

Technology Megatrends Whitepaper

September 2023

Anticipating how emerging technology might transform  its lines of business, and guest experiences in the next 3-5 years



Contents & Contributors

Chapter Title	Page
Intro	04
Future Traits of Technology	05
Emerging Technology is the Catalyst	06
Underlying Social Trends that Will Support these Dynamics	07
Megatrends Dimensions	08
1. Cohesive Ecosystem	10
2. Brand as a Platform	14
3. Adaptive Data Security	18
4. Value Exchange	22
5. Free-roam Engagement	26
Conclusion	29
What Might Be Possible	30

AUTHOR



David Huntington

Whitepaper Author & Certified Futurist

david.k.huntington@ey.com

CONTRIBUTOR (in alphabetical order)

“ Gradually,
then suddenly.



Intro

“Gradually, then suddenly.”

In 1926, Ernest Hemingway used these words to describe the process by which a character went bankrupt. A century later, those same words might as well apply to the process by which customer experiences were transformed by virtue of emerging technology.

For **Disney Parks, Experiences and Products**, this dynamic presents a timely opportunity for one of the most iconic experience brands in the world to expand its leadership in crafting experiences for guests. But things will be moving alarmingly fast. Within 3-5 years, trends point to some radical shifts in how companies and customers manage and leverage data, companies and industries weave together integrated experiences at the customer level, and the walls between digital and physical experiences come crashing down.

Data, the lifeblood of technological capability, is elemental to the rapid pace of possibility. It is created by almost anything. And it will flow through almost everything. For the enterprise, the value of data is no longer simply possessing it. It's allowing it to flow freely through more intelligent, intuitive, robust, and interconnected systems. As these systems grow more sophisticated in what they can do with data, simplicity and elegance begin to replace the complexity of present customer experiences.

All this points to a future of **Disney** guest experiences that extend beyond the thresholds of theme parks, hotels & resorts, restaurants, cruise ships, retail shops, vacation properties, and travel tours. For the guest it will encompass them all and extend to their at-home digital experience too. In the process, the **Disney** experience can become a more meaningful part of guest's lives, wherever and whenever they choose.

Imagine a world where instead of customers coming as guests to discrete **Disney** experiences, the **Disney** experience is an invited guest into each individual customer's life. Where the boundaries are more fluid and relationships more personal.

| How will **Disney** meet this future head on?

Future Traits of Technology

The next few years will bring the rapid acceleration of customer and enterprise technology becoming more secure, experiential, transparent, seamless & connected, durable & adaptive, and hyper-personalized.

To be able to realize these traits in its own enterprise technology, [REDACTED] will have to accommodate several dynamics that are taking shape quickly.

- ▶ Data will be a ubiquitous, dynamic, and protected resource with the realized purpose of adding mutually beneficial value to business relationships.
- ▶ Customers will curate and participate in business ecosystems that simplify touchpoints, authentication, and control.
- ▶ As key decision makers, customers will gain more and more command of the experiences they choose.
- ▶ The branded experiences of choice will be tailored to the personal attitudes, habits, and intentions of each customer.
- ▶ Data security is sacrosanct to the success of any business relationship.

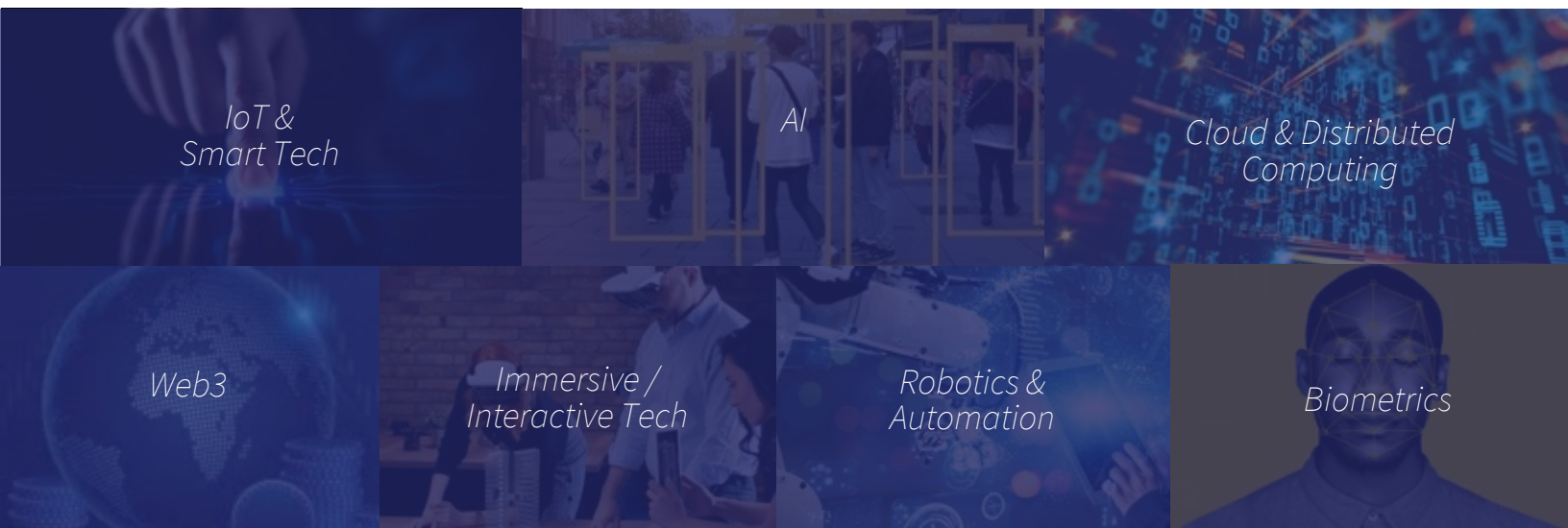


Emerging Technology is the Catalyst

A suite of emerging technology capabilities is rapidly coming to the fore to enable much more robust possibilities for customer experience, satisfaction, and engagement:

