

The Cosmic logo features the word "cosmic" in a white, lowercase, sans-serif font. A small registered trademark symbol (®) is located at the bottom right of the word. Above the letter "i" is a stylized icon consisting of two overlapping diamond shapes, one light blue and one teal.

cosmic[®]

Digital Trends for Tourism 2024

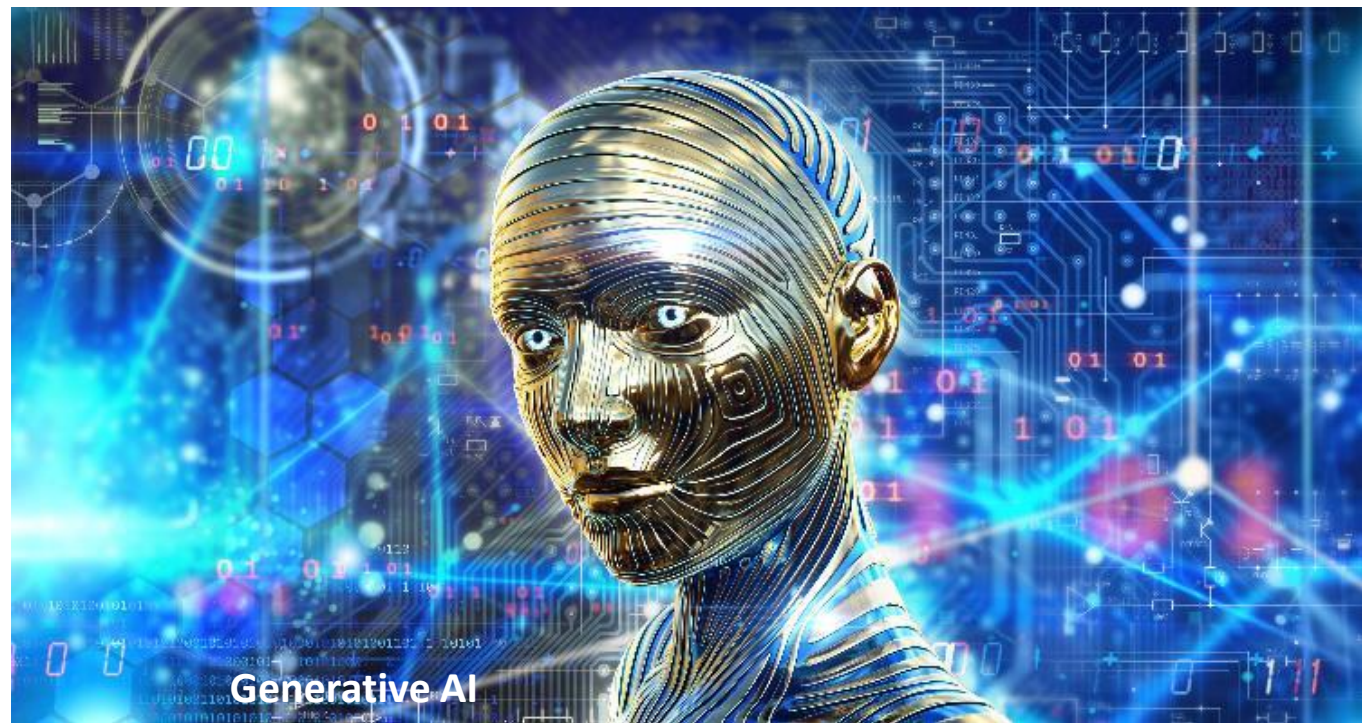
Kate Doodson

Big trends.





