The World in 2050

Å The world in 2050
Å Implications for marketing, branding and distribution
The World in 2050

Resources

Wealth

Technology

INFORMATION
Wealth

Tourism and Demography
## Changing Markets

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Dadush & Stancil 2010
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Source: UN 2009
Changing Life Courses

Early Life: Growth and Development

Adult: Maintaining highest possible level of function

Older Age: Maintaining independence and Preventing disability

Functionality of capacity

Disability threshold

Range of functions in individuals

Rehabilitation and ensuring the quality of life

Source: Yeoman & Butterfield 2010
At Least Half of Americans Diabetic or Pre-Diabetic by 2020

February 17th, 2011 by Alexander Weinstock  Filed under 1, medical.

We have heard for years that diet is a serious problem in America, but people do not like to listen. The result is that two times the amount of diabetes was registered in 2010 (24 million, in contrast to the 12 million we were wondering). What is really disturbing is that this trend is continuing despite improvements in science and technology due to extremely poor lifestyle choices by the majority of the population.

Diabetes is a metabolic disorder characterized by an abnormally high sugar level, which disrupts the normal functioning of multiple organs. There are two main types of the disease. In Type I diabetes, the body simply does not produce enough insulin to maintain normal blood sugar levels.
Changing Life Courses

Projections of potential replacement ratio in 2050 at normal retirement (as a % of final salary)

Selected OECD countries

- Australia
- France
- Germany
- Japan
- Sweden
- New Zealand
- Belgium
- Denmark
- UK
- Netherlands
- USA
- Korea
- Italy

Replacement ratio %

Source: Yeoman & Butterfield 2010
Partial reversal of aging achieved in mice
Control of telomerase gene appears to control process

File photo by Kris Snibbe/Harvard Staff Photographer

Researchers led by Ronald A. DePinho (above), a Harvard Medical School professor of genetics, say their work shows for the first time a dramatic reversal of many aspects of age-related
New Tourist
The transition of changing values
Fluid identity
Thomas Malthus has become widely known for his theories concerning population and its increase or decrease in response to various factors. The six editions of his *An Essay on the Principle of Population*, published from 1798 to 1826, observed that sooner or later population gets checked by famine and disease.
The End of Oil

YOU CONTROL CLIMATE CHANGE.

Krumdiek et al. (2010), Becken (2010)
What Can We Learn From History?
Future of Flight
Future of Transport
Future of Transport

Robotic Power Suites

Tesla Roadster
Future of Food

Source: Lipschutz (2006)
Future of Food

Å The film raises a number of issues:

- Who controls the food supply, food security and scramble for food
- Food and culture
- Forthcoming food inflation
- Wealth distribution: Have's and have not's
- Urbanisation
- Food supplements, science and healthy lifestyle
- Sex tourism and the role of women
By 2050, most regions of the world will be predominantly urban as 193,107 new city dwellers are added to the world’s urban population every day. This translates to slightly more than two people every two seconds reflecting that the world’s urban population will swell to almost 5 bn in 2030 and 6.4 bn by 2050. Cities have long been the centre of tourist activity, from the early times of civilisation through to their highly developed state in the global economy. Cities hold a particular fascination for tourists, from the vast highly developed metropolitan cities like Los Angeles to small historic cities like Durham in the North East of England (Yeoman 2011).
Urbanisation: Logan’s Run

The film raises a number of issues:
- Peak oil and the affordability of air travel
- Environmental taxation
- Fiscal deficit
- Urban land transport
- Urbanisation and immigration
- Assault on pleasure
- Green technologies
Shanghai 2050: The Future of Hotels

Å Shanghai is the first place of everything that is modern about China, whether it was the first motor car, first train tracks, first cinema and first modern sewers.

Å Shanghai has recorded double-digit growth for 15 consecutive years since 1992 to become the centre of finance and trade in new China.

Å Domestic tourist arrivals quadrupled between 1993 and 2009 from 0.4 billion to 1.9 billion tourists.

Å International tourist arrivals have grown fivefold from 27 million tourists in 1990 to 126 visitors in 2009, reflecting a CAGR of 8.4%.