- ▶ **IoT & Smart Tech** - physical and digital systems that create and transfer data without human intervention
- ▶ **Artificial Intelligence (AI)** - leveraging data from optimization and decision-making beyond human capabilities - amplifying efficiency and productivity in processing
- ▶ **Cloud & Distributed Computing** - pushing computing to the edge of decentralized networks enables localized real-time data processing, enhancing operational efficiency and the customer experience
- ▶ **Web3** - decentralized exchange of secure data that is transparent and trustworthy
- ▶ **Immersive/Interactive Tech (Digital Twin/AR/VR)** - data consumption and storytelling experiences that are more appealing to human sensory systems
- ▶ **Robotics & Automation** - physical & digital - scaling repetitive tasks, automation, optimization, and security
- ▶ **Biometrics** - use of biological or behavioral characteristics in a unified customer identity system

While most of these technological solutions are not entirely new, what is new is how they will be incorporated and blended into megatrend dimensions to create whole new business models and relationships.



Underlying social trends that will support these dynamics

However, no look at future technology developments should ignore where the ultimate decisions makers - your guests - will be in the next 3-5 years. What will their relationship be with technology that forms the digital bridge between them and the brands they choose?

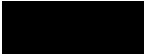
First and foremost, people around the globe will continue to turn to [REDACTED] and [REDACTED] to immerse them in story experiences that allow them to escape from the everyday, reconnect with loved ones, and enjoy magical moments in more ways, in more places. This is the shared purpose between [REDACTED] and its guests.

However, emerging technology will enable people to move across the thresholds of their desired experiences more seamlessly, freer from the limitations of time, space, and obligation. Any barriers to this movement will present barriers to relationships.

The customer's relationship to data will also shift. The trend in customer data will shift ownership of personal data from the enterprise toward the customer. As a result, the customer will choose brands that will reward their sharing of data with the most seamless, authentic, and intuitive access to the experiences they want. Therefore, brands will have to adopt more open data structures, allowing it to flow instead of pool in competitive siloes. Because the real value of data is not who owns it, but in how it is used to provide insight.

What customers value - what they are willing to trade for what they want - will also be more dynamic. The brands that win them over will enable this exchange of value to be more fluid, intuitive and monetized on different scales. And as customers' values change over time, brands will have to keep pace.

Data security and transparency will be a sacrosanct element of relationships between brands and customers.

Therefore,  future is tied directly to how it interconnects emerging technology solutions to guests' preferences within the following Megatrend dimensions:

1. **Cohesive ecosystems** - Removing barriers between the elements of customer experience that cut across lines of business or adjacent businesses.
2. **Brand as a Platform** - Seamless customer engagement based on purpose, not transaction.
3. **Adaptive Data Security** - An ever vigilant sentinel that protects customer trust.
4. **Value Exchange** - The monetization of non-currency based assets for brand-to-customer and peer-to-peer trading.
5. **Free-Roaming Engagement** - The omnipresent brand in customers' lives whenever, wherever they wish

These dimensions should not seem radical or far-fetched. They are concepts that have been taking shape in various pockets of the business world for some time now. But they are a crucial backdrop to understanding how the next great wave of emerging technological capability both fulfills each dimension's potential and enables them to converge around a radically advanced business landscape.

It is important to understand that these are not siloed concepts. They all work off each other and inform each other's benefits to the business and to the customer experience.

A man and a woman are standing in a dimly lit bedroom at night. The woman, on the left, is wearing a white long-sleeved shirt and a grey skirt, and is barefoot. She is holding a small, glowing rectangular object. The man, on the right, is wearing a grey t-shirt and brown pants, and is holding a smartphone. They are both looking at the glowing object. In the background, there is a bed with white linens and a large window showing a night view of a city with lights. The overall atmosphere is futuristic and high-tech.

“ Cohesive Ecosystem

1 Cohesive Ecosystem

Cohesive Ecosystem

In the mad rush to be “digital” it seems that most every brand under the sun has some flavor of digital experience to offer its customers, employees, and stakeholders. And while each of these experiences has usually improved some processes and provided faster, more ubiquitous access to products and services, this dynamic has also made the digital world very complicated for the user. Jumping from app to app, and login to login, as they make their way across the many digital siloes, customers, employees, and stakeholders are getting digital fatigue. One evolving solution is the development of the ecosystem.

Generally, ecosystems are stitched together to remove friction from both customer experience and business value. Brands with adjacent relationships can partner together and make it easier for them to offer desired customer experiences and aggregate data for insights. They also allow customers to bundle and expand their experiences.

