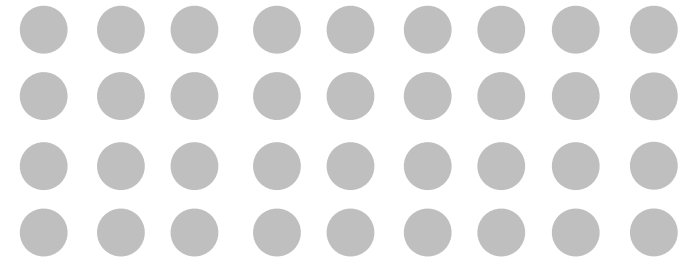
MID-MARKET HOTELS WILL RELY INCREASINGLY ON AUTOMATONS TO SERVICE ROOMS, MAKING CHAMBERMAIDS A MARK OF A LUXURY HOTEL

15 | ROBOT MAIDS ALL IN A ROW

AUTOMATONS WILL REPLACE HUMANS IN HOTELS, BUT NOT WHERE YOU THINK



20/2020



BUY AS YOU TRAVEL FOR DELIVERY AT HOME

16 | VIRTUALLY FREE SHOPPING

When you pop into to buy a handbag in the Piazza del Duomo but are taken by a chamois trunk, you will no longer have to park that idea for fear of exorbitant shipping costs. Luxury stores will deliver your purchases along with your bags in your hometown. Connected purchasing means that when you order a Campari negroni poolside, your local liquor merchant knows to add a bottle to your next order.



TODAY:
GOOGLE IS TRIALLING HOME DELIVERY FROM CALIFORNIAN RETAILERS

TOMORROW:
GLOBAL COURIER COMPANIES WILL PARTNERS WITH TRAVEL AGENCIES TO SHIP GOODS HOME

Google

Netjets



17 | FLY PRIVATE,
FLY OFTEN

VIRTUAL CHARTER AIRLINES PUT TOGETHER BY TRAVEL AGENTS

TODAY:

NETJETS AND OTHER FRACTIONAL SCHEMES ALLOW OWNERS TO BUY BLOCKS OF AIR TIME

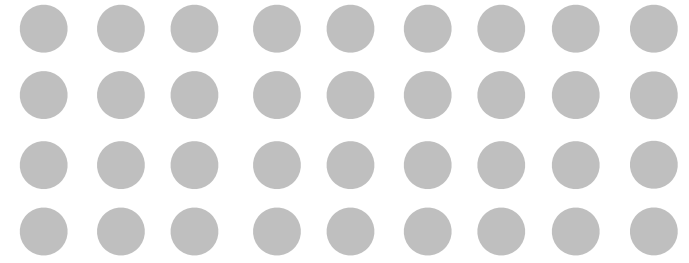
TOMORROW:

CROWDFUNDING OPTIONS BASED ON FILLING A SINGLE PLANE FOR A SINGLE EVENT WILL POP UP AS QUICK AS A POKÉMON GO CRAZE

Want to fly from your local airport to that strip you can see on Google Earth on the Pacific island you want to spend some time on? Charter an aircraft if you can or crowd source to jointly fill a plane and bring the cost down. Virtual airlines will match spare capacity with unmet demand.

20/2020

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NON-STOP SHOPPING AT THE WAVE OF YOUR HAND