Å Shanghai’s rapid urbanization has resulted in negative environmental impacts such as pollution. Coupled with external factors such as climate change, competition of urban land space and decreasing availability of clean water, Shanghai’s urban development plan would require a sustainable design of the future.
Sustainable Hotel Design

Sustainable architecture seeks to minimize the negative environmental impact of buildings by enhancing efficiency and moderation in the use of materials, energy, and development space.
Modernity of Design

A Day Made Of Glass: Corning’s Vision For The Future With Specialty Glass At The Heart Of It (video)
Space is Scarce
New Sciences

Claytronics

Programmable matter
Nanotechnology is widely regarded as one of the twenty-first century's key technologies, and its economic importance is sharply on the rise. In architecture and the construction industry it has potentials that are already usable today, especially the coating of surfaces to lend them functional characteristics such as increased tensile strength, self-cleaning capacity, fire resistance, and others.
Meetings by Sector (Source: ICCA)
Meetings Industry

Key issues for the medical tourism meetings industry

- The convergence of science and technologies.
- The cost of discovery and less discovery.
- Moving east.
- Science parks, elite universities and knowledge clusters.
- Assault on pleasure.
- Virtual reality and meetings technologies.
- We will still want to talk to each other face to face communications.
Technology

1950-2050: Ongoing IT miniaturisation getting more out of less

And it isn’t over yet!!!
Future of Sporting Events
What will the fan experience be?

Real or virtual
INSPERIENCE ECONOMY represents consumers' desire to bring top-level experiences into their domestic domain."

Key words
- Creating comfortable space
- Fully equipped
- Not venturing out because we have it at home
- The best

*The Cal Spas Outdoor Theatre*, at US $30,000 comes with 63-inch LCD HDTV touting surround sound, DVD/CD player... five-burner BBQ grill, a wet bar, weatherproof recliners with cup holders

Source: Trend Hunter

Ultimate Outdoor Theatre
The role of technology in tourism is increasingly becoming more pronounced. Constant innovations and developments of new technologies allow users and suppliers to interact on platforms that were unimaginable in the past decade. Today, the provision of information on tourism products is available through a variety of channels and technological platforms, bringing with it a range of benefits such as convenience with user-friendly interfaces, up-to-date information and affordability to the end user. These developments increasingly drives the integration of technology within our everyday lives with mobile internet, navigation systems and smartphones, which attempts to constantly keep us connected to the digital world.
2050: An Information Society

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2050: An Information Society

Virtual Reality

Ubiquitous Computing
Augmented audio and visual recognition technology means that a smartphone with a camera can recognize the environment and provide information.
Smart specs unite world and data

By Michael Fitzpatrick
Technology journalist

A lightweight pair of augmented reality glasses that overlay the world with digital content, such as directions or a travel guide, has debuted in Japan.

The headset, created by Olympus and phone-maker NTT Docomo, uses augmented reality software on an attached phone.

A virtual tour of Kyoto was used as the first demonstration of the technology.
Scientists at the University of Washington have been developing a contact lens containing one built-in LED, powered wirelessly with radio frequency waves, facial recognition systems etc (Nelson 2008)
2050: An Information Society
2050: An Information Society

HOW TO PARTICIPATE IN THE EVENT

STEP 01
FIND TAGS & PUT THEM INTO TAGBOX!
Watch Drama HARU, find TAGs hidden in the picture. Click the TAG of your choice and put it into TAGBOX as your own TAG.
Gestural Interfaces

A gestural interface is a platform that bridges communication between humans by inventing measures which allow computers to understand human body language (Yeoman 2011). The best example of future development is the Sixth Sense Project or google Pranav Mistry.
Moore's law is the number of transistors that can be placed inexpensively on an integrated circuit has doubled approximately every two years.

Predictions about the death of Moore's Law have been wrong several times, too. In 1978, IBM scientists predicted Moore's Law had only 10 years left. When they got to 1988, they said it would end in 10 years again. (Kanellos 2005)

When will Moore’s end?

Optical computing uses light beams to store information and perform computations. As conventional silicon-based electronic processors reach theoretical limits, optical computers present an attractive alternative, because they are much faster and energy efficient. (Techcast 2010)
What is the Future of Visitor Information Centres?
Ciudad Grupo Santander, Madrid
They want freedom in everything they do, from freedom of choice to freedom of expression

They love to customise, personalise

They are the new scrutinizers

They look for corporate integrity and openness when deciding what to buy and where to work

The Net Gen wants entertainment and play in their work, education, and social life

They are the collaboration and relationship generation

The Net Gen has a need for speed — and not just in video games

They are the innovators
Artificial Intelligence

Since 1950 when Alan Turing defined the Turing Test in which computers are indistinguishable from human behaviour. Artificial intelligence has proven to be the illusive holy grail of technology forecasters. Computers have beaten chess masters and chatted with humans. But when will we reach singularity? The point when the processing power of the computer surpasses the human brain.
Singularity is here

Humans strip bare for zoo exhibit

Eight people have been chosen to spend the August Bank Holiday weekend almost naked and on display at London Zoo.

