

TRAVEL & AVIATION TRENDS 2019



AIRPORT & AVIATION INDUSTRY TRENDS 2019



THE DEATH OF BUSINESS CLASS

Premium economy bookings are expected to get a boom in the mid of 2019. Many airlines no longer see this as a downgrade for business class passengers but rather as an opportunity to offer the choice of a premium seat on longer flights for those who can't justify full business fares.

ROBOT HELPERS

Airport guide robots which can speak in several different languages to help out the passengers, communicate with transiting passengers, and give directions, while the other is a cleaning robot which mops up spills and keeps the airport clean.

BIOMETRIC ENTERTAINMENT

Biometric companies have long stated their intention to streamline passenger experience from airport to air. This could include in-seat immigration, biometric payment, and choosing entertainment options based on personal preference.

BOOK A TAXI IN THE SKY

FlightPath 3D is trialling a way for passengers to book taxis via the IFE flight path on their seatback screen. Passengers can input their final address into the moving map which will then provide the cab company with to-the-minute updates on the plane's arrival time. Once they land, passengers will receive an SMS detailing where and when their ride will be.

VR PUSHES LAST-MINUTE UPGRADES

Lufthansa is testing a new way to get passengers to upgrade their tickets by letting them sample premium seats – using VR glasses. The airline will allow passengers to upgrade from economy to premium economy at the last minute by helping passengers visualise the experience.

GREEN AIRPORTS

With high standards to limit noise and air pollution, airports will increasingly focus on generating energy from renewable sources and improving energy management solutions.

AIRPORT & AIRLINE TECHNOLOGY TRENDS 2019

BLOCKCHAIN

According to SITA's 2018 Air Transport IT Insights, 34% of airports are planning blockchain research and development programmes by 2021. One area in which airports see blockchain's potential is the ability to help improve passenger identification processes, in part by reducing the need for multiple ID checks.

ARTIFICIAL INTELLIGENCE

A number of airlines and airports have already launched AI-powered products, such as chatbots and virtual assistants. The question now lies in whether this technology can further revolutionise customer service and optimise efficiency.

IMMERSIVE EXPERIENCES

Some airports and airlines have taken up the task to create more immersive experiences both in the terminal and in-flight. Last year, Inflight VR claimed that it has become the first company to introduce a "motion sickness-free" VR inflight entertainment (IFE) solution.

VOICE TECHNOLOGY

Virgin Australia has become the first airline outside of North America to launch voice check-in through Amazon Alexa, allowing passengers to check in for their flight with the power of their voice.

ONBOARD CONNECTIVITY

The number of airlines rolling out inflight connectivity (IFC) continues to rise. Last year's Wi-Fi Report by Routehappy showed that 82 airlines around the world now offer inflight Wi-Fi – a 17% increase on 2017. Improved onboard connectivity also opens new opportunities for partnerships with online streaming services, including the likes of Netflix and Amazon Prime.

ASSISTIVE TECHNOLOGY

Edinburgh Airport, for instance, has released an app (developed by Neatebox), which allows passengers to personalise the assistance they require by setting up a profile and requesting assistance in advance of their travel. In 2019, we can expect more airports to join this trend as there is much urgency to make travel inclusive for all.

INNOVATIONS IMPROVING PASSENGER EXPERIENCES IN AIRPORTS

Cutting-edge products and services that have the potential to deliver positive change, Defined by a strong focus on new biometric-enabled, self-service and data-driven solutions to enhance operational efficiency and improve the passenger experience.



STANLEY ROBOTICS

Stanley Robotics, has signed a framework contract with Gatwick Airport. The trial will run from the second half of 2019 to early 2020 and passengers will simply leave their car in a parking station close to Gatwick Airport's South Terminal entrance and, without handing over keys, the driverless robot will gently lift up the car and transport it for storage in a secure car park. The system will also be connected to real-time flight information, so the robot simply returns the vehicle to the parking station at the correct time.