18 | CONTACTLESS CLOTHES

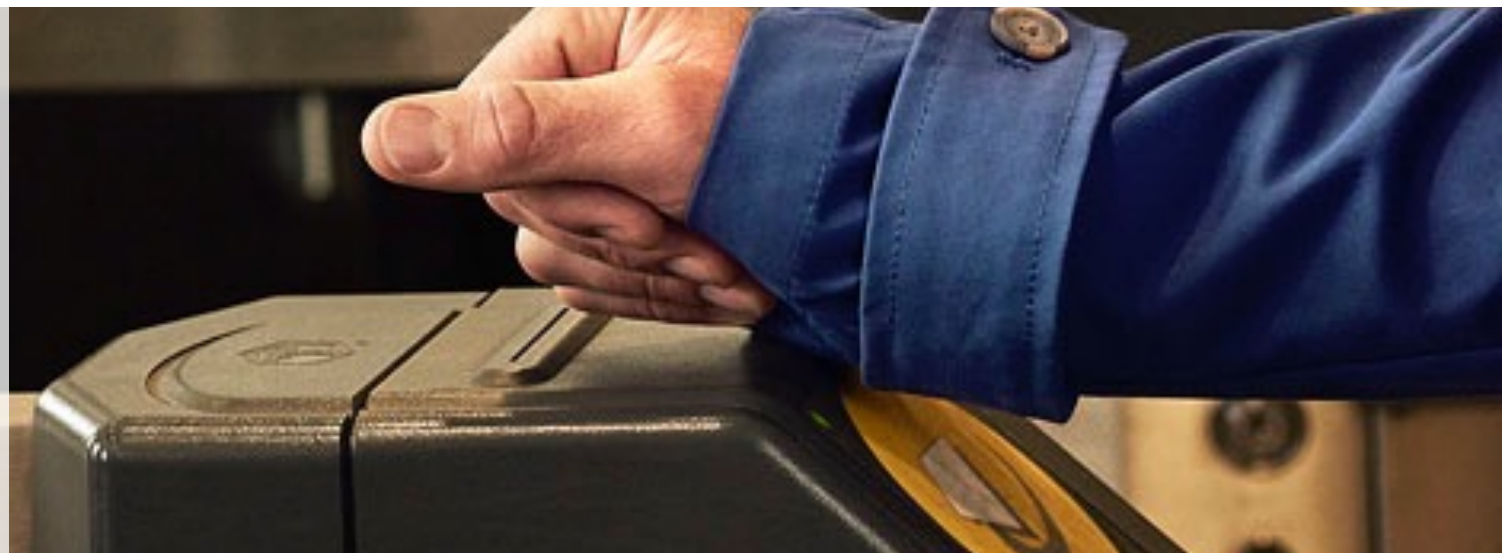
TODAY:

SPORTS APPAREL HAS BUILT-IN HEART RATE AND MOTION SENSORS

TOMORROW:

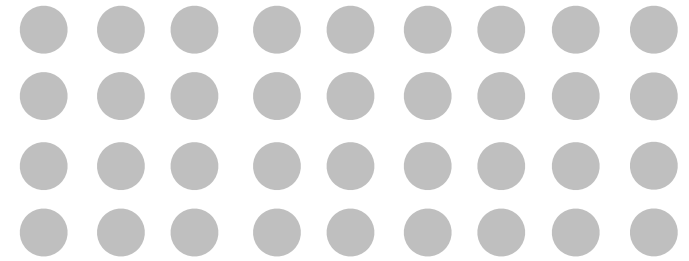
CHIPS WILL BE TINY COPPER THREADS WOVEN INTO GARMENTS

One global currency may be the nirvana, but swipe cards embedded into clothes and authenticated by heart rate pulses mean carrying around your small fortune in foreign climes is no longer the logistical problem it once was. Expect credit card companies to offer sizeable incentives for you to use their brand of smart chip as the fight intensifies.



Lyle & Scott

20/2020



TRAVEL AGENTS WILL FURTHER EVOLVE TO COUNTER GROWING CYBER MISTRUST

19 | TRAVEL PSYCHOANALYSTS

With choice comes agony of decision. Rather than become redundant, travel agents will continue to evolve as personal travel consultants, helping individuals plan and book their travel through well-informed advice. The fact that travel agents still perform better on price, also augurs well for their long survival.