Visitors will see the humans, who will be treated like animals, kept amused with games, music and art.

But after each day in the open Bear Mountain enclosure the bunch - naked except for well-placed fig leaves - will be allowed home for the night.

The Human Zoo hopes to demonstrate the basic nature of...
Artificial Intelligence

Adaptive Inc, is an artificial general intelligence system that can conduct smart intelligence conversations with you. SmartActionIVR monitors the conversation for mood, degree of certainty, learns how to respond and even ask you on a date.

Google’s cross-language search can retrieve results in another by providing automatic translation services.

Google released a new tool as part of Google Translate that lets you find pages that are written in languages you don’t speak. Just type a query in your native language, translates your query in other language and shows you the results from the localized version of Google in your language.

Google Cross-Language Search

Google Translate allows you to search websites in another language. You can enter your query in your language and it will translate it into the language of the website. The results will be shown in the localized version of the website in your language.
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Can I read your mind?

DAPRA’s Silent Talk. The goal is to “allow user-to-user communication on the battlefield without the use of vocalized speech through analysis of neural signals.” This is where telepathy becomes real.
**Avatar:** Artificial bodies operated wirelessly by thought alone

A brain–computer interface (BCI), sometimes called a direct neural interface or a brain–machine interface, is a direct communication pathway between a brain and an external device. BCIs are often aimed at assisting, augmenting or repairing human cognitive or sensory-motor function.

**Researchers develop thought-controlled wheelchair**

*By Ben Grubb*

Last updated 09:42 02/10/2010

Life could soon get easier for those with a severe disability. Researchers at the University of Technology, Sydney have developed technology to allow severely disabled people to move around more easily by using their minds to control their wheelchairs.

They hope to commercialise the project within three years.

At present, there are few ways for those who are severely disabled to move around in their wheelchairs. The two most common ways are the "chin stick" and "sip and puff" methods.

Both methods require physical movement. The chin stick method...
The concept of haptic technology builds on the users' sense of touch, allowing them to touch and feel objects within the virtual real. (Yeoman 2011)
Real People
**Brand Challenges**

- An immediate, individuality, mobility and technological revolution
- The brand as a shortcut
- The brand as a guarantor of quality and truism of trust
- The cultural capital of conversation
- Brands, loyalty and segmentation
- Price
- Consumer boredom and the desire for new experiences
Commodity Channel

BACKDROP TO THE TRAVELLER OF THE FUTURE

Meet Alex in 2012
The Channel-jumper Info-consumer

- Age: 36
- Likes: 5-star Restaurants, Theater, Skiing
- Sleeps Through: Corporate Booking Tool, Online Travel Agencies, Social Networking Sites, Smart Phone
- Desired Vacation Spot: Rome, Dubai, Serengeti, Sydney, Fiji
- Cost Conscious Leisure, High End Leisure, Weekend Getaway, Group/Tour/ Packages, Unmanaged Business Travel, Managed Corporate, Complex Itinerary

The story of Alex is an info consumer.
- Young, fluid identity, Asian
- He is in control, dynamic information, choices and expects great service in an instant
- He is a channel jumper.
- Sensitive to price
- Technological advanced.
- Planned spontaneity

Desire for consumers having access to the right information when they want it
- Customer segmentation by demographics, trip type and purpose
- It's about a relationship
Virtual Experiences

- I'm Alex with a busy lifestyle, please manage me
- Personalised experience which is driven by virtual self service agent with a telepathy ability
- Agent based channel with parity of information sources and content aggregation
- Dynamic algorithms for pricing of everything in real time
- Booking time optimisation
Real Challenge

• This is Alex who is international and a first time visitor
• He is a traveller not a tourist
• He uses technology but wants to speak to a real person. He has a simple identity
• Finds technology is expensive and inconsistent at times
• He is not price sensitive to holidays but time sensitive.
• Can’t deal with the paradox of choice
• It’s about information in the destination
• Commission based
The Future

According to Charles Duell of the US Patent Office, *everything that can be invented has been invented*. That’s the end of innovation and technological change then!

It was Thomas Watson of IBM that said “I think there is a world market for maybe five computers”.

Stenden

ETF
Publications


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