ONEBAGTAG

E-tags, or permanent electronic bag tags, have been touted as the future of baggage tagging. The OneBagTag e-tag includes a global tracker, a built-in weight scale, on demand alert ringer, and a 30-day battery life with USB-C rapid charging. So how does it work? The product has been designed to allow passengers to check-in on their airline's app as usual, receive a PDF of their luggage tag along with their boarding pass, and then sync this digital tag with the OneBagTag E-Ink display via Bluetooth.



ELENIUM AND ETIHAD AIRWAYS

Passengers check-in for their flight & register their biometric data on their mobile device before arriving at the airport, eliminating queuing at the airport; offered a personalised duty-free shopping experience; & allowed access to the boarding gate which welcomes passengers to go through 'always open' gates. The new baggage-drop terminals scan and memorise each suitcase placed on the belt through a unique camera system.



AMADEUS

Amadeus showcased its latest common use concept, which aims to reduce the complexity of the back-end infrastructure at airports. "What we are doing effectively is we are taking the common use infrastructure out of the airport and bringing it into the cloud, which means airlines can connect much faster and the airport can service their customer much faster."



READ MORE ON: <https://www.futuretravelexperience.com/2019/04/17-innovations-improve-passenger-experience-airports/>

AIRPORTS OF THE FUTURE

The aviation industry is heading fast into the future, with airlines looking towards getting electric planes up in the air, hover taxis in Dubai and the use of augmented-reality glasses for airport crew to speed up cargo loading.



Rather than destroying the iconic but defunct Trans World Airlines Flight centre at JFK International Airport, the powers that be have decided to turn it into a new upmarket airport hotel.

There will also be retailers, restaurants, a hotel and a freaking canopy maze to get lost in, and you can take a casual hike if you have time to kill through flower gardens and fake mist.,

Changi Airport announced in June its plans for a new canopy park opening in 2019. Encased in a glass dome, this indoors green park will be ten storeys high with a 40-metre indoor waterfall, which will transform into a light show at night.

The Punta Cana airport in the Dominican Republic thinks that's exactly what passengers want, and have announced plans to build a pool right next to the runway, according to New York Post.

In an effort to reduce time spent at security checks, Dubai International Airport will be using facial scanning in virtual video tunnels to get passengers through quicker, according to The National. The tunnel will have virtual fish and other entertainment to attract the visitor's eyes, making it easier for 80 cameras to take a scan of your whole face. This means that security officials can quickly be told if someone raises red flags or can pass through without a more thorough check. You can expect to start seeing them at Terminal 3 by 2018.



AIRLINE TRENDS 2019

TECHNOLOGICAL DEVELOPMENTS

The use of artificial intelligence in aviation is set to balloon at a compound annual growth rate of 46.4% between now and 2023, which is likely to impact all areas of the industry.

Digital in-flight shopping solutions such as SKYdeals and AirFree may start to put duty-free trolleys out of action from 2019.

Hainan Province may offer a glimpse into the future of China's aviation industry. The government here has agreed to provide unrestricted Internet access and lift all restrictions on foreign aviation investment.

GOING GREEN

Air Carriers around the globe are eyeing eco-friendly practices more than ever. Delta Air Lines, for example, is removing a variety of single-use plastic items from its aircraft and its Delta Sky Clubs, following the removal of plastic wrap from international main cabin cutlery this past April.

And United Airlines set a goal in September to cut its greenhouse gas emissions by 50 percent over the next few decades.

AIRLINE PERFORMANCE

The realities of Brexit will finally take hold in 2019, which risks causing disruption in a variety of ways. However, Wizz Air has set out its plan to take advantage of the turbulence.

Ailing airline FlyBe has been in talks concerning a potential takeover, with Virgin Atlantic emerging as the most likely contender. Cardiff Airport, in particular, could suffer should the airline go under.

Following Icelandair's purchase of rival low-cost carrier Wow Air, 2019 will show whether this "marriage of convenience" will bear fruit, or reflect the negative performance of tourism in Iceland.

