



Emerging Hotel & TravelTech Trends



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Introduction

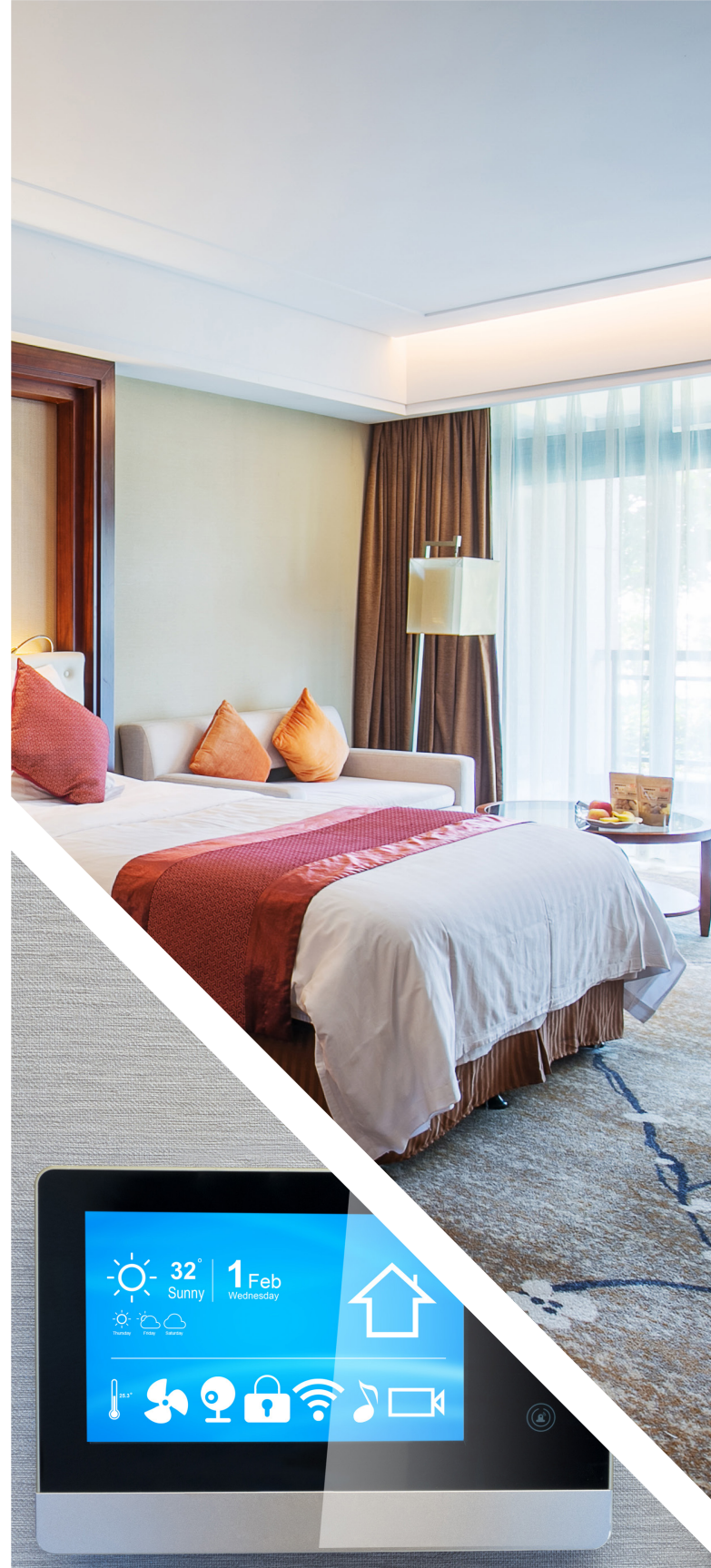
The hotel industry is experiencing a period of unparalleled change and the sector is expected to be radically transformed across the forthcoming years. The major concerns the hotel industry and its stakeholders are currently tackling revolve around the ways in which this industry will be able to attract and retain the business and leisure guests of tomorrow and how they will be able to do so effectively in order to remain competitive in an increasingly digital world. To do so, companies hoping to remain competitive in the industry need to consider what the future will look like and how new technologies will further shape its development. By doing so, they will also be able to more accurately predict the ways in which the hospitality industry will continue to change.

Notably, the 'hotel of tomorrow' has already been developed and implemented on the market, featuring connected technologies, This provides a good idea of what the future of the hospitality industry will represent. In addition to this, advanced technology is available and is becoming more affordable, so one of the main concerns facing the industry revolves around when the adoption and implementation rate will reach its breaking point. Furthermore, the latest innovations in technology must be transparent as well as effective.

Grant Thornton. (2018). Hotels 2020: Welcoming tomorrow's guests.

Villero & Bosch AG. (2017). The Hotel of the Future.