Brands with several adjacent lines of business, like [REDACTED] can also aggregate shared data across the enterprise to more efficiently become intelligent, responsive, proactive, and create stickier customer relationships across a contained ecosystem containing dimensions of the brand.

In time, as data platforms become more open and accessible, customers will be able to make their own selections and curate their own ecosystems based on preference. Imagine a customer booking a door-to-door travel experience by booking their preferred rideshare, airline, hotel, cruise ship, dining, and return trip all through one authenticated experience.

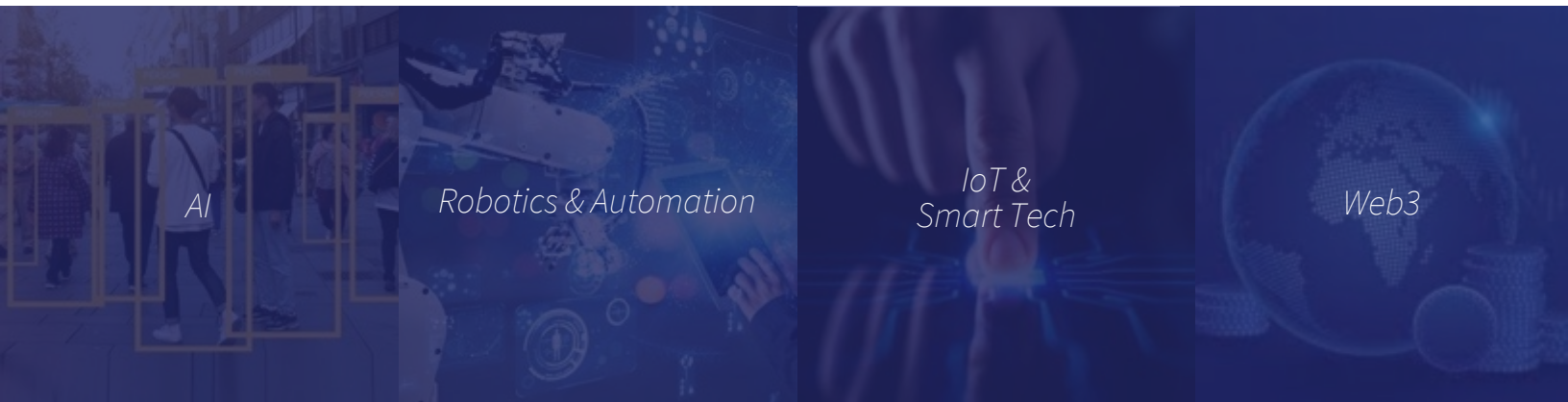
Why does this matter right now?

While ecosystems have been the topic of conversation and transformation for a while now, emerging technology is going to explode the capabilities of ecosystem functionality to help [REDACTED]

- ▶ Drive business growth
- ▶ Offer simplicity to users and stakeholders
- ▶ Address unique labor challenges
- ▶ Instill accessibility across the ecosystem

Emerging Enabling Technology

- ▶ AI
- ▶ Robotics & Automation
- ▶ IoT & Smart Tech
- ▶ Web3



*Key insights uncovered from [REDACTED] Megatrends Project Stakeholder Interviews

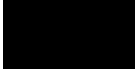
Tech enablers emerging in hospitality and travel ecosystems

In Saudi Arabia there is a growing trend of hotels employing AI, IoT, and robotics to customize and streamline guest experience in an immersive way. Systems are quick to analyze data and react in real time to guests needs and provide insights back to management. When you merge IoT smart room and smart lobby data with customer data, facilities across a connected ecosystem can be highly intelligent in anticipating customer preference into different properties.

Woohoo, a leading provider of in-room AI Assistants for luxury Hospitality companies is partnering with Bondai, Saudi's largest provider of tours and experiences, to offer immersive in- room exploration and booking of tours & experiences to subscriber hotels and their guests. Imagine a family relaxing at night in their on-property Disney hotel and taking a 3-D immersive test experience in a Disney Travel Tours package and booking their next  adventure while enjoying one already.

Delta Air Lines recently announced that it is revamping its SkyMiles loyalty program to reward dollars spent booking not just flights, but hotels, car rentals, and other adjacent travel properties through Delta's booking engine. They are incenting Delta loyalists to stay within an expanding Delta branded travel ecosystem. It's not hard to imagine how all partners in the ecosystem will benefit from richer insights into travelers' complete journeys.

With labor scarcity, hotels have also started employing robots for custodial duties and even some concierge services. While not only saving on labor costs with "employees" that don't eat or sleep, it's possible that as these robots interact with guests and workers, they are also able to harvest valuable data that can inform operations and guest preferences.

| How will  meet this future head on?

Hotels employing AI, IoT, and Robotics | Zawya: <https://www.zawya.com/en/business/hospitality/saudi-hotels-deploying-ai-robotics-to-woo-tech-savvy-tourists-b9a7qp3n>

WooHoo | Hotel Technology News: <https://hoteltechnologynews.com/2023/03/wooho-joins-forces-with-bondai-to-offer-hotel-guests-personalized-tours-and-experiences-via-its-in-room-ai-assistants/>

Delta SkyMiles Loyalty Program: <https://www.delta.com/us/en/skymiles/medallion-program/2024-program-updates>

Custodial duties in hotels | npr: <https://www.npr.org/2022/12/21/1143475374/hotels-labor-worker-shortage-robots-automation>

A man and a woman are interacting with a large, vertical digital display in a museum or gallery. The man is holding a smartphone and pointing at the screen, while the woman is also pointing at the screen. The display shows a human figure with various data points and text. The background is a blurred museum interior with other visitors and displays.