GROWTH SECTORS

European aviation has outstripped growth predictions this year, and this trend appears likely to continue. However, the aviation skills shortage could start to apply the brakes here.

Asian countries look set to see the most rapid growth rates in 2019. China, Pakistan and the ASEAN nations, in particular, appear poised to make great strides over the coming year

The air freight industry is likely to see a boost due to the increasing popularity of next or same-day delivery among online shoppers.

With Emirates and American Airlines among the latest to introduce 'premium economy' options, this model is set to experience a boom

AIRLINE TRENDS 2019: KEY CONSIDERATIONS



It's a New Passenger Out There; Airlines will need to build 'Social' Pace to Create Brand Equity

While some airlines have taken a lead in engaging with customers on social media and social media management, others are still wetting their feet. Among the recent innovative airline social media campaigns and initiatives are Virgin Atlantic's (VA) 'Looking for Linda', an interactive contest that got customers hooked with its unique concept; KLM's 'Meet & Seat' service where fliers can select seats alongside fellow passengers based on mutual interests in their social media profiles; and British Airways' Facebook application called 'Perfect Days' that encourages travellers to share a travel wish list and itinerary via a Facebook.

As social media takes precedence in the overall customer relationship management pie, airlines will need to look at building a large and robust resource pool that can respond to customer queries, complaints, posts and tweets round the clock

The Customer's World is Online and Offline – Moving between both Holds the Key to Success

The online medium – the Internet, represented by online travel agencies and Websites in the airline business, is today a powerful revenue generator for airlines. As indicated by market research data, almost 75 percent of air tickets today are bought online. e-Commerce and automation of business processes such as web check-in have largely enhanced the convenience of air travel. Added to that is the increasing popularity of the smart phone, which is expected to play an active role in customer relationship management and revenue generation in the time to come.

No matter how strong the online channel becomes, the offline channel or the airline customer service contact centre will still continue to be a critical touch point between the airlines and its passengers, thanks to the 'personal' touch it brings. For many service-related complaints and challenges, passengers still prefer to 'speak' with a customer service agent



WHAT WILL PASSENGER PLANES LOOK LIKE IN 2068?



ELECTRIC DREAMS

Most short-haul flying is likely to go electric within the next few decades and this will transform the way we think of air travel. Smaller electric motors will enable distributed propulsion, like the one found in NASA's X-57 prototype. Lower noise levels and operational costs will make it possible for electrical-powered aircraft to fly much closer to where people live and work.

Flying taxis will become a reality very soon, but it remains to be seen whether the futuristic-looking Vahana and CityAirbus concepts are really the face of things to come.

REDESIGNING THE PASSENGER EXPERIENCE

Some experts see in the combinations of all these new technologies an opportunity to redesign the passenger experience from scratch. "The emergence of electrical aircraft will lead to new fuselage designs that can accommodate passenger needs much better," says Victor Carlioz, founder with Matthew Cleary of ACLA Studio

"Some futuristic concepts show windowless aircraft and, while there may be some structural benefits from getting rid of the windows, there is also another line of thought that says the opposite: having some point of communication with the outside improves the passenger experience". The appeal of large windows has been taken one step further by Embraer in one of its executive jet designs. The Kyoto cabin, designed for its Lineage 1000E aircraft, features large panoramic windows running along most of the lateral walls of the cabin.

GOING FOR SPEED

Boom Supersonic, a start-up that has Silicon Valley incubator Y Combinator and Japan Airlines among its investors, is developing a commercial aircraft that will be expected to fly at speeds of Mach 2.2 with lower costs than the Concorde.

The Aerion AS2 is another civilian supersonic aircraft project, this one aimed at the executive market. Although it's still under development, it already boasts a \$2.4 billion order from fractional jet operator Flexjet for 20 of its AS2 planes, capable of flying at Mach 1.5.

The Spaceliner, a project led by DLR, the German Aerospace Research Institute, would travel at the edge of space in order to fly 25 times faster than the speed of sound. This way you would be able to travel from, let's say London to Australia, in about 90 minutes.