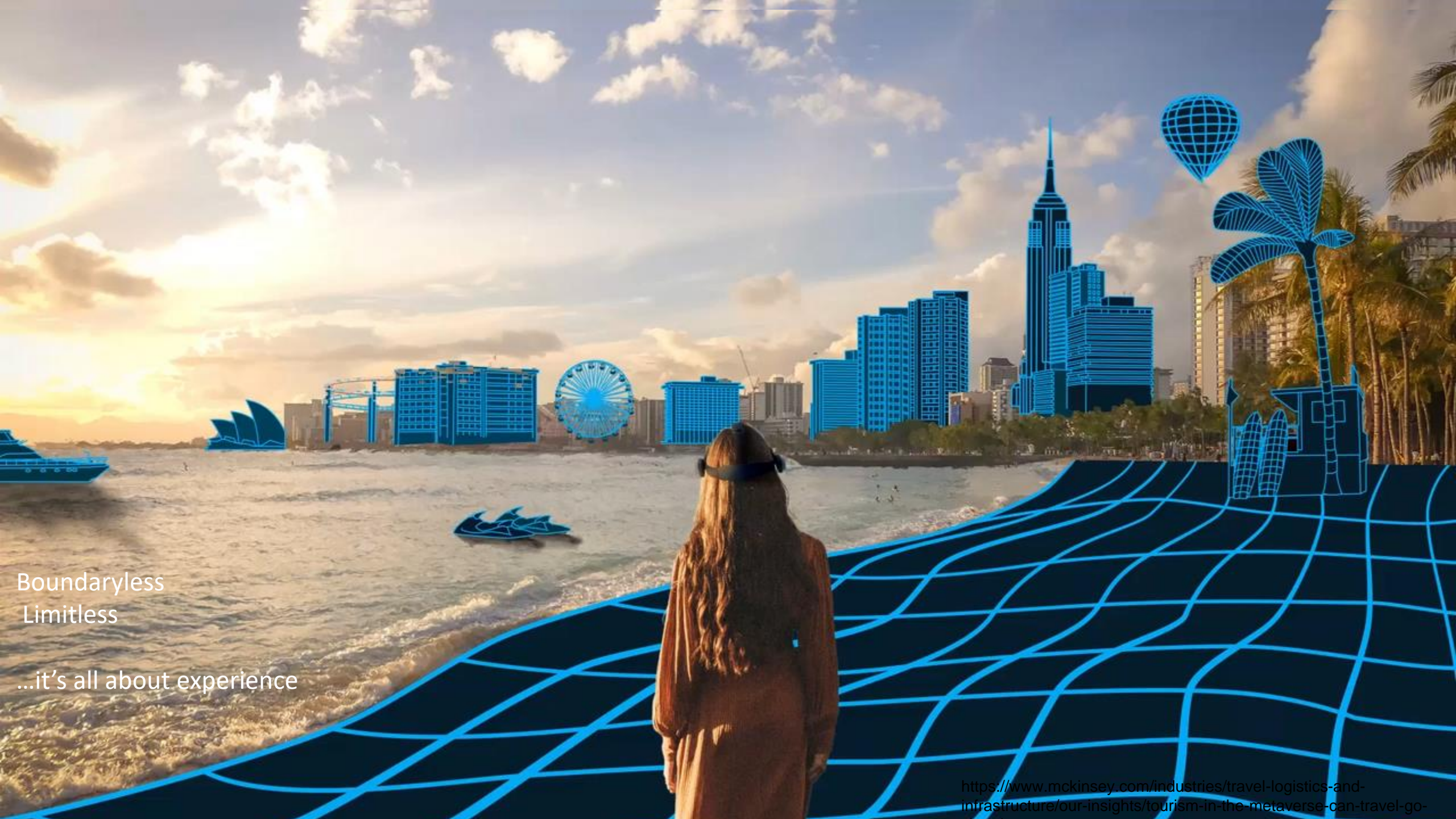
Immersive worlds



Generative AI

Immersive worlds.