“ Brand as a Platform

2

Brand as a Platform

Brand as a Platform

With uniform data flowing across an ecosystem of brand experiences, you can realize the potential of your brand as a platform. From the enterprise and development level this means building everything on a consistent architecture framework that forms the foundation for a holistic brand experience across all touchpoints and use cases. User interfaces and features provide familiar CX interactions across LOBs. Furthermore, the system also provides a modular plug & play functionality that allows the enterprise to stand up new brand extensions and even new businesses without having to reinvent the foundational backend.

However, what all this means for the customer is much simpler to understand. Learning curves flatten. Brand fluency translates across properties. And customers have increased loyalty to a relationship that becomes intuitive and useful.

Many in the business world experiences this every day on the Microsoft platform. As we move from Outlook to PowerPoint to Excel, Teams, and Word, we are able to do completely different things in a world of consistent features.

For the customer and the brand, a platform mindset allows both parties a head start on adoption as new experiences and products come with a thread of familiarity and trust.

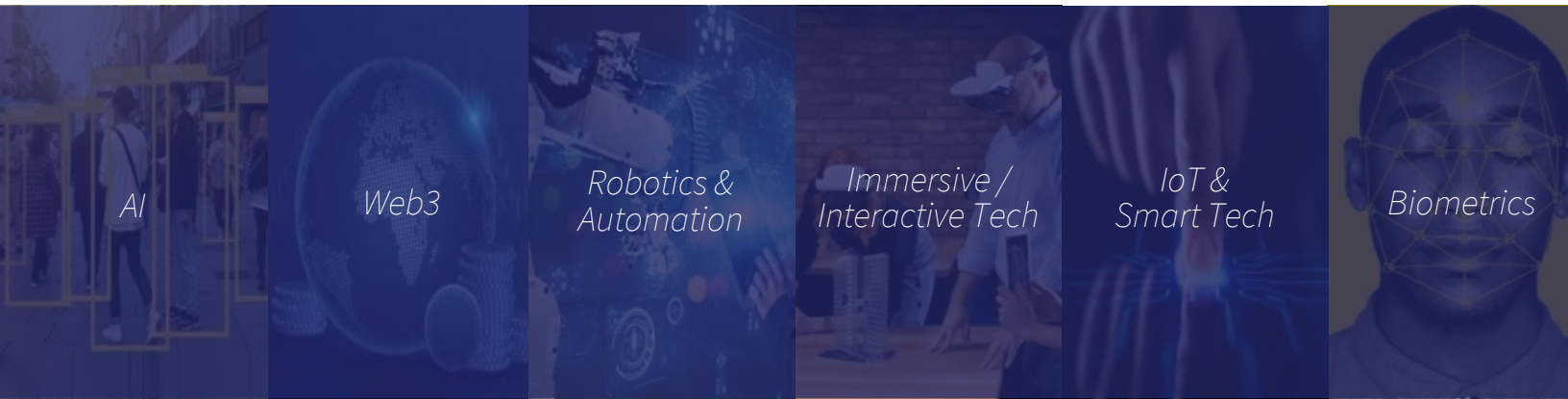
Why does this matter right now?

In many ways, █████ already stands out among brands in how they have fostered this guest relationship in the analog world. The Disney brand has strong meaning with the guest. However, █████ needs to expand this strength into the digital realm across its total footprint to build a future-fit brand that*:

- ▶ Continues to grow
- ▶ Is adaptable & scalable
- ▶ Offers a seamless experience
- ▶ Offers customization at scale

Emerging Enabling Technology

- ▶ AI
- ▶ Web3
- ▶ Robotics & Automation
- ▶ Immersive/Interactive Tech
- ▶ IoT & Smart Tech
- ▶ Biometrics



*Key insights uncovered from █████ Megatrends Project Stakeholder Interviews

Platform expansion and development in the hospitality sector

Staynexus, a global vacation platform, is partnering with tech giant Huawei, to leverage Web3 technology to enhance customer convenience and variety. Using advanced AI tools, travelers can access a wider range of hotel options and itineraries that better suit their preferences, lifestyles, and budgets. Staynexus has plans to expand this capability to other properties on its platform and leverage the capability to grow its presence in new markets.

Trip.com has launched a new AI travel assistant, TripGenie, to assist customers with journey planning on its platform. The NLP (Natural Language Processing) and AI driven app presents a great leap forward in immersive, intuitive, and comprehensive vacation planning for over 400 million customers on its platform, with access to millions of hotels, flights, trains, cars, cruises around the world.

Paradise Segasammy, an integrated multifunctional art-land complex at Korea's Incheon airport has expanded its entertainment offering by developing a smart racing park next to the airport with features gravity racing in a car featuring online game features, powered by the augmented reality (AR) technology.

Abu Dhabi airport has launched a new biometric system where your face is now your boarding pass, streamlining the customer journey through the airport.

These are just a few collected examples of how brands are extending the value of their platform experiences with emerging technology. And by virtue of offering them from a consistent digital platform, they can launch and scale new modular concepts much more quickly.

