

ARABIAN TRAVEL MARKET

DISRUPTIVE TECHNOLOGY



DISRUPTIVE TECHNOLOGIES IN THE TOURISM INDUSTRY

It is a different era for travelers. The modern traveler may not belong to any one particular age group, but this new generation of travelers are pushing new habits and priorities. The way that travelers research, book and pay for travel has changed, due to the innovation surrounding the technology applied to the travel industry.

The requirements of the modern traveler have also changed. These knowledgeable, confident, tech-savvy and experience-led travelers are adopting and embracing new technology that can offer them a better, smoother and more personalized travel experience.

Technology is consistently evolving, and this is also the case for technology applied in the travel industry. There is a constant influx of new technologies introduced to the travel industry such as wearable technology, artificial intelligence (A.I), bots and virtual reality. All of which influence the experience of the modern day traveler as it increases engagement between the travel companies and the traveler, leading to a more personalized travel experience.

Technological Trends in the Travel Industry



One exciting emerging technological trend is Internet of Things (IoT). This involves internet based inter-connectivity between everyday devices. This technology can be used in the travel industry, to provide travelers a smoother travel process from booking to boarding a flight.



Virtual reality has seen recent application by travel and tourism-related companies. Amadeus has redefined the booking procedure with their recent implementation of Virtual Reality (VR). Travelers will be able to search a destination and select their dates and seats for their flight in Amadeus' new VR platform. Payment can also be done in the VR platform.



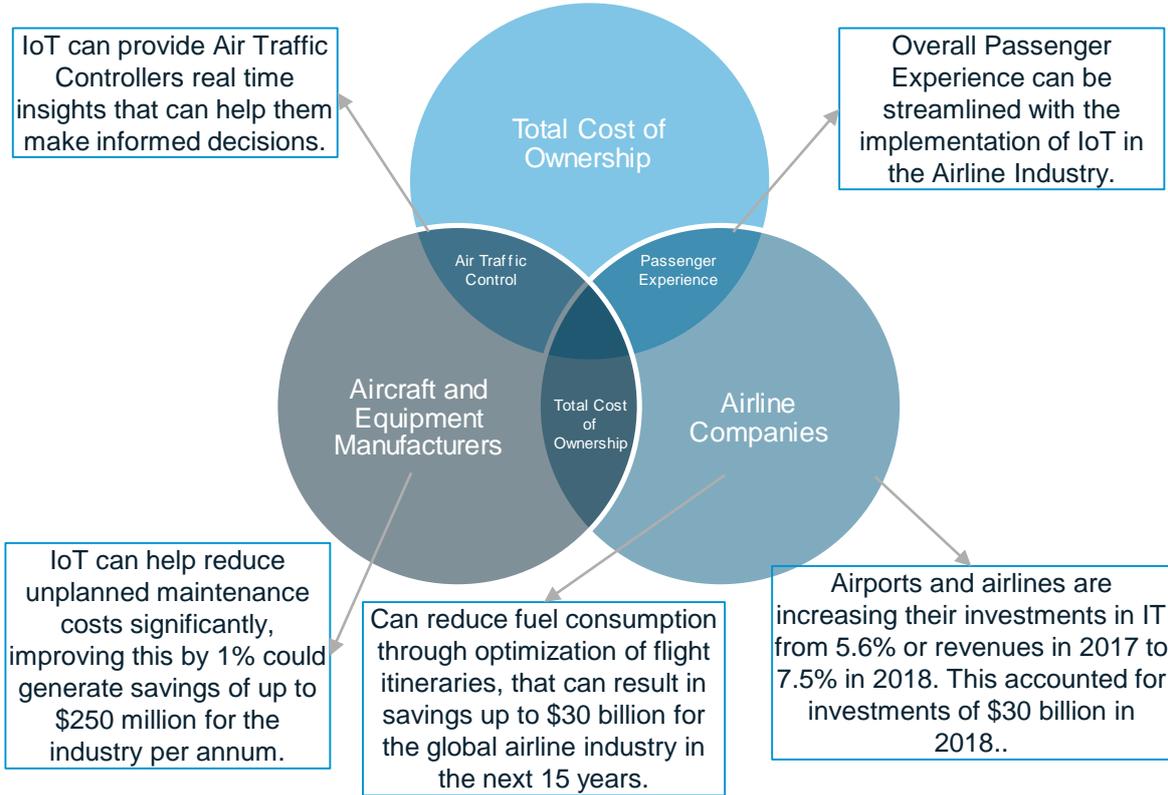
Robotics is being applied in airline procedures to streamline the process. SITA's robotic kiosk (Kate) and luggage transportation robot (Leo) ensure a simpler check-in process for travelers. While the technology is still in its infancy and requires more time to be widely adopted in the airline industry, it still signifies the positive adoption trends of robotics in the travel industry.



Artificial Intelligence is being used in the travel and tourism industry as a means to improve customer service. One key trend is the application of AI technology in the form of chatbots, which is used to guide customers through the booking process. These chatbots provide a personalized service to customers throughout the booking process, by asking intelligent questions to help them with the decision making process.

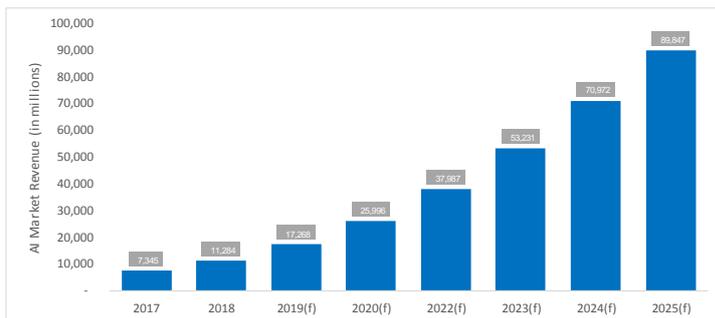
IT INVESTMENTS IN THE TRAVEL INDUSTRY

Optimization through IoT in the Airline Industry



Sources: Oliver Wyman; IATA, 2019

Projections of AI and Robotics' Effect on the Airline Industry



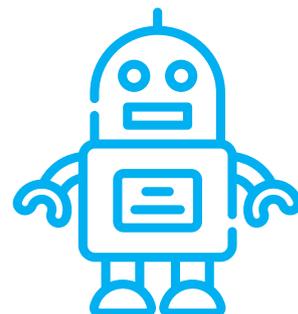
Note: Overall AI Market and Growth Projection

Sources: Statista, 2019

Aside from IoT, the airline industry is heavily investing in both Robotics and AI technologies. This has help facilitate the growth of 54% in the overall AI market between 2017 – 2018.

In terms of robotics, 42 million units of domestic service robots are expected to be sold between 2016 and 2019.

66,000 Public relation robots are forecasted to be globally distributed by 2020. These robots are meant to handle more complex job tasks in the travel and hospitality industry.



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