


kingthing



MARKETING + SOCIAL MEDIA + TOURISM + THINGS

A group of people are gathered around a table, working together. In the foreground, there are three colorful containers (blue, orange, and green) and a silver laptop. A woman is typing on the laptop, while a man and another woman look on. The background shows a large window with a view of green trees. The text "Preparing for the Next Big Change in Tourism Technology" is overlaid on the image.

Preparing for the Next Big Change in Tourism Technology



What does the
future hold?



"I think there is a world
market for maybe five
computers."

Thomas Watson, president of IBM, 1943



WEB 1.0

WEB 2.0

WEB 3.0

New video + photos



Drone footage





Introducing Lily the drone



Introducing Bubl the 360 camera

3D Walkthrough



360: Port Lincoln SA





Doors leading to Europe



The future traveler



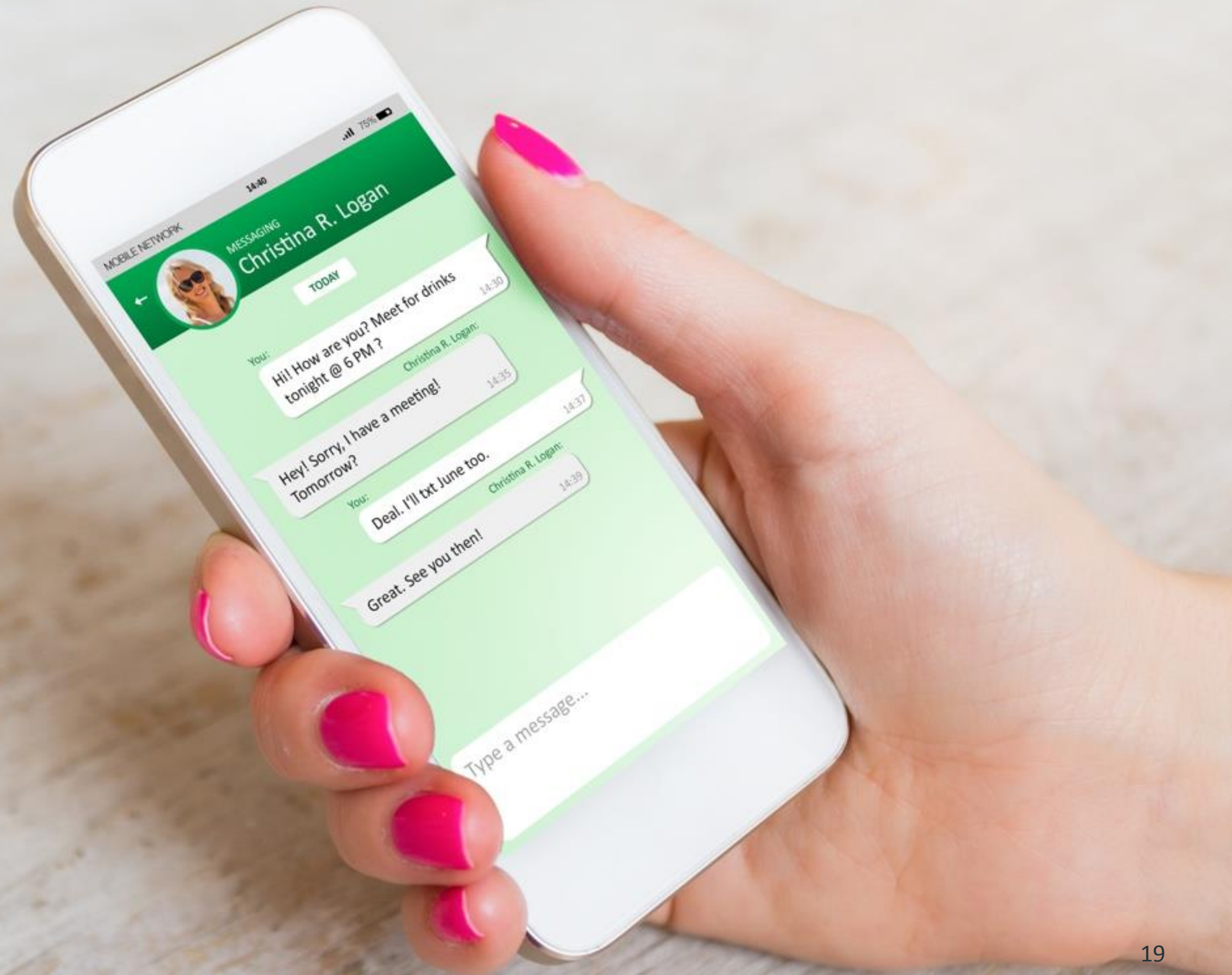


Wearables



Hearables

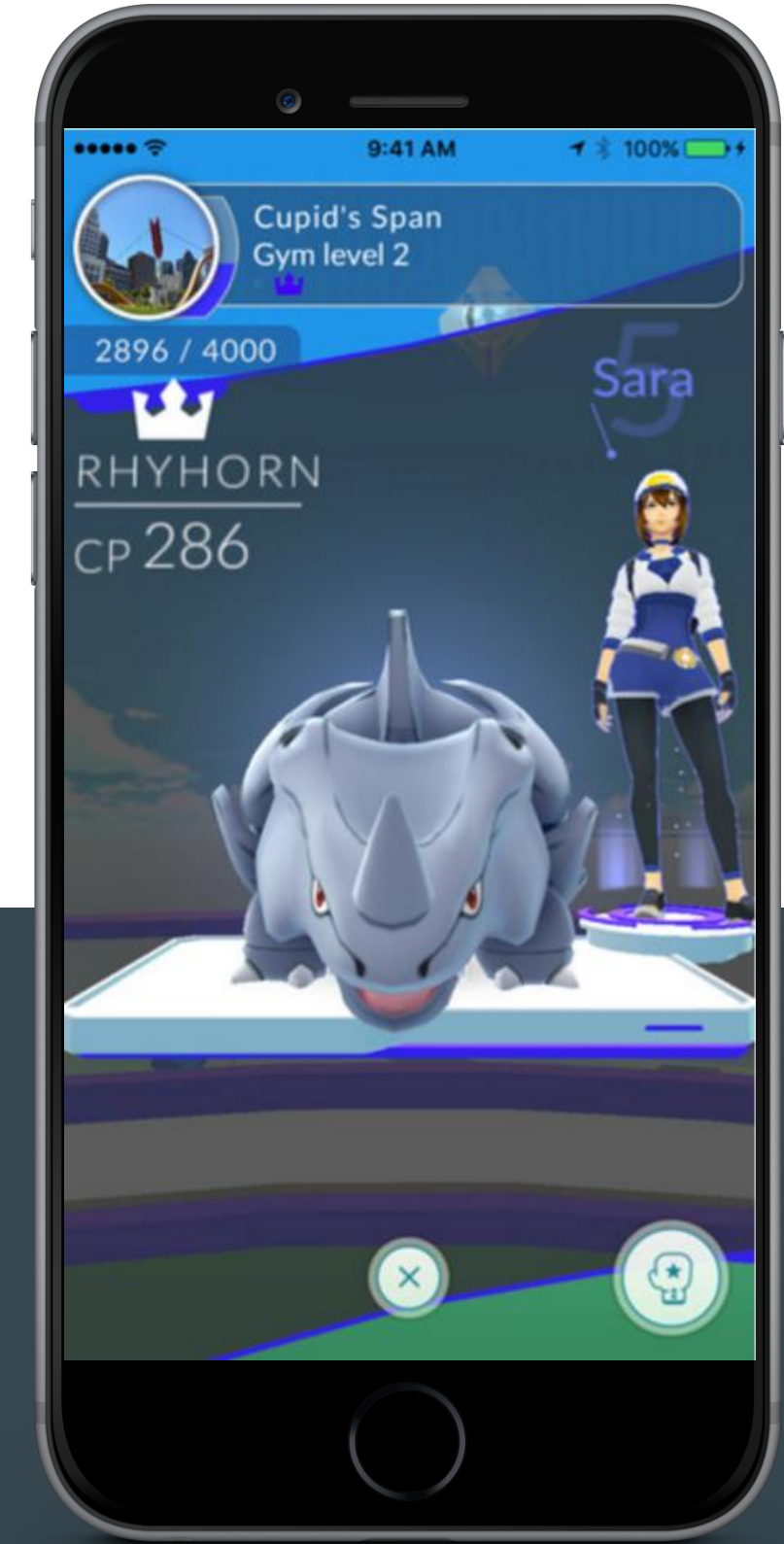
Chat bots



Augmented reality







Things to Do in Portland / Portland Activities & Attractions / Tours & Itineraries / Pokémon Go in Portland