Boundaryless
Limitless

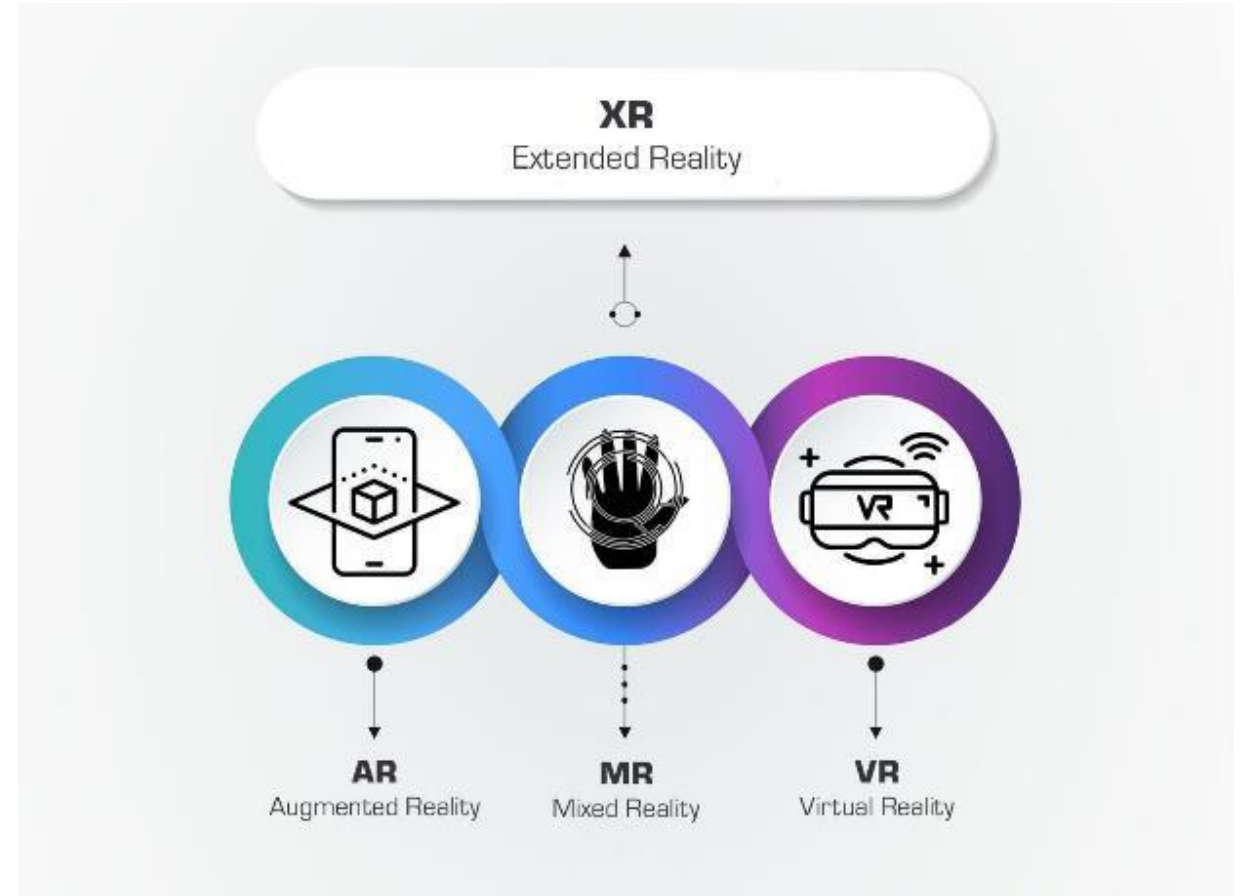
...it's all about experience

What is the metaverse?

The Metaverse is the next iteration of the Internet.

