

Envisioning the future of travel with Microsoft

Inspiring an innovative way to begin the guest journey

1 Travel planning

Sofia saved up her vacation days to take a trip to Colombia—and she couldn't be more excited. She begins browsing airline deals and offers.

53% of travelers book a hotel at the same time as purchasing flight tickets.¹

2 Airline accomodation

Sofia checks in for her flight on her mobile phone, upgrades her reservation to include wifi access, pre-orders a meal, and selects movies she would like to watch during her flight.

3 Arrival

Sofia arrives at the airport and logs in to her airline's baggage tracking app.

76% of passengers are interested in getting baggage location status updates on their smartphones.²

4 Streamlined security

Sofia quickly makes her way through security checkpoints using biometrics technology.

5 Food and drink options near gate (with pre-order option)

With her airline's app, Sofia knows exactly which restaurants are offering breakfast for her early morning flight near her gate.

6 Efficient boarding

Sofia uses her mobile device to board at her gate.

74% of passengers used an electronic boarding pass in the last 12 months.³

7 Personalized in-flight features

At the height of vacation season, the airline shares fun facts about Colombia via individual touchscreen monitors while delivering pre-ordered meals to passengers. The process is especially smooth since attendants don't have to scan credit cards.

8 Mobile landing information

As Sofia de-boards, she checks her phone for updates about her checked bags to make sure they made it to Colombia. She receives an email welcoming her to her destination.

Airport operations center

To make the security process as fast and easy as possible, Sofia shares information ahead of time.

65% of passengers are willing to share additional personal information to speed up airport processes.⁴

Ground crew

Airport staff works with ground crew to make sure Sofia's baggage is delivered successfully.

87% Baggage mishandling from 2007-2016 cost the air transportation industry more than \$27 billion.⁵

Transforming the guest experience with the cloud

1 Hotel transportation

Sofia uses her hotel's mobile app to find a shuttle to take her to the hotel.

2 Hotel check-in

The receptionist welcomes Sofia by name, and has a basket of Colombian snacks waiting for her.

3 Settle into the room

As Sofia arrives to her hotel room, she finds coupons to download a free translation app and an Xbox controller on her nightstand to enjoy entertainment options.

74% of travelers are willing to let hotels use their personal data to make their stay better.⁶

6 Real-time digital notifications

While enjoying the local night life, the hotel sends a notification to her mobile device that Carnival parades start in 45 minutes down the street.

4 Personalized offers

Sofia loves coffee, so the hotel includes an offer for a trip to a local coffee farm.

89% of US Marketers reported that personalization on their app or websites increased revenue.⁷

5 Mobile meal ordering

Sofia shared her food allergies with the hotel staff ahead of time to ensure a safe dining experience for her entire stay.

Hotel and Staff Operations

Sofia shared that she likes to swim regularly for her workouts, so the hotel staff used this information to provide her with information on pool hours and complimentary goggles.

87% of organizations that empower their frontline workers see higher levels of customer satisfaction.⁸

7 Hotel departure

Hotel staff received real-time updates about Sofia's flight and made sure to schedule her airport shuttle appropriately.

Powering a seamless, end-to-end travel experience

1 Personalized offers and check-in

Sofia uses her phone to select a window seat on her flight.

47% of travelers say that online check-in via smartphone is their most preferred way to check-in.⁹

2 Paperless boarding

Using her mobile boarding pass at the gate prevented Sofia from having to worry about losing paperwork while traveling internationally.

3 Personalized in-flight experience

Passengers are able to pre-load or purchase premium entertainment and Xbox gaming to help make their flight experience as enjoyable as possible.

29% of airlines plan to provide in-seat voice and SMS phone service by the end of 2019.¹⁰

4 Airport navigation

After a long day of traveling, Sofia relies on her phone to show her the fastest way to navigate the airport and find the correct baggage claim turnstile for her flight.

Airport operations center

As Sofia exits the airport, she receives a notification from the airport with her parking information so she can get home safely.

5 Welcome home

Finally, back home, Sofia checks her email to find a personalized "Welcome Home" message with coupons and premium offers on future flights to Colombia and elsewhere across the globe.

The future of travel is yours to explore. Get more information by emailing: Travel@microsoft.com
Learn more >

1. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018.

2. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018.

3. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018.

4. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018.

5. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018.

6. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018.

7. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018.

8. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018. [Survey of Travelers' Preferences for Travel Planning](#), 2018.