



## **WTTC & Trip.com Group Unveil the Tech Revolution Reshaping Travel & Tourism**

*AI, Super Apps, Sustainable Travel, and Space Tourism – The Future is Now*

**Berlin, Germany:** The World Travel & Tourism Council ([WTTC](#)) and Trip.com Group have unveiled *Technology Game Changers: Future Trends in Travel & Tourism* at ITB Berlin, spotlighting the innovations set to revolutionise the industry.

This groundbreaking report explores 16 transformative technologies shaping the future across four major trends: Digital Technologies, Financial Technologies, Future of Mobility, and Breakthrough Innovations.

### **Travel Reinvented**

This new report suggests that by the end of the decade, AI agents won't just automate travel searches and bookings – they could match human intelligence across many tasks, transforming Travel & Tourism as we know it.

Quantum computing could soon be solving problems beyond our wildest thinking. From optimising global air traffic in real-time with unprecedented efficiency, to unlocking the next frontiers of space travel and deep-sea tourism, bringing both closer to reality.

Supersonic flight is set to make a spectacular comeback, more than twenty years after Concorde retired. Boom Technology and United are gearing up to carry passengers at blistering speeds within the next four years.

Meanwhile, smart cities with driverless cars and advanced air mobility won't just reshape today's top destinations – they'll open doors to places once thought unreachable, redefining the tourist experience for the travellers of tomorrow.

Julia Simpson, President & CEO of WTTC, said: "The Travel & Tourism sector is in the midst of a digital revolution. From AI-driven personalisation to advancements in aviation sustainability, innovation is reshaping how we explore the world.

"As travellers turn to social media, streaming platforms, and cutting-edge tech to inspire and book trips in real time, platforms like Instagram are shifting from selling

products to selling experiences. Meanwhile, technology is unlocking new adventures off the beaten track.

“With innovation accelerating at an extraordinary pace, businesses embrace these advancements today will be the industry leaders of tomorrow.”

Boon Sian Chai, Managing Director & Vice President of International Markets at Trip.com Group, added: “Travellers today expect planning and booking to be intuitive, efficient, and hyper-personalised.

“At Trip.com Group, we are pioneering AI-powered travel assistance, Super Apps, and innovations to cater to, and even exceed such expectations. This report is also an essential guide for businesses looking to stay ahead of rapid digital change.”

### **The Future of Travel Starts Now**

Key insights from the report include:

- **AI Revolutionising Travel** – 94% of industry leaders see AI as mission-critical. AI-powered assistants like Trip.com’s TripGenie saw a 200% surge in usage in 2024, revolutionising trip planning and customer experiences.
- **Super Apps Redefining Seamless Travel** – A survey of 8,000 travellers found 97% want a single platform integrating flights, hotels, activities, and payments, for a frictionless journey.
- **Greener Travel Takes Off** – From Virgin Atlantic’s first-ever 100% sustainable fuel transatlantic flight, to Port Miami’s expansion of shore power, the Travel & Tourism sector is advancing towards a more sustainable future.
- **Space Tourism Lifts Off** – Once a distant dream, commercial space travel is rapidly approaching reality, with infrastructure and demand accelerating at an unprecedented pace.

### **Driving Industry Transformation**

The report underscores the critical need for investment in digital skills and regulatory frameworks to unlock the full potential of these technologies.

With 91% of travel businesses planning to increase their tech investments, the industry is on the brink of its most significant transformation since the dawn of the Internet.

Featuring exclusive insights from Trip.com Group, Hilton, Qatar Airways, and MSC Cruises, the report highlights how global leaders are already leveraging these cutting edge innovations.

The *Technology Game Changers: Future Trends in Travel & Tourism* report is available for download [here](#).

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### **About WTTC**

The World Travel & Tourism Council (WTTC) represents the global Travel & Tourism private sector, bringing together the industry's most influential leaders to shape the future of Travel & Tourism. For over 30 years, WTTC has been the voice of Travel & Tourism, advocating for policies that drive long-term growth, job creation, and economic impact.

WTTC works with governments, international organisations, and industry stakeholders to champion travel facilitation, crisis preparedness, and sustainability initiatives. Its research and insights provide authoritative data on the sector's contribution to the global economy, while its annual Global Summit serves as a platform for collaboration, innovation, and driving the industry forward.

For more information, visit [www.wttc.org](http://www.wttc.org).

### **About Trip.com Group**

Trip.com Group is a leading global travel service provider comprising of Trip.com, Ctrip, Skyscanner, and Qunar. Across its platforms, Trip.com Group helps travellers around the world make informed and cost-effective bookings for travel products and services and enables partners to connect their offerings with users through the aggregation of comprehensive travel-related content and resources, and an advanced transaction platform consisting of apps, websites and 24/7 customer service centres. Founded in 1999 and listed on NASDAQ in 2003 and HKEX in 2021, Trip.com Group has become one of the best-known travel groups in the world, with the mission "to pursue the perfect trip for a better world". Find out more about Trip.com Group here: [group.trip.com](http://group.trip.com).

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