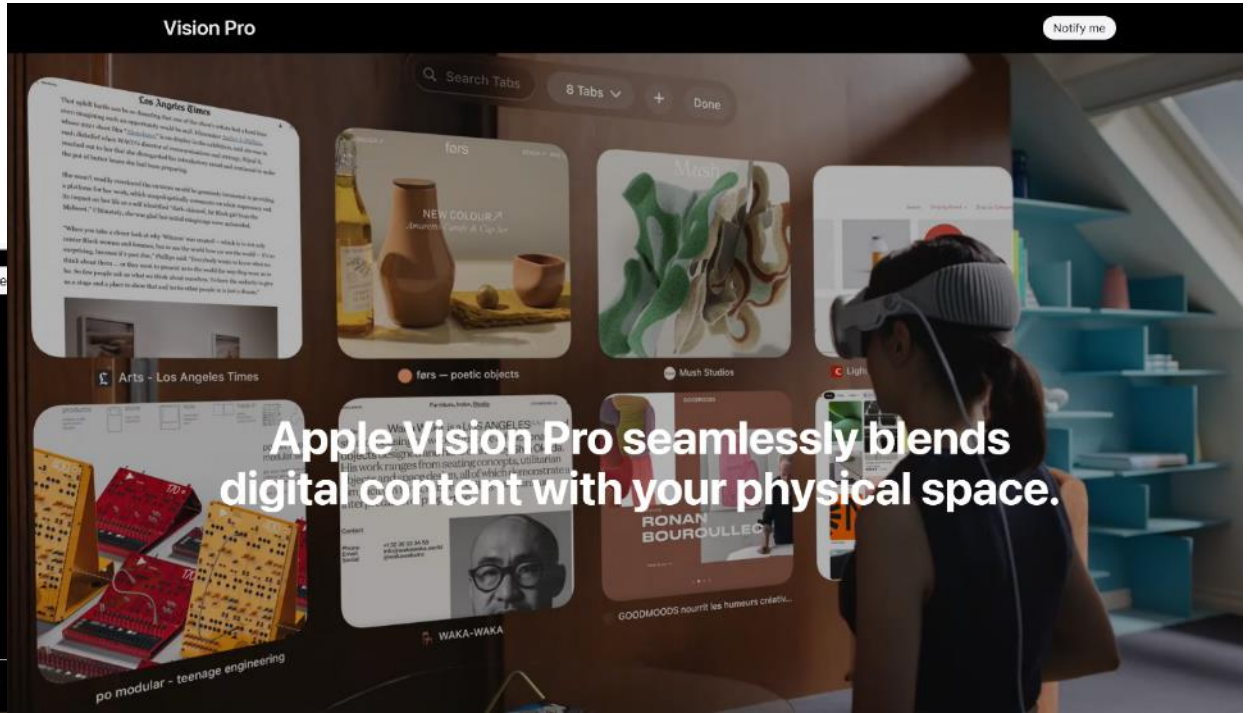
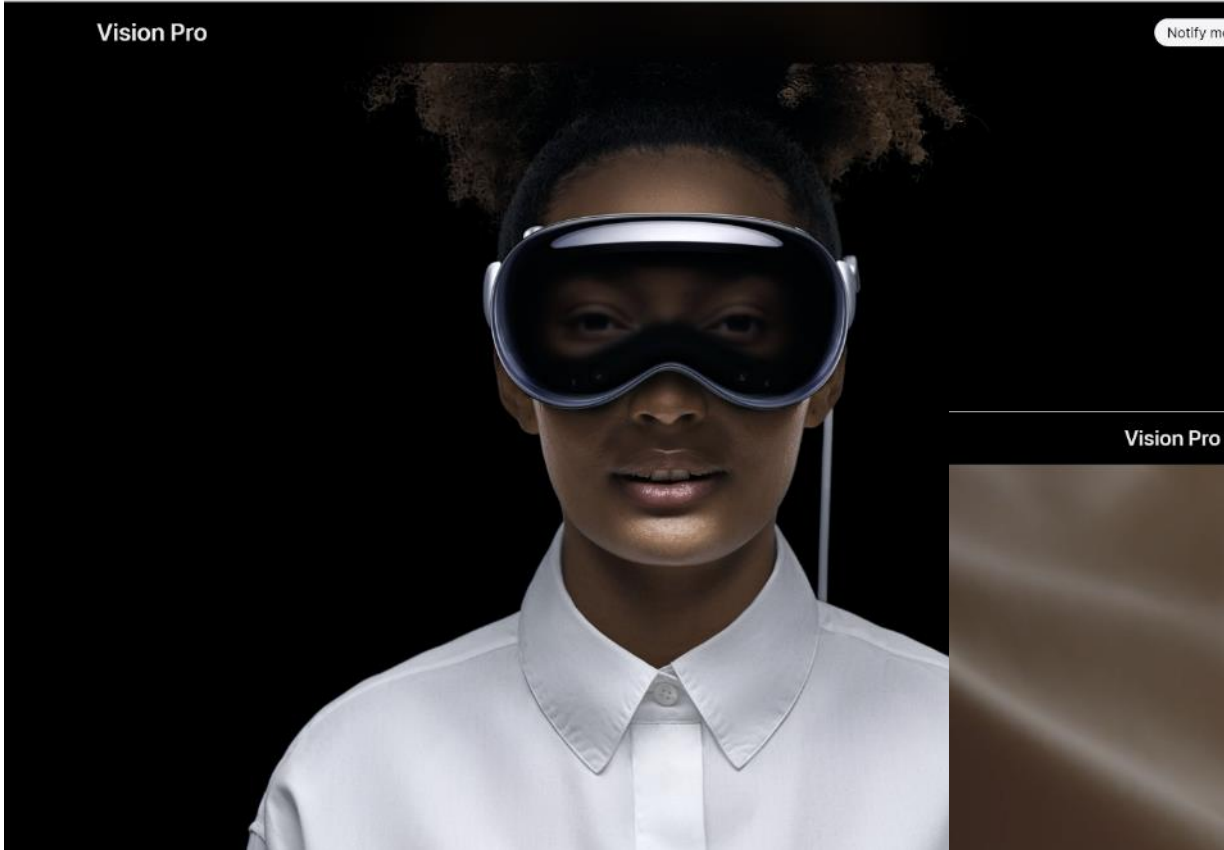
It blurs the lines between the physical and virtual world to create a single blended, extended or mixed reality.