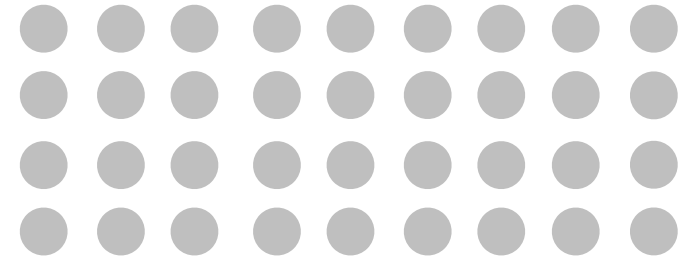


Alamy

TODAY:
TRAVEL AGENTS HAVE
EVOLVED FROM
BOOKING CLERKS TO
JOURNEY ADVISORS

TOMORROW:
AS THE RICH AND
FAMOUS SEEK MORE
OFF-THE-GRID TIME,
AGENTS WILL LOOK INTO
THEIR CLIENTS' HEADS

20/2020



TRAVEL JOURNALISTS WILL BECOME ROAMING TRAVEL EXPERTS

20 | CITIZEN JOURNALISTS

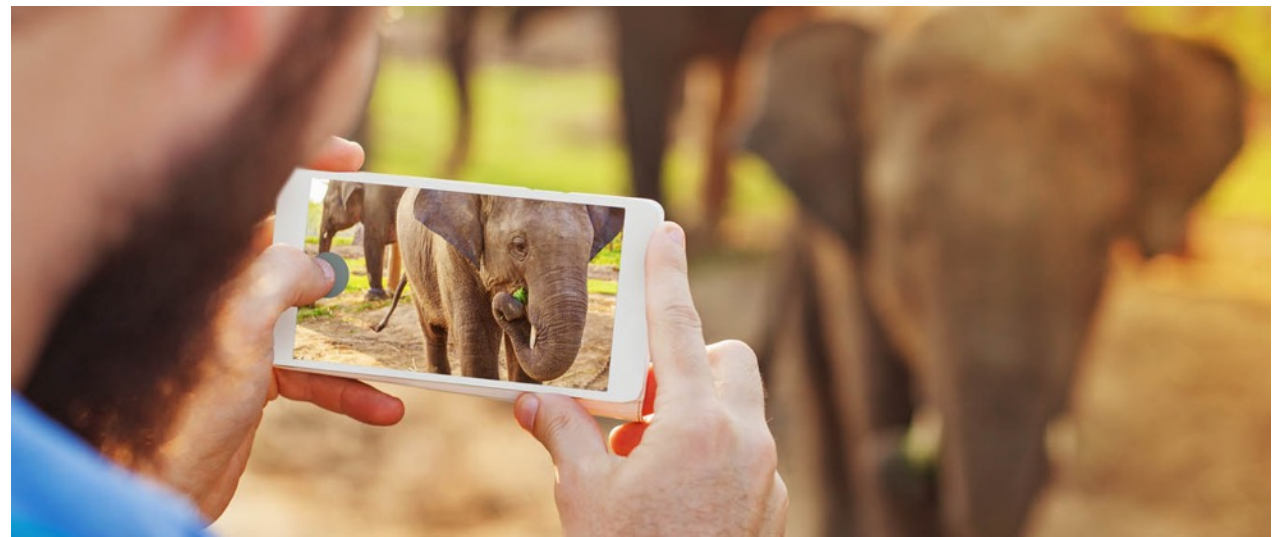
TODAY:

INSTAGRAM HAS MADE EVERYONE A TRAVEL PHOTOGRAPHER

TOMORROW:

[CINÉ SOUK](#) WILL MAKE EVERYONE A TRAVEL FILMMAKER

Some people travel for pleasure, some for work. But a lucky few get paid for travelling for pleasure. Travel journalists roam the globe so that you don't have to, filing reports from far flung places in between sundowner cocktails and hot oil massages. But few use their mobile phones to do much more than check the weather report. Why not use this army of roaming reporters to crowdsource travel videos? Based on their interests rather than location, short films can be made easily and quickly thanks to the incredible quality of today's smartphones. The death of magazines is nigh.



