

How Augmented Reality (AR) is opening new doors for the travel industry to improve customer experience

“Next we’re looking at how do we make that even more immersive, and how do we allow more people to have a shared experience together in a public space.” —John Hanke

If you’ve ever tried decorating your office using any AR application or an Instagram filter to capture a selfie with your employees, then Augmented Reality already permeates your life. We are already on the cusp of technological evolution, which may change the entire scenario in the upcoming days. It can also transform how we learn; work, play, and connect.

According to a [report](#), the AR market can nurture from 5.91 billion to 198 billion globally by 2025. The trends of Augmented Reality have already shaped various industries and their related business.

What is the most emerging type of technology in recent days? The answer will be Augmented Reality. Like every other industry, the travel industry is also reaping the benefits. AR in the tourism industry has helped to excel the entire selling experience by interspersing several AR applications in the tourism sector.

Why Augmented Reality matter for the Travel Industry?

Without proper research, a customer doesn’t make their next step when it comes to travel.

Individuals have done with their planning once they are convinced about the same. Even the

unwavering quest doesn't stop once they arrive at the destination. According to a [survey](#), 66% of travelers use their smartphones for booking and travel research.

AR is changing the travel industry market landscape with its various applications. To improve the consumer experience, this technology has opened new doors. With significant transitions, the tourism industry has gained 3X better sales. It helped to skyrocket their business faster than they dreamed it possible.

With AR, search experiences are now enhanced. It entails interactive and enticing information. With mobile applications, travelers can now experience augmented things. The same is ultimately easing the travel search while building up trust.

Also, travel enthusiasts predicted that AR could establish other user experiences. It may be considered a boon for the travel and tourism industry.

- **Easy access to information**- Travelers can choose their experiences and destinations by leveraging the power of augmented Reality. They can find the relevant information quickly while checking the real-time weather forecast.
- **Enhanced marketing** – AR-based applications can drive travelers' decisions. It also empowers the travel brands to provide unique narratives that directly influence the buyers' decisions. Therefore, first-time visitors can be turned into loyal customers.
- **Maximized comfort**- Real-time information can make the difference when purchasing travel packages. Not only that, but it also helps to make informed decisions irrespective of the types of buyers. With an AR mobile application, a traveler can get a 24*7 guide related to travel, cuisine, and other relevant things. Therefore, booking tickets to find the best hotel and destinations enhances comfort.

Implementation of AR in the travel and tourism sector

AR or Augmented Reality is the traveler's new ally! In tandem with digital information, the existing Reality is easing the entire planning journey. However, the whole industry hasn't leveraged the technology. Still, there are few mobile applications for creating indelible travel experiences.

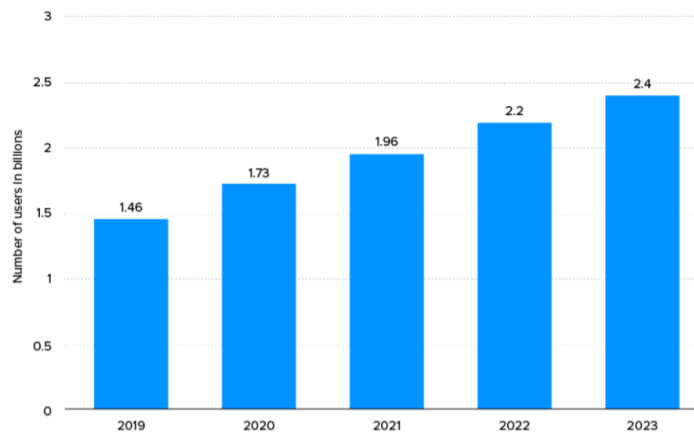
How does it work?

Suppose you're in Italy right now. The city has its eloquent places that you shouldn't miss. With an Augmented Reality mobile application, you will get real help like a tour guide. With camera viewfinder functionality, augmented reality apps can enable travelers to explore more vivid destinations. A mobile application can mark significant places while providing the necessary information.

With the help of smartphones, people can gather information about the places they are about to visit. AR can enhance the travelers' experience with interactive maps. Once travelers get personalized suggestions, they feel more engaged while traveling. Put simply; it's easy and helpful for navigating the ways.

- **No lost case-** Discovering enchanting places for the first time can be daunting for travelers. However, AR has become more accessible by adding the necessary digital components like arrows and other relevant details. By integrating the smartphone camera with Google Maps, AR can improve the entire travel experience.
- **Translates foreign language-** It may be difficult for you to travel to a foreign destination without having a translator. With AR technology, travelers can utilize their smartphones to translate foreign languages.
- **Improves travel conveniences-** Travels may turn chaotic if there is a lack of well-timed information. With AR, travel companies can now recommend mobile applications to tourists. It will improve the entire travel experience.

Number of Mobile Augmented Reality (AR) Users Worldwide from 2019 to 2023 (in billions)



According to a report, AR users may grow to 2.4 billion by 2023. From the above chart, it's visible how the number has increased gradually. This has helped the tourism industry rethink its budgets and amenities to serve its customers.

Types of AR travel applications

Integration of AR in travel applications can be done in the following ways-

1. Marker-based

It has diverse applications. Marker-based AR applications provide the users with detailed information related to the object. Once done, it senses the thing in front of the camera. Based on that, it offers relevant information.

Markers may be physical objects, codes, or printed images. It is widely used in various AR travel applications.

2. Location-based

Location-based AR applications track locations. It mostly depends on GPS, digital compass data, or accelerometer. This approach is perfect for developing AR-based small city tours.

3. SLAM

It is also known as Simultaneous Localization and Mapping. It identifies the object around the user. By using complex algorithms, it can identify patterns, colors, and other features of physical objects.

Takeaway

Amidst all the learning experiences, traveling is one of a kind. On that note, the importance of AR in the travel and tourism industry is enormous. It has the potential to help you unravel new travel business planning. Not just selling the costly travel packages, but AR left an indelible mark by expanding its customer base. In a nutshell, it's one of the bedrock for the recent success of the travel and tourism industry.