The metaverse is currently now focused on virtual reality (VR), but is increasingly being defined in terms of augmented reality (AR) or extended or mixed reality (MR).

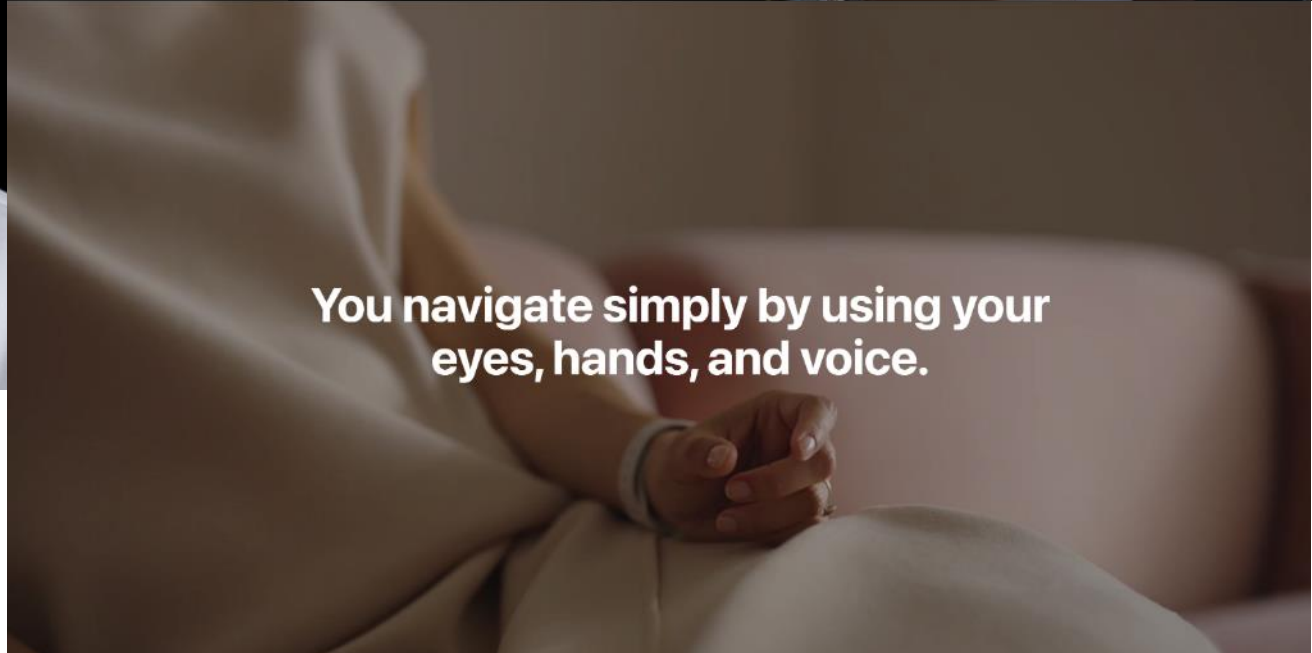


Monitorless experience

Spatial Computing & 3D photos



Apple Vision Pro seamlessly blends digital content with your physical space.



You navigate simply by using your eyes, hands, and voice.



Examples

Inspiration and planning

Virtual spaces—which can be used to showcase hotel amenities, airline classes, or an entire landmark—spark the desire to travel, give a holistic idea of a destination, help in traveler decision-making, showcase broader offerings, and raise awareness of unfamiliar locations.

Qatar Airways: QVerse allows travelers to view cabin interiors, the business-class QSuite, and the VIP check-in area at Hamad International Airport.

Leisure and entertainment

Live streaming, in 2020, the metaverse accounted for 0.1 % of live-music revenues—a figure which rose more than tenfold by 2021. By 2030, we estimate that virtual events account for 20% of revenues, accommodating huge audience numbers at reduced cost.

ABBA Voyage: Mixing destination and mixed reality together to create a huge entertainment and destination success.

Visitor support

Some destinations have been exploring the idea of virtual concierges to support travelers at every stage of the journey with real-time itineraries, information, troubleshooting, visa issues, and more.