Alamy



20/2020

REPORT DETAILS

Report produced by Justin Wastnage

Message Shapers Public Affairs

Report produced for the Tourism Industry Expo 2016
an Exhibitions & Trade Fairs event

For more information visit

messageshapers.com.au

or contact justin@messageshapers.com.au



Additional resources:

[Skyscanner 2024 - The Future of Travel](#)

[Amadeus Future Traveller Tribes 2030](#)

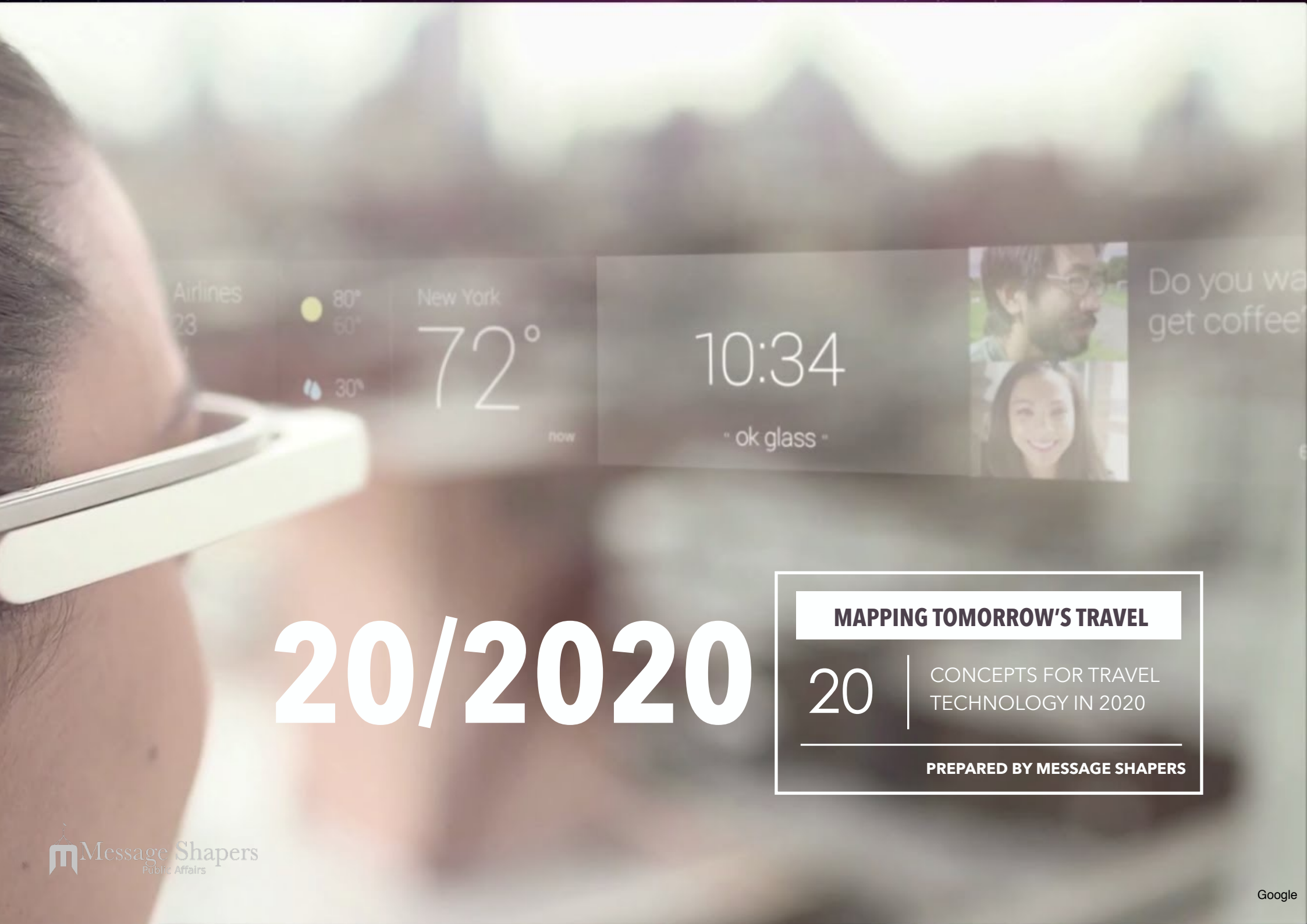
[Skift - A Portrait of a Millennial Traveler 2016](#)

[Future Travel Experience Onboard 2025 Think Tank](#)

**THE
TRAVEL
INDUSTRY
EXHIBITION**



 **Message Shapers**
Public Affairs



Airlines
23

80°
60°
30%

New York
72°

now

10:34

"ok glass"



Do you want to get coffee?

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