How will  meet this future head on?

Staynexus | Medium: <https://staynexus.medium.com/#:~:text=Singapore%2C%20July%2028%2C%202023%20%E2%80%94%20Global%20vacation%20club.increased%20convenience%20and%20variety%20using%20advanced%20AI%20tools.>
TripGenie | Trip.com: <https://www.trip.com/newsroom/trip-com-launches-tripgen-your-real-time-travel-guide/?allianceid=3311164&sid=20745999&oid=230220>
Paradise Segasammy | Airport World: <https://airport-world.com/new-theme-park-at-incheon-could-attract-one-million-annual-visitors/>
Abu Dhabi airport | UAE: <https://gulfnnews.com/uae/your-face-will-be-your-boarding-pass-abu-dhabi-airport-commences-deployment-of-next-gen-biometrics-1.92789767#:~:text=The%20project%2C%20which%20sees%20NEXT50%20introduce%20its%20cutting-edge,technology%20across%20all%20passenger%20touchpoints%20in%20the%20airport.>

A man with short dark hair and a beard, wearing sunglasses and a light blue t-shirt, is smiling and looking to his left. He is holding a tablet in his left hand and has a backpack on. The background is a blurred crowd of people in an outdoor setting. Overlaid on the image are various blue digital icons and lines, including a fingerprint, a face, a grid, a target, and a magnifying glass, suggesting a theme of data security and technology.

“ Adaptive Data Security

3 Adaptive Data Security

Adaptive Data Security

From this point forward one thing is strikingly clear. There will be no shortage of data. Its growing abundance in the digital ether is simply staggering. However, for those that can unlock its potential comes great power. And for those who want to be trusted with that power comes great responsibility. To keep it secure. And earn trust with it.

One trend is that legislation is starting to step in and bring some control and ownership of personal data to consumers. This is an overdue development. It should result in a more transactional relationship between parties, with the real opportunity to mitigate fear that it will be abused by any company that asks and trades for it. It will be vital that the corporate governance of customer data is robust, transparent, and promissory of intended use.

Furthermore, as data encryption technology like blockchain, bio-metric passkeys, and multi-factor authentication are bringing new levels of security to personal and valuable data sets, emerging technology is bringing even more robust and adaptable security measures to bear on customer data.

*Data Protection Laws and Regulations USA 2023: <https://iclg.com/practice-areas/data-protection-laws-and-regulations/usa>

Why does this matter right now?

The future of [REDACTED] operating in a branded ecosystem and experience platform depends almost entirely on the successful flow of massive amounts of guest data through these systems. So... if you're going to ask the guest to trust you with their data, you're going to have to earn it. And keep it.

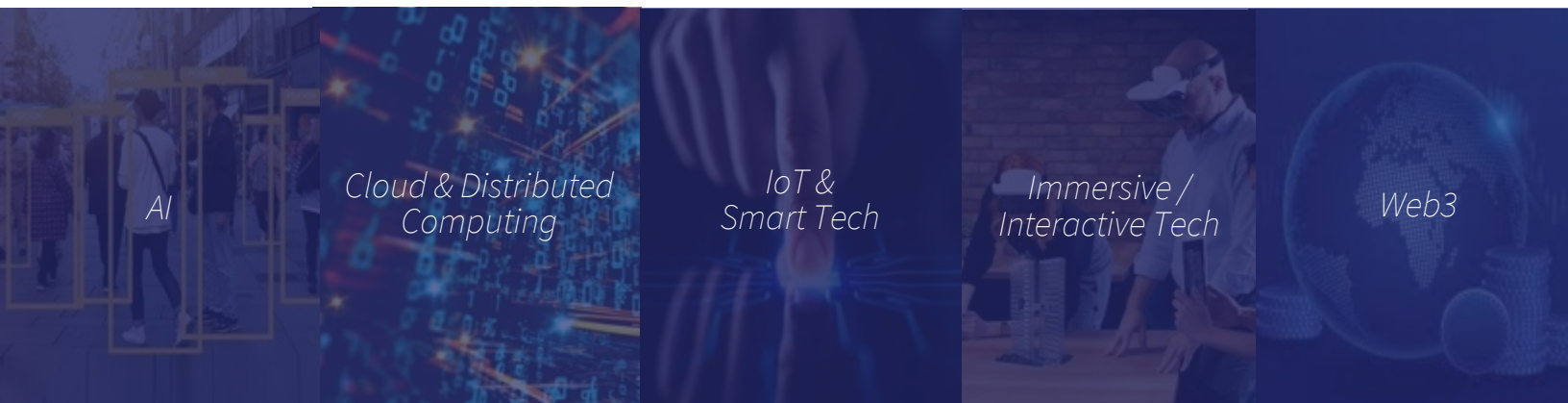
In addition to securing data on the blockchain, some encouraging new developments involve the application of AI as a vigilant sentinel to constantly analyze, predict, and mitigate security threats as they appear. Sort of an intelligent data cop who can sense and react to real time stimulus.

