

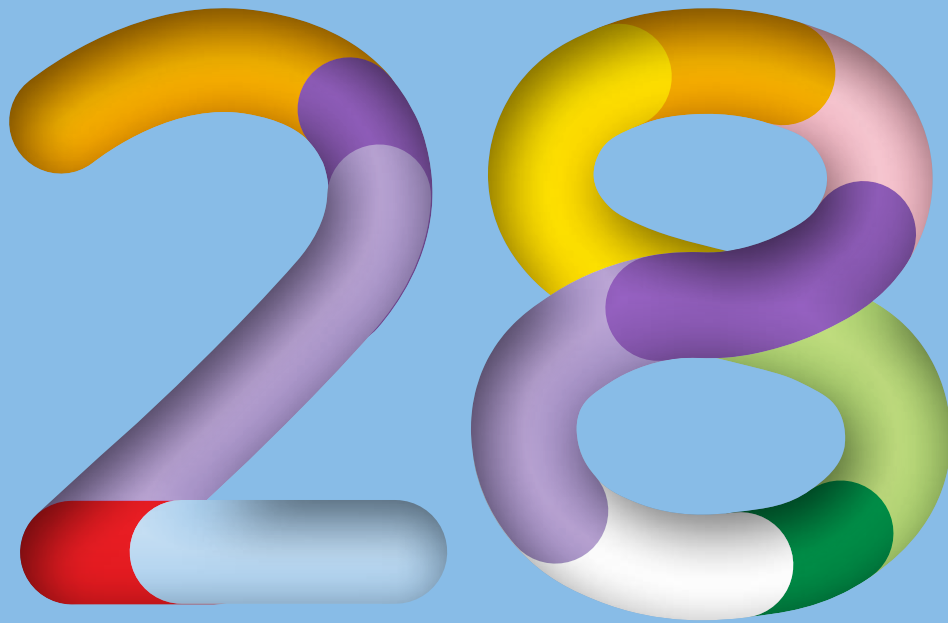
THE FUTURE



— Trends and change to watch in 2023 —

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A REPORT BY WUNDERMAN THOMPSON INTELLIGENCE



METATRAVEL

Hospitality is being reimagined for
the metaverse.



2022. The experience allowed visitors to create their own avatars in the Moxy Universe, which transcended the digital into the physical hotels as a series of AR challenges. Avatars could join visitors while they had a drink in the hotel bar, in their private hotel rooms, or even during an exercise session at the gym. The experience was available at 12 Moxy Hotels across the Asia-Pacific region from July to December 2022.

Luxury travel company Brown & Hudson is already delivering meta travel experiences for its high-net-worth clientele. A new metaverse collection includes Capo, where virtual reality capabilities in the metaverse allow clients to re-experience trips they have already enjoyed in the real world. With a videographer capturing the action IRL, holidaymakers are able to retrace their steps in a more immersive way than through photos alone, reliving happy memories and continuing to explore long after they've arrived home.