Metaverse Seoul: Seoul’s digital twins of tourist attractions, like Gwanghwamun Square, Namdaemun Market virtual tour and destroyed historical sites such as Donuimun will be reanimated in the virtual space



Experiential: Travelling back in time to 1605



Learning: Science museum: voyage to the edge of imagination



[HOME](#) → [SEE AND DO](#)

SCIENCE FICTION: VOYAGE TO THE EDGE OF IMAGINATION

SCIENCE
MUSEUM



Little trends.



Social as a search engine?

'Forty percent of 18- to 24-year-olds are now [using social media as their primary search engine](#), according to an [internal study](#) by Google. In September 2022, the New York Times even proclaimed that "[For Gen Z, TikTok is the New Search Engine](#).'

Social search vs SEO search

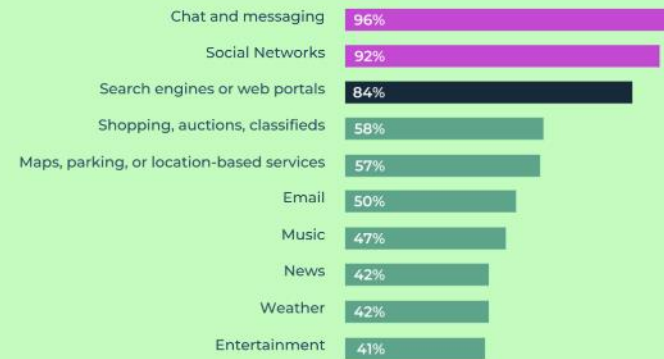
Social networks *are* visited more than search engines every month now
What's more, of the time that people spend using the internet is spent on social media.

Social for evaluating products, compare prices between competing brands, and make decisions about where to spend their money.

Search Engines for discovery

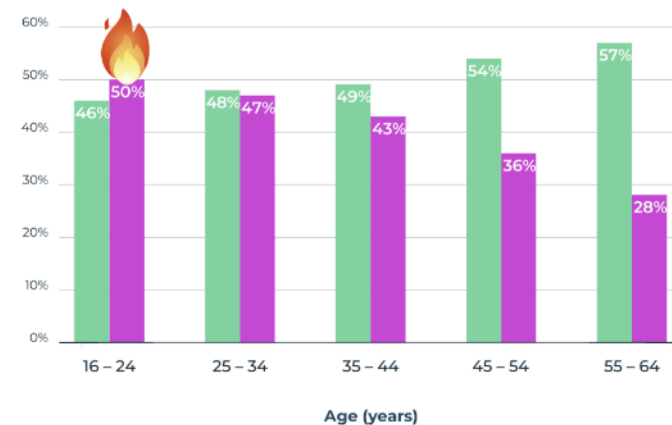
'treat your social pages like a mini landing page and website'

Top types of websites visited and apps used
Percentage of internet users aged 16 to 64 who have visited or used each kind of digital property in the past month



Internet users age 16-24 use social for brand research over search

● Social Networks
● Search Engines



Social as customer service

Social was never meant to be a customer service channel.

But now it really can't be ignored. Social media has taken an outsized role in customer service—and businesses, are caught dealing with the repercussions.

Customers expect responses through messenger and WhatsApp and they want them immediately.


Are you encouraging communication through Messenger and WhatsApp

Have you built auto responses that make sense?

Are you utilising WhatsApp Business App and features?

Download Hootsuite's free DM templates

[EssentialDMReplies_Template_en.pdf \(widen.net\)](#)

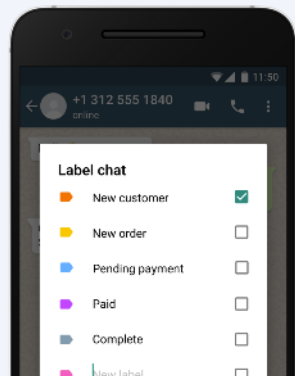


BE SEEN
Business Profile

Create a business profile with helpful information for your customers like your address, business description, email address, and website.


STAY ORGANIZED
Labels

Organize your contacts or chats with labels, so you can easily find them again.




MESSAGE MORE, WORK LESS
Quick Replies

Quick replies let you save and reuse messages you frequently send so you can easily answer common questions in no time.



RESPOND INSTANTLY
Automated Messages

Set an away message when you are unable to answer so your customers know you're still there.