Dorothy Creamer. (2019). Hotel of the Future. Hospitality Technology

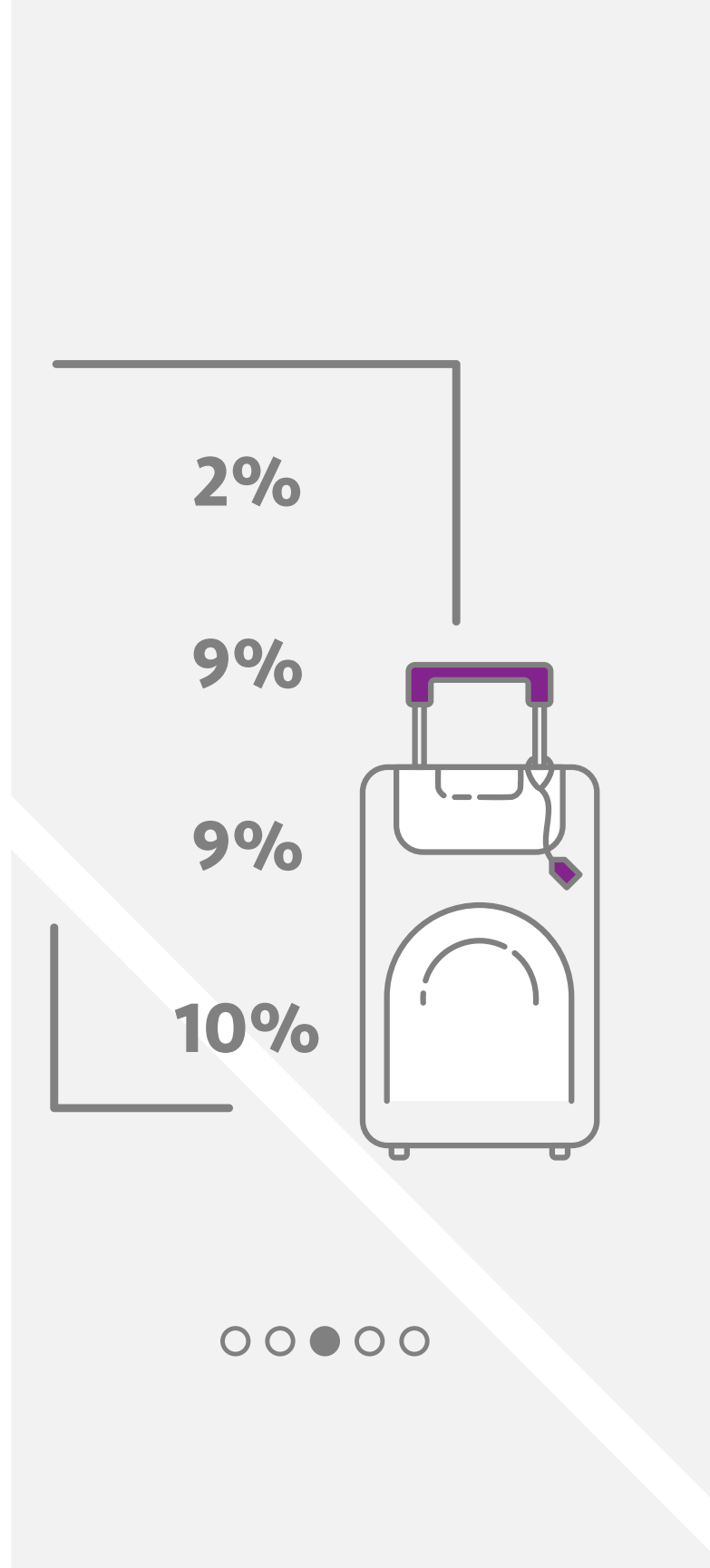


Klaus Schwab. (2016). The Fourth Industrial Revolution: what it means and how to respond. World Economic Forum

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Global Digital Trends 2019

- » There are 5.11 billion unique mobile users in the world today, up 100 million (2 percent) in the past year.
- » There are 4.39 billion internet users in 2019, an increase of 366 million (9 percent) since January 2018.
- » There are 3.48 billion social media users in 2019, with the worldwide total growing by 288 million (9 percent) since this time last year.
- » 3.26 billion people use social media on mobile devices in January 2019, with a growth of 297 million new users representing a year-on-year increase of more than 10 percent.



WeAreSocial. (n.d.). Global Digital Report 2019.

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Section 1 | Global Travel Tech Market Overview

Major market players

New travel tech categories are emerging

Startups on our travel tech market map together have raised over \$10B, with booking & search categories having the highest number of startups.

While home-sharing and car-sharing already count one or more unicorns, luxury, activities touring & info, and smart luggage are still emerging categories.

Travel tech market map



GENERAL BOOKING & SEARCH



HOME SHARING & RENTALS



ACTIVITIES, TOURING & INFO



SPECIALIZED BOOKING & SEARCH



SMART LUGGAGE



LUXURY & PERSONALIZED TRAVEL



PRIVATE JET BOOKING



TRAVEL ANALYTICS & SOFTWARE



CAR SHARING & RENTALS



B2B TRAVEL SERVICES



From On-Demand Private Jets To Budget Hotel Networks: 90 Startups Changing How We Travel

CB Insights. (2017). Mapping the state of travel tech.

Figure 1. Major market players. CB Insights. (2017). Mapping the state of travel tech.

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