By employing some of the emerging technology to its data security efforts, like AI, blockchain, predictive analytics, robotics, and IoT, [REDACTED] can put safeguards in place to protect its*:

- ▶ Brand integrity
- ▶ Legal and privacy challenges

Emerging Enabling Technology

- ▶ AI
- ▶ Cloud & Distributed computing
- ▶ IoT & Smart Tech
- ▶ Immersive/Interactive Tech
- ▶ Web3



*Key insights uncovered from [REDACTED] Megatrends Project Stakeholder Interviews

Developing trends and tech in data security

The state of California just recently passed what it calls the Delete Act, which gives state residents the ability to make a single data deletion request against all the 500 data brokers officially operating in the state. Once a request is made, the data brokers will have to delete a customers' personal information every 45 days.

CyberGhost is a VPN proxy with a Chrome plug in that lets users browse freely on the web without threat of any snoops capturing personal data. It's built on the Ethereum blockchain which helps ensure data stays private.

IBM's Watson for Cyber Security is an AI driven cybercrime sleuth that constantly scans the internet for suspicious activity on a scale unobtainable by human security experts. It has been scanning and learning constantly since it was launched.

How will [REDACTED] meet this future head on?

California's Delete Act | Techspot: <https://www.techspot.com/news/100180-california-delete-act-make-erasing-consumers-data-easier.html>

CyberGhost: <http://www.cyberghostvpn.com/>

IBM's Watson for Cyber Security | TECHNATIVE: <https://technative.io/ibms-watson-fight-cybercrime/#:~:text=Watson%20spin-off%2C%20Watson%20for%20Cyber%20Security%20is%20specifically,security%20professionals%20have%20more%20time%20on%20their%20hands.>

“ Value Exchange



4

Value Exchange

Value Exchange

Of what value is an experience? Presently, brands are in the business of quantifying the value of a desired experience down to, ultimately, a price. Certainly, [REDACTED] is in the business of selling experiences for the transactional price of a ticket, a trip, a room, or vacation time off.

But what if value could be quantified in a more qualitative way? One of the most valued, and limited, assets we all have is our time. What is it worth? Can you put a price on wonder? On a thrill? On privacy? On loyalty? On authenticity? On magic?

Data offers a more dynamic way to capture an accounting for what people value. Data can capture behavior. Data can capture habits. Data can record how we prioritize our time in the pursuit of the things we value. AI is proving to be very perceptive of small details in facial and body language, and emotion in the way we say things. It sees patterns in behavior driven by our emotions. And data allows it all to be quantified.

When comprehensive enough and correlated correctly, data can also give us insight into how values shift in populations over time or across generations. Providing an informed looking glass into where customer trends are going.

This kind of data has the promise of quantifying the qualitative. And it can become the building blocks of a more **dynamic ledger** that accounts for what people are willing to trade for the experiences they... value. The things for which price is no object.

Why does this matter right now?

█████ can use these more qualitative insights from captured data to create guest preference models that connect across the entire ecosystem of █████ assets and experiences. Then create and match offerings, programs, and incentives to each guest with greater precision.

The emerging technology of public ledgers, NFTs, AI, Web3, and crypto are tools that can help █████ convert data from guest preference into things that can be exchanged between parties based on value not directly tied to currency. Or completely tied to it. And when you are in the business of selling experiences, you can provide much more dynamic ways to exchange value and be valued.

The net result will be a █████ brand that*:

- ▶ Uses data for decision making
- ▶ Accommodate different generational expectations
- ▶ Creates experiences that are more valuable & impactful

Emerging Enabling Technology

- ▶ Web3
- ▶ AI
- ▶ Cloud & Distributed Computing
- ▶ IoT & Smart Tech



*Key insights uncovered from █████ Megatrends Project Stakeholder Interviews

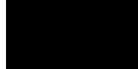
Brands exploring new ways to capture and exchange value

Play to Earn (P2E) gaming is rapidly growing in popularity. For example, Playio, a Korean based mobile gaming company wants to reward players for time spent in game. They have created a platform by which players can cash in points and stars for real world items like gift cards, gaming consoles, and more.

Euphoric Leisure has disrupted the exclusive travel membership model by minting a limited run of NFTs that give owners exclusive access to substantial savings in local and international travel benefits as long as they retain ownership of the NFT. They can also sell their NFTs, which may also make them a good investment due to their scarcity.

The Korean resort, Jeju Island, has teamed up with the Jeju International Convention center to capitalize on a growing shift in work/life values among the next generation of workers. By offering vouchers for using work spaces in the resort community, the partnership is creating an attractive option for the growing trend of workation destinations that allow workers to get the best of both worlds at the same time.

With the growing trend of EVs on the road, Dutch hotel booking platform SleeperCharger is capitalizing on the EV traveler's value on having adequate charging during their out of town stays. All bookings come with the promise of a reserved charger along with a reserved accommodation.

How will  meet this future head on?

Playio | Medium: <https://medium.com/playioteam/playio-a-new-way-to-play-mobile-games-d89627962b22>

Euphoric Leisure | Microsoft Start: <https://www.msn.com/en-za/travel/news/use-of-nfts-to-disrupt-travel-club-models-unveils-alternative-investment-vehicle/ar-AA1ai0ik>

Jeju Island | The Korea Bizwire: <http://koreabizwire.com/jeju-koreas-iconic-vacation-destination-introduces-innovative-workation-policy-with-generous-support/254052>

SleeperCharger: <https://www.sleepercharger.com/about-us>



“ Free-roam Engagement

5 Free-roam Engagement

Free-roam Engagement

When a customer feels that a brand has incorporated all their desired experience seamlessly inside an ecosystem platform, and they trust that brand to reliably be there and live up to expectations inside and outside the digital environment, something magical can happen. The customer will slip in and out of the brand experience at will, whenever, wherever it's convenient.

