DataArt: Top 5 travel and hospitality tech trends for 2019

[DataArt](#) has predicted the top 5 travel and hospitality tech trends for 2019.

DataArt is a global technology consultancy that designs, develops and supports software solutions. Its teams create new products and updates complex systems that affect tech transformation in select industries.

The travel and hospitality practice experts at DataArt predicted that 2019 will be dominated by five major technology trends aimed at consumers' need to have access to the latest tech while travelling:

Artificial Intelligence is set to reach new heights

We've already witnessed great successes with the deployment of AI solutions in the travel and hospitality industries (T&H) and it's expected that this progression will skyrocket in the coming year.

"Perfectly suited to the sector"

The technology's ability to significantly improve customer service while saving human resources makes AI perfectly suited to the sector — with new applications predicted to arrive at an increasingly rapid pace in 2019.

Open APIs will drive impact

Technological integration has posed massive challenges in recent years, as industry players struggle to bring new tech on board without greatly increasing the complexity of managing their overall systems. The proliferation of open APIs will ramp up in 2019 to allow for the effective communication and synchronisation between the full range of technology systems used in the industry.

Augmented Reality will make a play for attention

From 3D views of hotel rooms on mobile to AR games and augmented environments, the DataArt team expects to see massive advancements in AR over the coming year.

Although the travel and hospitality industries have been relatively slow to adopt this technology to date, 2019 will be the time for AR to come to the forefront as a new marketing and personalisation tool.

Self-service will ramp up

Research indicates a growing interest in self-service solutions, and the industry will meet this evolution through the expansion of tech that

eliminates the need for customers to interact with a human to complete a transaction.

The increased speed and convenience are highly beneficial to both companies and consumers, while further advancements in this technology will reduce issues with self-service systems to ensure reliability and long-term success.

Voice Assist will surge along with consumer expectations

Voice assist technology is already prevalent in a wide range of industries, and its adoption in T&H is growing at an impressive rate. The rise of mobile and smart home technology results in voice assist tech already being commonplace for many consumers, thereby allowing T&H to harness the increasing popularity of this technology.

> "Today's consumers expect convenience and speed more than ever before"

Today's consumers expect convenience and speed more than ever before, and voice assist technology will be a vital component of the industry's response to meet the increasing demand for efficiency.

Original: https://www.traveldailymedia.com/top-5-travel-and-hospitality-trends-for-2019/