

## **PhoCusWright re-examines its top 10 predictions for travel technology in 2008**

***Join us at *The Travel Innovation Summit* and for the rest of *The PhoCusWright Conference* to find out what really happened.***

In March, PhoCusWright predicted the top 10 trends and themes in travel technology for 2008. The accuracy of those predictions will be explored at *The PhoCusWright Conference* next week—especially during *The Travel Innovation Summit* that kicks off the conference on November 17.

Here's a sneak preview of how some of those predictions fared, weighed in part against the cutting-edge applications that will be demonstrated at *The Travel Innovation Summit*.

**Prediction #1: *People-to-people applications will continue to grow and become more integrated with business direction.***

In fact, people-to-people e-commerce didn't materialize as a strong trend. However, business applications that leverage social sites are strongly represented among our *Travel Innovation Summit* demonstrators.

**Prediction #2: *Advertising will continue to expand and evolve.***

Location-based advertising (LBA) is, in fact, seeing significant innovation on mobile applications. One area of maturation, versus innovation, appears to be the measurement of advertising effectiveness.

**Prediction #3: *Global Internet usage will be marked by diversity.***

Indeed. *Travel Innovation Summit* applications come from all over the world, bringing varying perspectives as a result of the global diversity of Internet usage.

**Prediction #4: *User interfaces will continue to evolve.***

This ongoing evolution is clearly evident in *Travel Innovation Summit* mobile applications, among others.

**Prediction #5: *Online service delivery will be refined and reinvented.***

This prediction has been realized in several shopping innovations.

**Prediction #6: *Mobile is becoming the next travel content delivery platform.***

Mobile is definitely "in," as attendees will witness at *The Travel Innovation Summit*.

**Prediction #7: *Software as a service (SaaS) will provide many new opportunities.***

This appears to be a foundational approach for many *Travel Innovation Summit* applicants and selected demonstrators.

**Prediction #8: *Semantic technology and the semantic Web will drive the next wave of Internet technology.***

Early days. While there is some significant progress in this arena that will be evidenced at *The Travel Innovation Summit*, semantic technology remains in its infancy.

**Prediction #9: *Search will evolve to become more effective.***

This evolution is still in early stages but we are definitely seeing some real innovation in this area.

**Prediction #10: *Technology will be cheaper, better and faster.***

This is the foundation underpinning many of the innovations that will be demonstrated in a few weeks.

Join us to judge the soundness of PhoCusWright's predictions, and explore related critical themes, as 32 companies demonstrate their products and services during *The Travel Innovation Summit* at *The PhoCusWright Conference*.