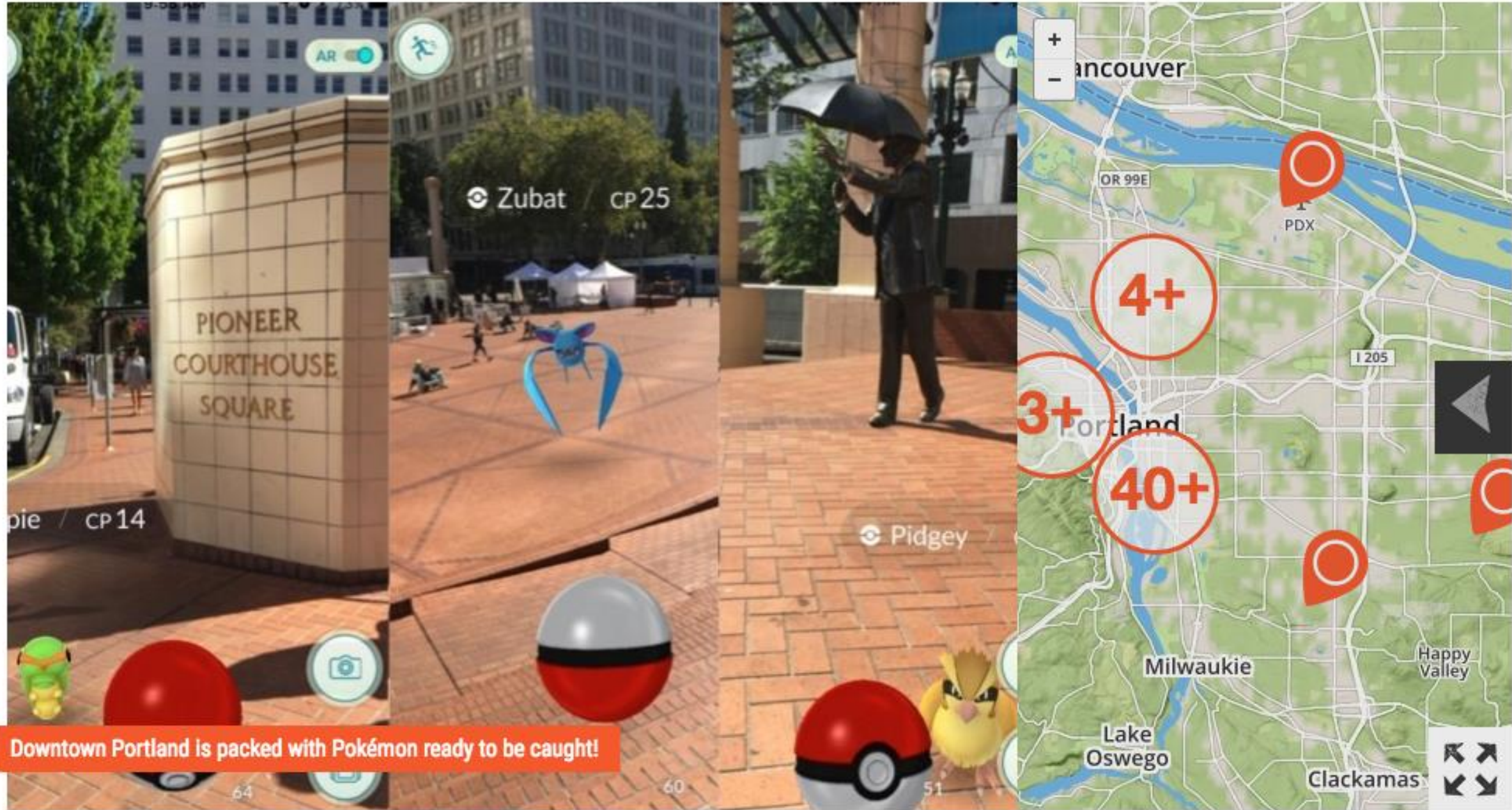
Pokémon Go in Portland

Here's where to "Catch them all!" in the Rose City.

SHARE THIS PAGE



Tags: [attractions](#), [good for kids](#)



Downtown Portland is packed with Pokémon ready to be caught!