FUTURE AIRCRAFT CONCEPTS THAT COULD CHANGE AVIATION



ALICE COMMUTER

Eviation, a start-up company based in Israel, unveiled its all-electric light aircraft, the "Alice Commuter," during the Paris Air Show. A total of 6,000 pounds of lithium-ion batteries provide power for the Alice, designed to carry up to nine passengers for a range of 600 miles.

AIRQUADONE

Neva Aerospace, a U.K.-based aviation consortium, has unveiled its AirQuadOne commercial concept as a prototype for future personal manned aerial transportation. AirQuadOne is envisioned as a personal vertical take-off and landing (VTOL) aircraft, powered by a battery pack compatible with electric car recharging stations via a direct wire connection, induction or battery pack switch.

BOEING ELECTRIC FREIGHTER

Mike Sinnett, VP of product development for Boeing Commercial Airplanes, revealed a future possibility for electric-powered freighter aircraft. "We're looking at dedicated freighter airplanes that are smaller than the airplanes we design today, most likely they will be either electric or hybrid electric propulsion systems and our expectation is that our design would be fully autonomous,"

AEROMOBIL FLYING CAR

The flying car is no longer a futuristic concept, as Slovakian manufacturer AeroMobil proved earlier this year, unveiling its latest flying car at the Top Marques Monaco super car show, and again last week during the Paris Air Show. AeroMobil is already available for pre-order with a \$1.2 million price tag, though the company plans to build various models at different price points.

CITY AIRBUS

The ambitions of A3, the Silicon Valley-based division of Airbus launched in 2015, have been highly publicized. Its goal is to build a new autonomous electric-powered aircraft designed to help provide aerial relief to congested city streets worldwide. The Vahana, an autonomous vertical-take-off-and-landing, passenger-carrying aircraft, is A3's first prototype. But CityAirbus is what Airbus CTO Paul Ermenko describes as the "flagship" of the Airbus urban mobility division.

WORKHORSE SUREFLY VTOL

Workhorse Group describes this aircraft's eight independent motors driving a single carbon fiber propeller, a backup battery power system and a ballistic parachute to safely land in the event of emergency as the "reinvention of the helicopter." The two-seater rotorcraft features a gas engine and is designed to feature a 70-mile range.

Workhorse Group also notes that it features full computer and electrical system redundancy and a flight ceiling of 4,000 feet.

TRAVEL TRENDS SHAPING 2019

Experiences over Sights

Immersive experience & cultural connections

70% of people think that trips where you have new experiences are more important than those where you see all the sights

All Year Travel

Out-of-peak travel; less crowds

Slow Travel

Guided Trips

Removing stress from travel with bespoke itineraries to spend more time with loved ones

Conscious Travel

Commitment to sustainability & social impact

Solo Travel

Dark Tourism

Lesser-known Europe

More demand for visits to former Soviet Republics



20% of people would be more likely to get off the beaten track in order to connect with local people.

TRAVEL TRENDS SHAPING 2019

Family Gap & Multi-generational Travel

Over the last few years multi-generational travel has doubled from one out of six trips to one out of every three, and has become one of the fastest growing travel categories.

Micro-Tripping

53% of global travellers reported that they are more into weekend trips right now. Less is more as travellers are offered a more bespoke experience, which costs less and saves time.

Efficient Travel Via Tech

Using cryptocurrencies to book trips & accommodation | Facial recognition & biometric systems at airports

The Rise of 'Bleisure'

87% of business travellers say that they are likely to mix business and leisure. 92% of respondents admit to doing some work on dedicated leisure vacations, while 56% of travellers with children are likely to include the family on business trips.

Women & Wellness

Wellness tourism is expected to grow twice as fast as general tourism and reach \$919 billion in 2022 from the \$639 billion in 2017. In Africa 89% of businesses have at least one woman on their senior management teams, resulting in more women in travel. All-women retreats and festivals are even set to become a trend in 2019.