



TRAVEL TECHNOLOGY VISION 2018

VIDEO TRANSCRIPT

In this year's Accenture Technology Vision – Intelligent Enterprise Unleashed – We've identified five technology trends that will reshape how we live, work and play in the next few years. And four trends represent key opportunities for travel companies focused on growth.

We live in a world that's more connected and integrated than ever with data flowing at greater volumes and speeds. AI technologies that can use this data to sense, predict and act on our behalf are evolving all the time, and it's these advancements that hold the promise of delivering real-time travel experiences that put the traveler at the center of all of it all.

Travel companies are already placed in a position of great trust, but many are failing to realize the value of this privileged relationship. Accenture research shows that 75 percent of travel industry executives agree that organizations are basing their most critical systems and strategy on data – yet many have not invested in the capabilities to verify the truth within it.

The development of connected and pervasive smart environments should play to travel industry advantages – the spatial relationship with the customer. For example, Carnival has an advanced technology platform that offers

every guest their own personal digital concierge that knows what they like and can customize their experiences to cater to their individual preferences.

Delivering a real-time experience for travelers won't happen without breaking down travel company silos. It's all about extending the enterprise using new digital technologies (APIs, blockchain, microservices and so on) to enable real-time data exchange with other key players – and all for the customers benefit.

But just as data underpins the entire real-time travel experience, the interconnection between advanced digital technologies is essential for delivering new augmented reality experiences – and potential new revenue streams.

Thank you for listening, and I hope I've peaked your interest to explore Accenture's Tech Vision 2018 report and travel specific content on Accenture.com where you can find many real-life examples that resonate with your business needs.

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