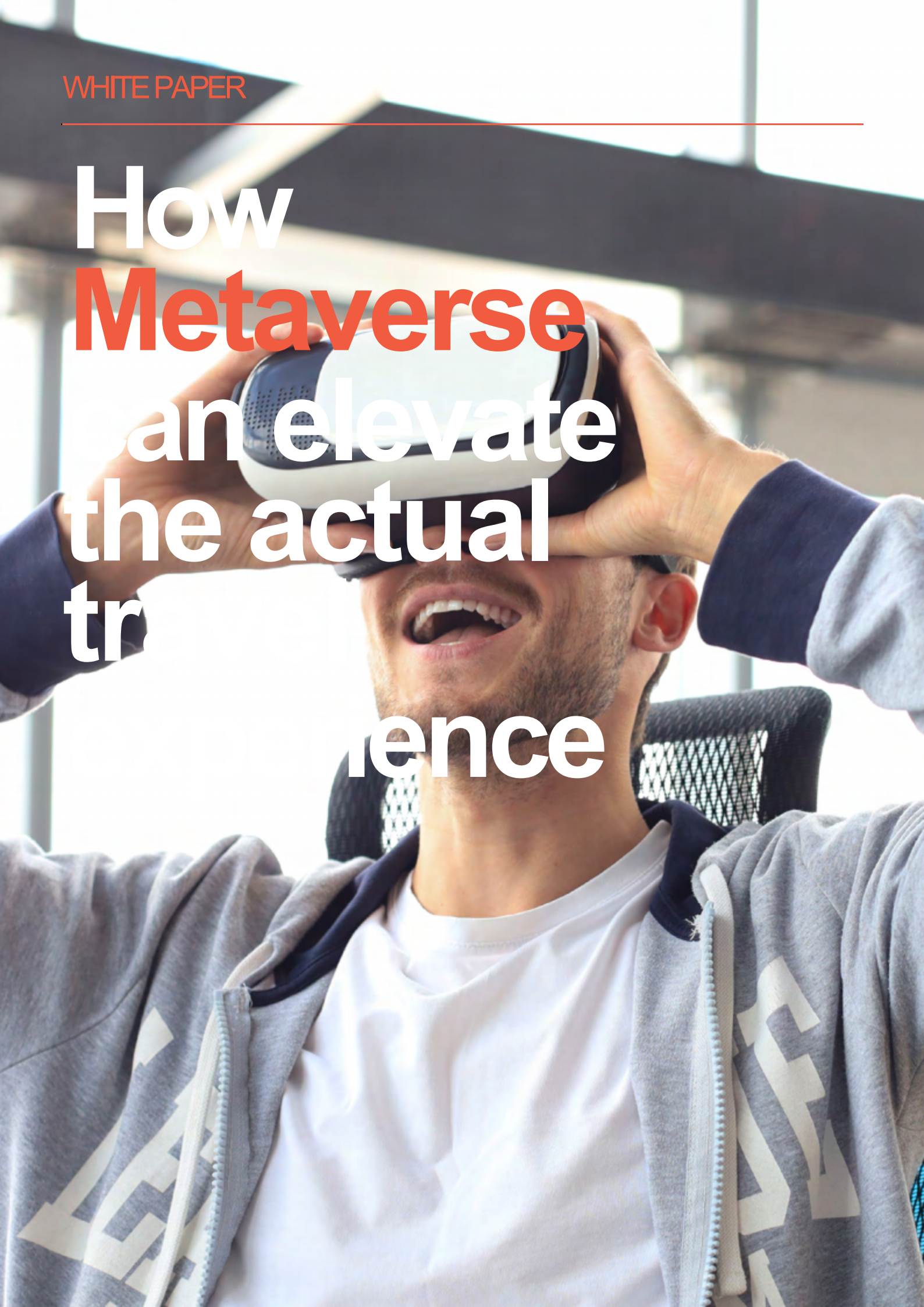


WHITE PAPER

How **Metaverse** can elevate the actual tr perience



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Consumers are looking forward to shifting a range of their activities to the virtual world

New-age and immersive technologies like Virtual Reality, AI & Analytics have brought about a massive disruption in the everyday lives of consumers. From online game platforms like Roblox to immersive online shopping experiences with “try before you buy”, technology in many ways is slowly and steadily transforming businesses, their customers and their behavior and expectations.

Young millennials have comfortably adopted these digital technologies, which have made interactions in the virtual world closer to reality blurring the distinction between the physical and the digital world.



This rising comfort and adoption of digital technologies is now giving rise to consumer expectations for a seamless and immersive experience. **Consumers now expect a clear vision of the product or experience before purchasing.**

As per a recent report by McKinsey, it is estimated that the metaverse may generate up to \$5 trillion by 2030 across consumer and enterprise use cases. It is also estimated to have a market impact of between \$2 trillion and \$2.6 trillion on e-commerce by 2030.

These technologies are also revolutionizing the way people look at travel. Travel restrictions during the pandemic in last few years have already accelerated digital & contactless experiences, virtual tourism. People have started revising their approach to travel. The travel industry is therefore slowly realizing the value, the virtual world can bring in by enabling consumers to explore the destinations they had always been dreaming of visiting.

This paper showcases our point of view on how Metaverse and related new age technologies can transform the future of travel.

As per a research report by McKinsey, 62% of the respondents were very excited by the possibility of travel in the metaverse, especially the ability to visit “places I can’t physically go”—including space.

I. Entering the Travel Metaverse – Travel journey with Julie

The Metaverse is all set to be the next technology frontier in the travel world. It has the potential to not just boost virtual tourism but also elevate the actual travel experience and take it to a whole new level by offering travellers a realm of the actual reality and experience they can expect.

The Metaverse world can also enable people to interact and share their travel experiences.

As these underlying technologies like Virtual Reality, Augment Reality, Mixed Reality, AI & ML, Data Analytics, Blockchain, IOT are making headway, they are also shaping the future of the travel industry. These technologies

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