Catalina Gaitán





DAVID ATTENBOROUGH'S VIRTUAL REALITY EXPERIENCES WITH ALCHEMY VR

Book Online & Save



**NOW SHOWING
LIMITED SEASON**

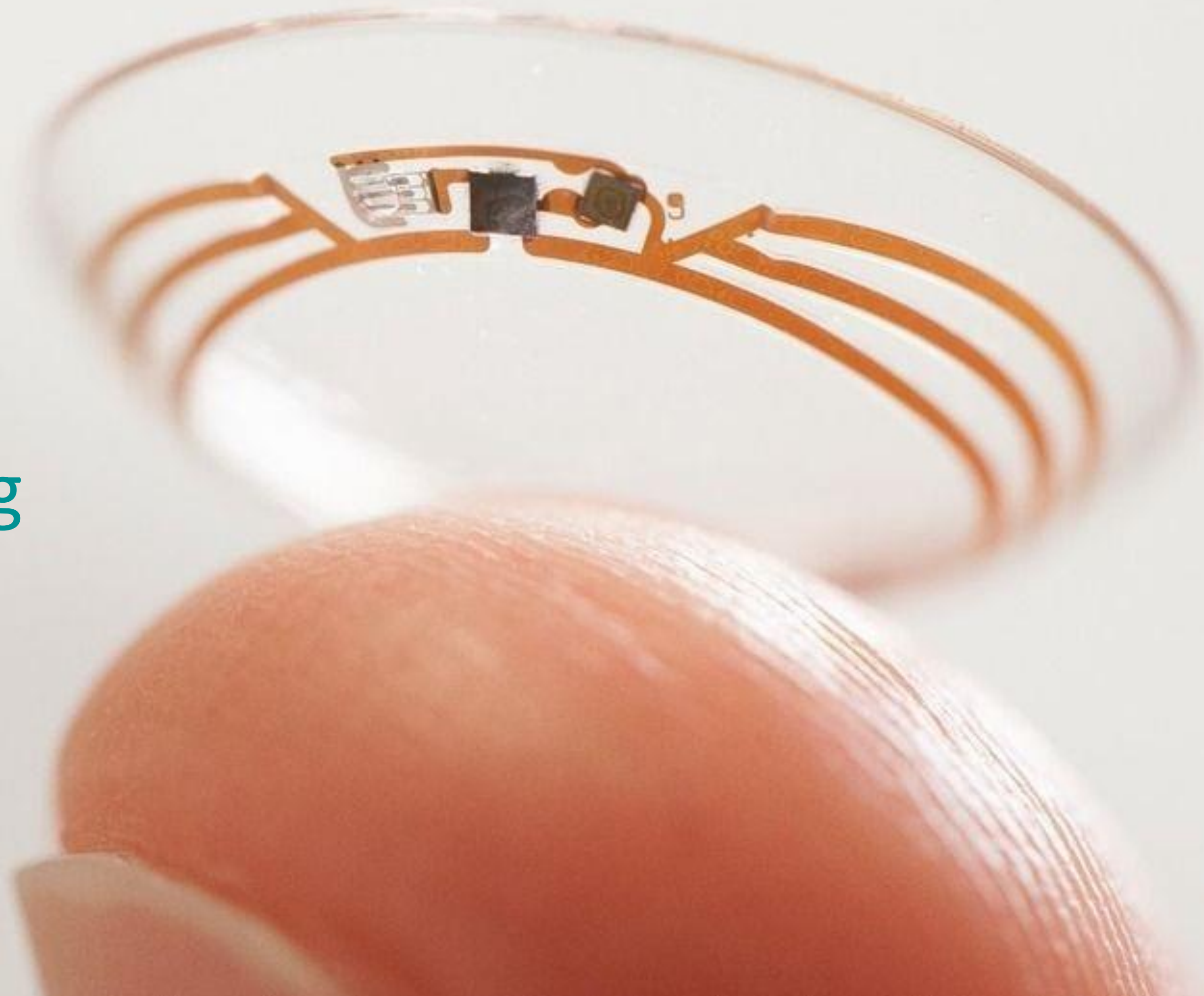
Australian premiere direct from a sell-out London season.

For 13 years and over.

Facebook glasses?



Samsung



Google patents smart lenses you inject into your eyes



Interpretation



Virtual reality



A hand is shown in the foreground, reaching out towards a collage of various photographs. The photos include landscapes, cityscapes, and portraits. In the background, there is a faint image of a VR headset and a circular pattern, suggesting a virtual reality environment. The text "2016 is the year of VR" is overlaid on the left side of the image.