Over time, the brand experience becomes a dependable, personal, helpful, and persistent presence in their lives. It foments a relationship not based on transactions... but meaning.

This dynamic can be challenging to a brand with a legacy of command and control of the brand experience. The tradeoff is that the guest now shares ownership of some of their brand experience. They will have more agency over curating their  experiences and that makes the relationship more powerful over the long run.

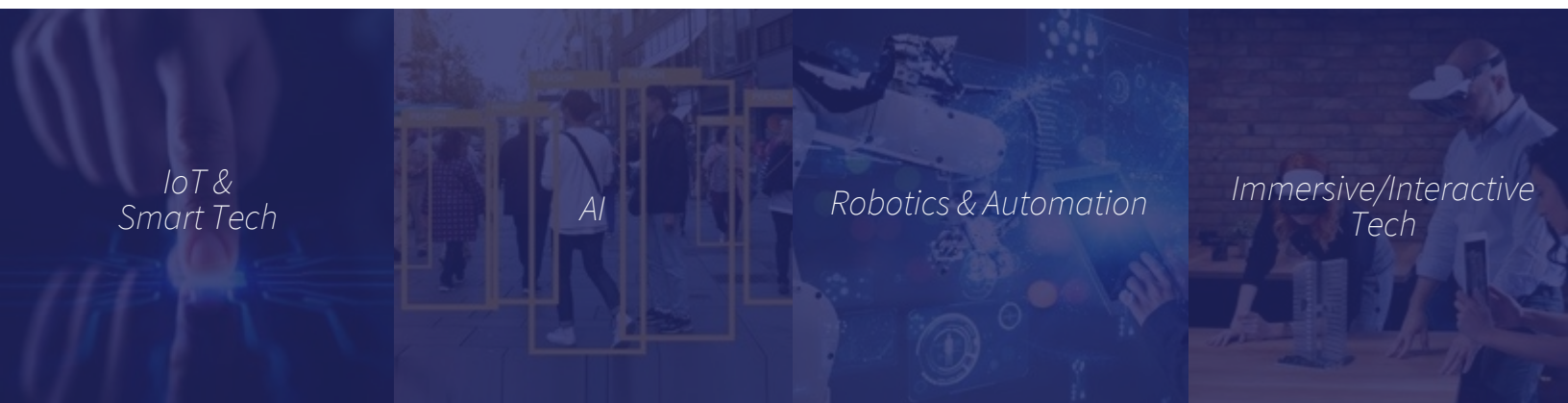
Why does this matter right now?

The [REDACTED] brand, across all its lines of business, plays one of the most enjoyable roles in people's lives. But it still relies primarily on physical location. With a digital extension of both the physical and digital brand into guests' lives, they will have the opportunity to participate in a more valuable non-linear storytelling experience anywhere, anytime. [REDACTED] can extend into immersive environments driven by VR/AR/Web3. Or it can curate a planning, booking, transportation, on site, and post trip experience that can become a virtual loop that never closes. The choice of how far to extend experiences is at [REDACTED] discretion. Cross marketing opportunities between the LOBs exist everywhere. Creating a [REDACTED] brand that offers*:

- ▶ Personalized guest experiences and phygital integration
- ▶ Balances technology integration & human connection

Emerging Enabling Technology

- ▶ IoT & Smart Tech
- ▶ AI
- ▶ Robotics & Automation
- ▶ Immersive/Interactive Tech



*Key insights uncovered from [REDACTED] Megatrends Project Stakeholder Interviews

Free-roam engagement technology applications in action

Verizon partnered with Snapchat to showcase its 5G network by providing an AR experience during a Governors Ball concert in NYC. Customers on the Verizon platform could use their Snapchat to paint images on the sky that pulsed to the beat of music on the stage. These images were also shared with people in their network.

During the pandemic, VR took off as a remote training tool, as in the example of it being used by one hospitality trainer in Asia who used VR to train new hotel workers in advance of the travel industry opening back up. While the idea is not radical, the potential for using VR in a phygital mash-up has a lot of sticky potential for [REDACTED] guests and cast.

Pop-up museums seem to be the rage lately. Offering interactive experiences that sit somewhere between a permanent museum installation and traveling art show. Many are also connected to popular entertainment properties like movies and series. The advancements in robotics, IoT, AI, and immersive tech could begin to take these concepts to incredible levels.

| How will [REDACTED] meet this future head on?

Verizon | Globe Newswire: <https://www.globenewswire.com/news-release/2020/11/17/2128631/0/en/Verizon-and-Snap-Inc-debut-first-ever-5G-Landmarker-Lens.html>

Hospitality Trainer | Skift: <https://skift.com/2020/04/03/virtual-reality-gives-training-boost-to-asias-displaced-hotel-workers-during-crisis-downtime/#:~:text=But%20with%20travel%20plans%20grounded%20and%20hotels%20in,with%20their%20workplaces%20regardless%20of%20their%20geographic%20locations.>

MSG SPHERE London: <https://london.msg.com/>

Conclusion

The wheel. The carriage. The horseless carriage. The highway system. Maps. Computers. Cellular communications. Batteries. Drones. High-definition screens. Suborbital space flight. The James Webb telescope. None of these concepts by themselves should seem far-fetched at this point in time. But...

