

Travel in the Metaverse

October 2022

Table of Contents

INTRODUCTION

Scope

Key findings

WHAT IS THE METAVERSE?

Introducing the metaverse: the future internet

At the beginning of its journey, with much transformation to come

DRIVERS BEHIND ADOPTION

Pandemic ushers in new consumer behaviour driving uptake of online experiences

AR/VR technology making inroads to daily life including travel

Immersive virtual experiences gaining traction for fun and discovery

Blurring of boundaries from gaming to gamification of reality

Yet cultural barriers and privacy concerns impede uptake

Pragmatic approach to the next gen internet

FRONT RUNNERS IN THE METAVERSE

Travel discovery, inspiration and engagement lend themselves to the metaverse

Seoul first city to launch in the metaverse: Breaking new ground for smart cities

Ocean Park creates immersive experiences, NFTs and events: Theme parks go meta

Singapore's M Hotel first to launch in the metaverse

Helsinki's digital twin key to enabling carbon neutrality

Disney - overlaying virtual on real-life experiences at its parks

DFS - partners with the next generation of social influencers

Barbados opens the first ever MV embassy, staking its claim to sovereign virtual land

One size does not fit all: metaverse is what you make it

BUSINESS TRAVEL OPPORTUNITY

Decimated MICE sector looks to metaverse for transformation

Global hotel chains partner with RendezVerse for new business travel revenue streams

Potential impact of the metaverse on business travel

Diversified, blended offer to help navigate uncertainty facing business travel

FUTURE OPPORTUNITIES

Digital marketing gets a metaverse makeover

Growing disloyalty leads to a fresh rethink of loyalty in the metaverse

Digital wallets pave the way for blockchain adoption

NFTs as financial transactions enable new revenue streams

Travala - a glimpse into the future of travel and loyalty

Boson Protocol: d-commerce aims to democratise future commerce

Aloki - Costa Rica puts purpose into blockchain for real world positive impact

Tech brands creating the future ecosystem

Game-changing technology to watch

Controversy and challenges to overcome

KEY TAKEAWAYS AND CALL TO ACTION

Active engagement to help shape the future

Opportunities beyond the hype

Call to action

APPENDIX

Glossary of terms

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/travel-in-the-metaverse/report.