Oculus Rift







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Merchant links are sponsored ⓘ

Show only

☐ New items

Price

☐ Up to \$20

☐ \$20 – \$45

☐ \$45 – \$100

☐ Over \$100

\$ to

\$

Category

☐ 3D Glasses

☐ Smart Glasses

Seller

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☐ eBay.com.au -
pccasegear

☐ Exeltek

☐ Mobileciti

☐ Personal Digital

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Virtual Reality Vr Headset 3d Imax Plastic Video Glasses For Iphone 5s

\$20.75 from eBay.com.au

New **Virtual Reality VR** 3D Glasses for iPhone 4.7 5.5 6.5" Google Cardboard #AUFB Description This item will be shipped from our Australia ...



3d Vr Box Glasses Virtual Reality Headset Helmet For Universal Mobile

\$31.73 from eBay.com.au

2016041810165186737 2016041810165186737 go to description payment shipping return policy contact us **vr box 2 vr box virtual reality headset 3 d** ...



Virtual Reality Vr Headset 3d Imax Video Glasses For Iphone 4 5s 6

\$18.49 from eBay.com.au

Universal **Virtual Reality** 3D Glasses for Phone iPhone 6 Plus Google Cardboard GL This item will be shipped from our Australia warehouse. We will ...



3d Vr Oculus Virtual Reality Headset Video Game Helmet Glasses Gear

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Vr Shinecon Virtual Reality Headset 3d Vr Glasses For 46 Inch

\$49.58 from eBay.com.au

VR Shinecon Virtual Reality Headset 3d **Vr** Glasses for 4~6 Inch Smartphones Description: AMAZING REVOLUTIONARY TECH, turn your smartphone into a ...

GOOGLE CARDBOARD

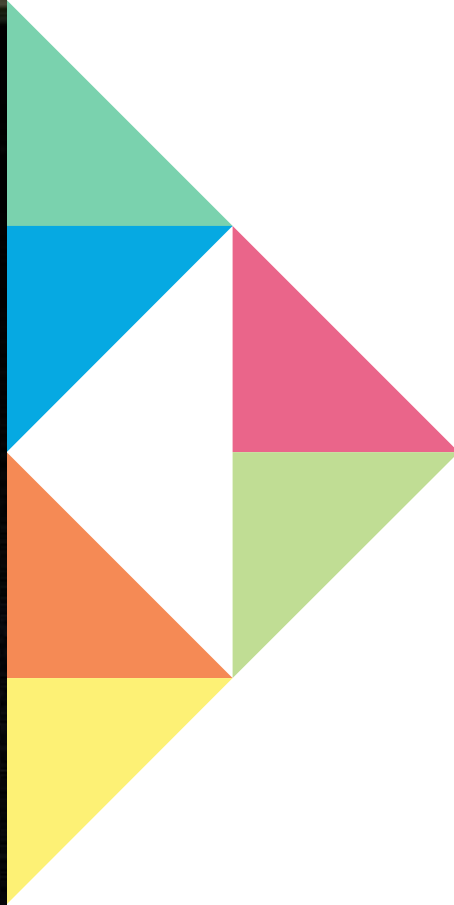
Experience virtual reality in a simple,
fun, and affordable way.