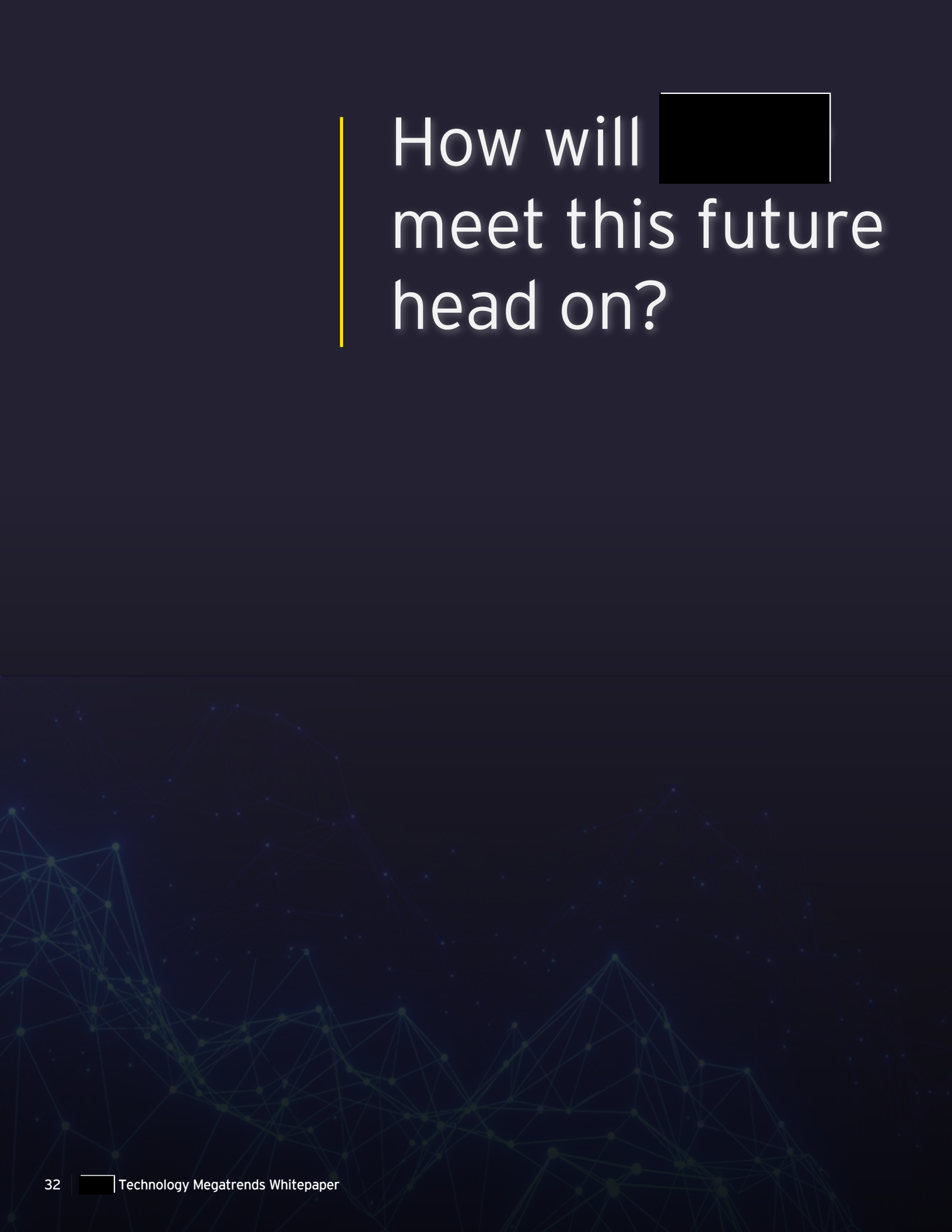
Imagine stepping out of your door into an autonomous vehicle that whisks you and your family to the outskirts of town, transforms into a VTOL, ascends into the air, and delivers you to an orbiting VR holodeck where you live out the fantasy of weightless flight through the galaxy to visit distant star systems where you encounter digital renderings of other life forms, imagined or real. Maybe that seems far out. Maybe not. But while it's currently not possible, the constituent elements are conceivably already with us.

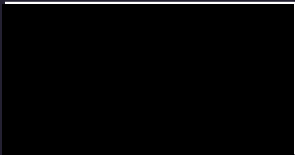
The current trends in the evolution of technology and their application into evolving business models are on the cusp of supernova. Not because we are waiting for the constituent parts to be invented. Many of them are already here. But because innovators are rapidly putting them together in new, previously unimagined ways.

However, some megatrends are rapidly taking shape that will set the stage and enable radical transformation, albeit against a backdrop of persistent purpose.

For *Disney Parks, Experiences and Products* that purpose seems clear. To immerse guests in story experiences that allow them to escape from the everyday, reconnect with loved ones, and enjoy magical moments in more ways, in more places.

We have outlined some basic megatrend dimensions that if explored over the next 3-5 years, should set  up to extend its purpose well into the future. And in turn, be an invited guest into the evolving experiences of guests.



How will 
meet this future
head on?