Negative Feedback and Complaints

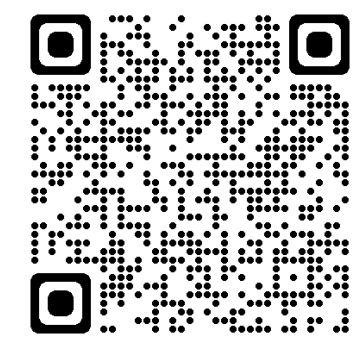
My order has a problem. Who do I talk to?

Hello!

Thank you for reaching out. We're sorry to hear you had a negative experience. We're constantly trying to improve our feedback like yours is very important to us.

[Address specific concerns here and provide specific solutions.]

We look forward to working with you to resolve this matter.



Social as a learning platform

In Feed – stories, posts, reels
So you want to learn about.....?

Practical ways to learn – in-feed

[@shityoushouldcareabout](#) [@so.informed](#)

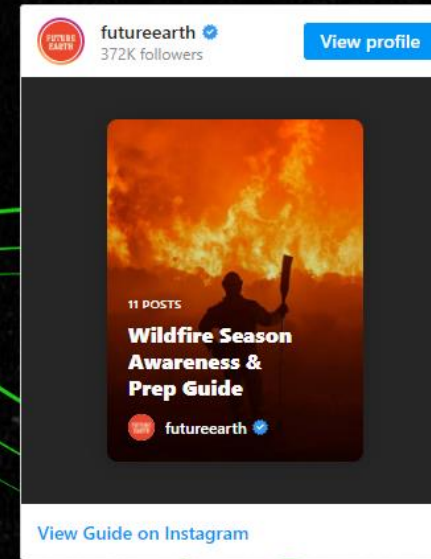
Long Form content - in depth learning on social channels,
Instagram @futureearth

[@livinglondonhistory](#)
[@ichbinsophiescholl](#) -
[@depthsofwikipedia](#)

What content could you repurpose as learning content?

Social media users globally are more likely to say they've learnt practical life skills from social media 57% than from university 51%

(We Are Social, 2021)



Instagram creator @futureearth gives its audience a 101 on wildfire awareness using Guides.



Social justice slideshows have normalised educational content in the feed.

ON PLA

Long-form formats. Longer-form for Twitter, Instagram and many other openness to immersive long-reads introduced Guides, and it's why Clu depth, informative discussions.

IN CULTURE

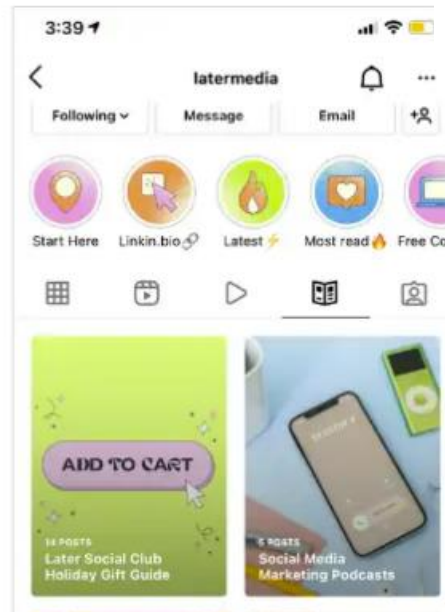
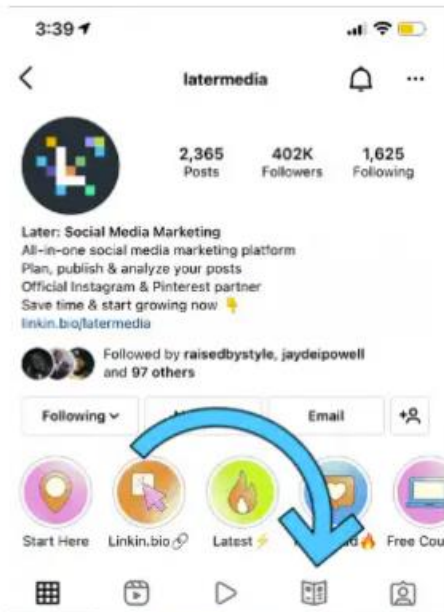
Political relearning. The death of George Floyd and subsequent civil rights movement spurred a swell of digitally native, educational content that locked to fill the knowledge gap around colonial histories and racial inequality. Instagram accounts like @shityoushouldcareabout and @so.informed set the scene for more practical ways to learn in-feed.