Tilt Brush VR





Virtual Sky-dive




MOST POPULAR

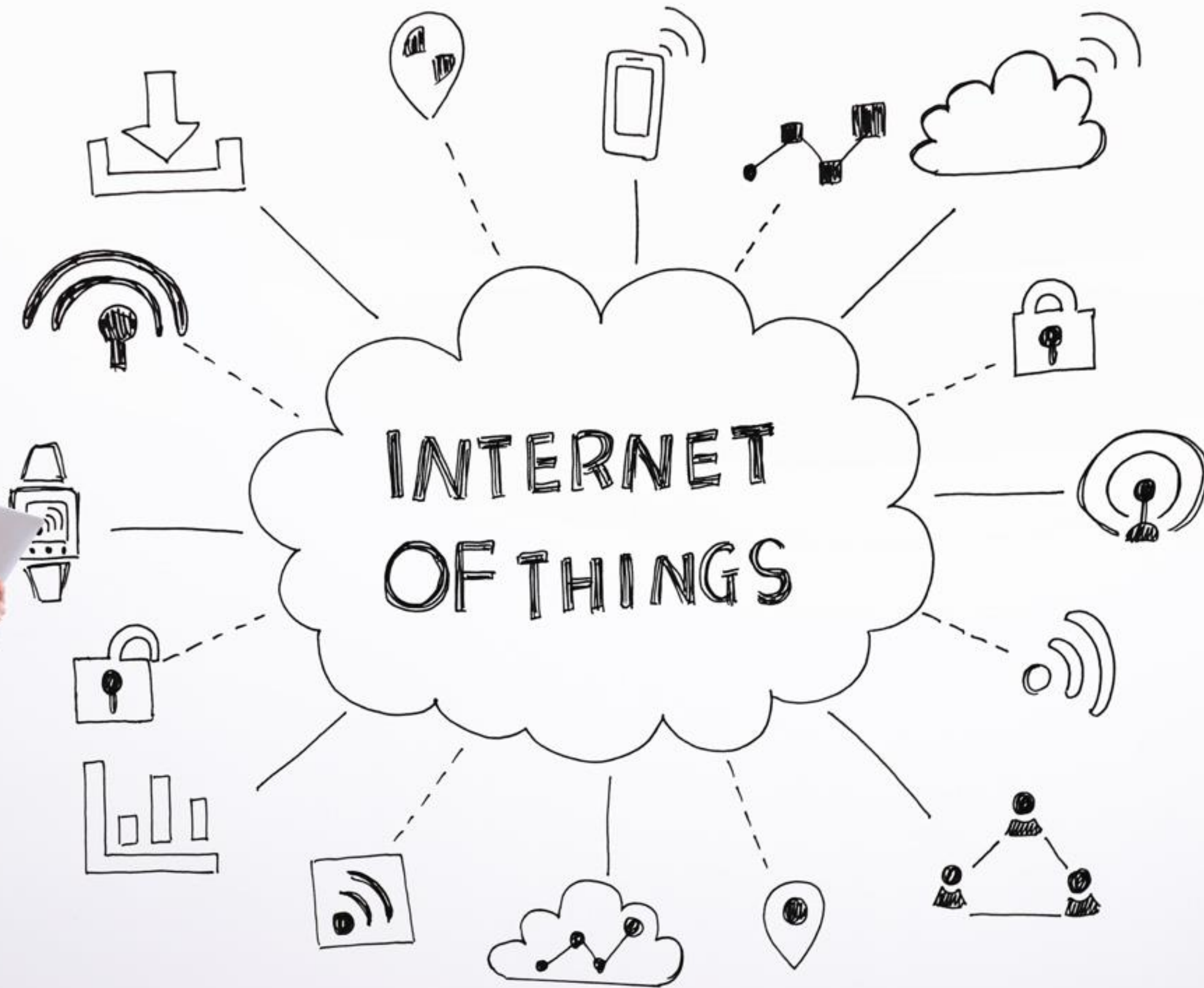


A black smartphone is shown horizontally, displaying a VR interface. The screen features a blurred background of a large crowd at an outdoor festival, with a large, ornate white structure in the distance under a clear blue sky. The word "COACHELLA" is centered in a white, hand-drawn, slightly irregular font. Below it is a white icon of a VR headset with the letters "VR" inside. In the bottom right corner, there is a small white logo consisting of a triangle with a dot inside, followed by the text "vantage.tv°".

COACHELLA



 vantage.tv°



Our 'IoT' world is growing at a breathtaking pace, from 2 billion objects in 2006 to a projected 200 billion by 2020.

That will be around 26 smart objects for every human being on Earth!

Information Counter

Robot
welcomes
visitors to
ITB
(Tourism
Trade Fair)
in Berlin





Integrated Property Management System (PMS)



Hotels using IoT

Individual preferences





Air travel

Accom





Self driving vehicles



Drones delivering

3D printing



Sceptics view of future tourism





VR attractions



**That by his thirties
he will be a millionaire**

Optimists view of future tourism





Exciting for small business

Give them a taste





Will we have jobs?

Creatives will inherit the earth





Real life experiences

Future products




Prestige and
bragability





How to prepare

- Be curious
 - Know that everything can and will be online
 - Make friends with creative types
 - Be an early adopter
 - Ensure all team members are educated in the new technologies
 - If you are a tourism organisation lead by example
 - Keep our Tasmanian-ness: clean, green, food, beverages, adventure, heritage, great people etc etc
- 

Resources



Phocuswright[?]



Mashable



WIRED

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