Instagram Guides

Guides include a cover image, title, introduction, embedded Instagram posts, and optional descriptions for entries.

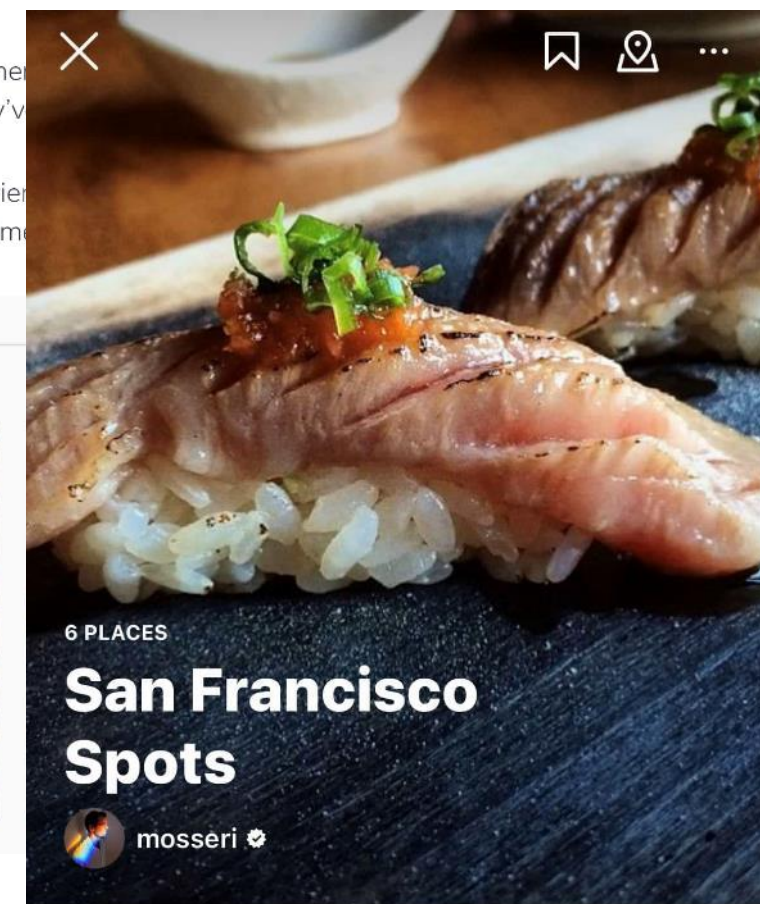
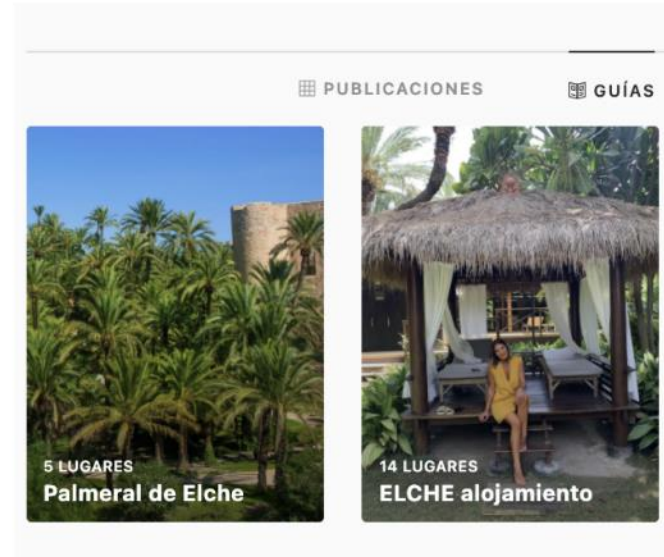
Once you create your first Guide, a tab with a brochure icon will appear on your profile

- Place Guides
- Product Guides
- Post Guides



The VisitElche profile belongs to the Tourism Department. To give potential visitors easy access to sites in the town, they've

created a Guide with 6 places. The Guide includes photos of monuments, accommodations, nature, and even kid-friendly spots. It's a great guide for tourism departments, hotels, or tourist apartments.



Last updated 77 weeks ago

Saru Sushi

This is my favorite sushi on the south side of the city. I highly recommend the nigiri, particularly the barracuda or the zuke king salmon. They're a bit strict, no seating till the entire party is there, but if you're willing to be patient with that sort of thing the

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<https://blog.hootsuite.com/instagram-guides/>

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Thank you.

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