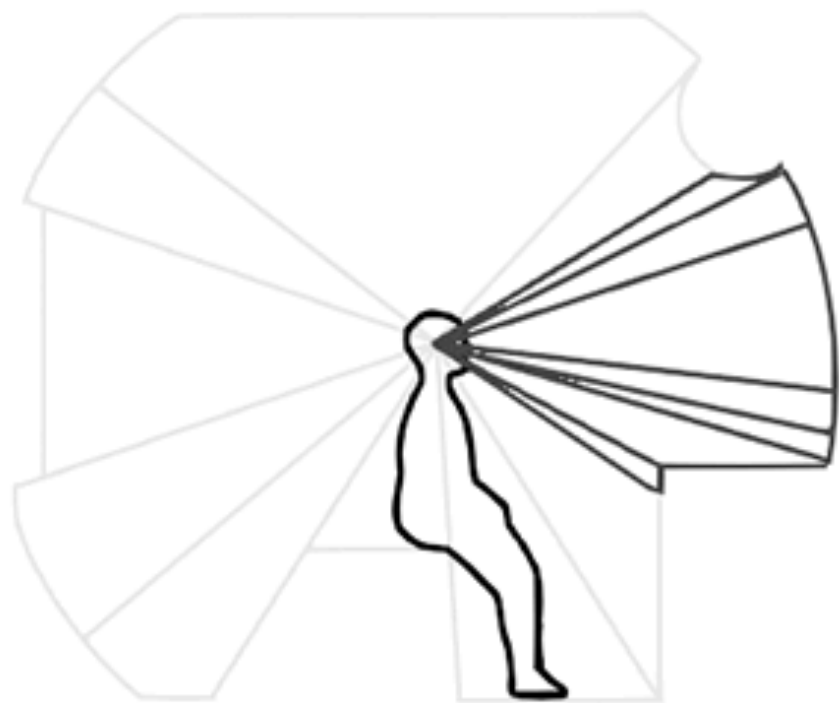


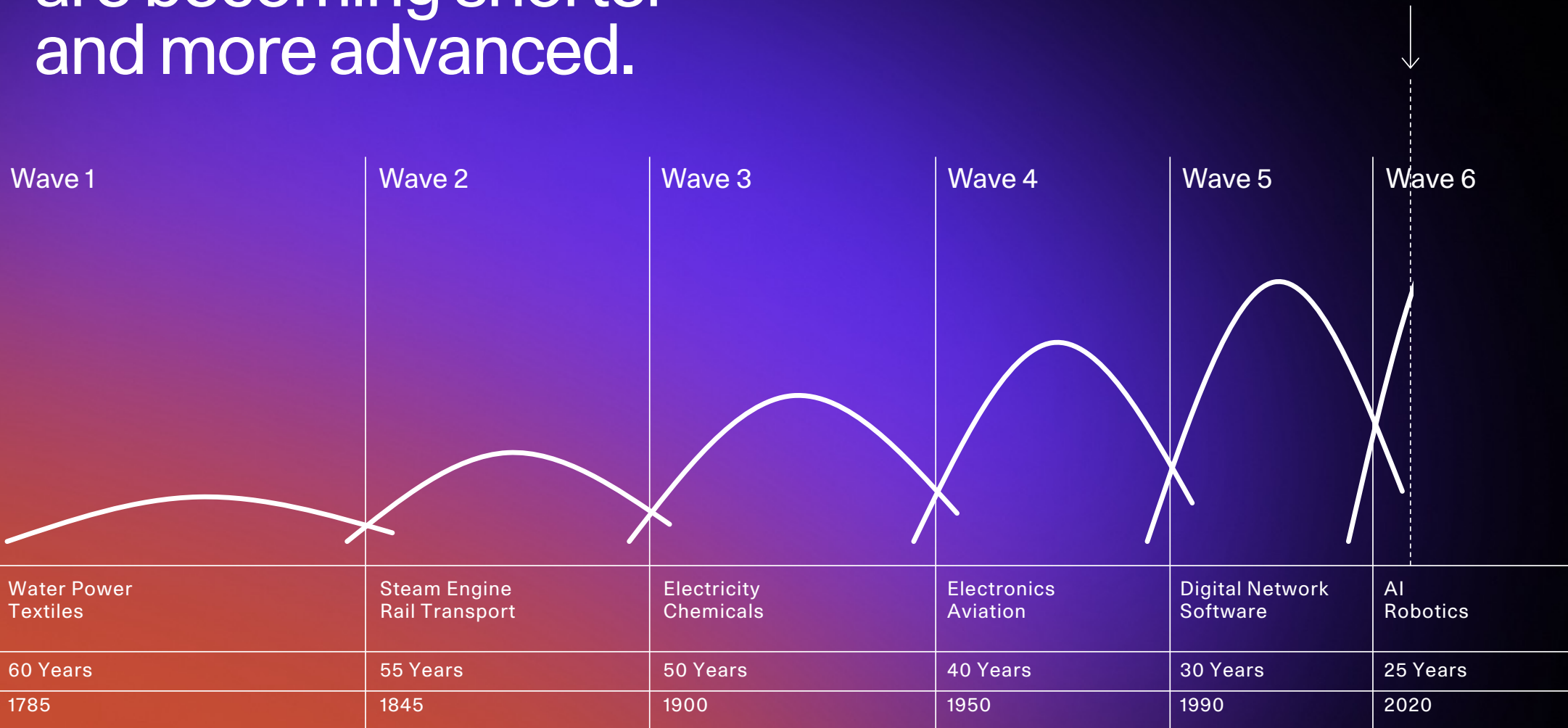
This is an excerpt from Lennard Niemann's
keynote at MEADFA 2024 in Abu Dhabi

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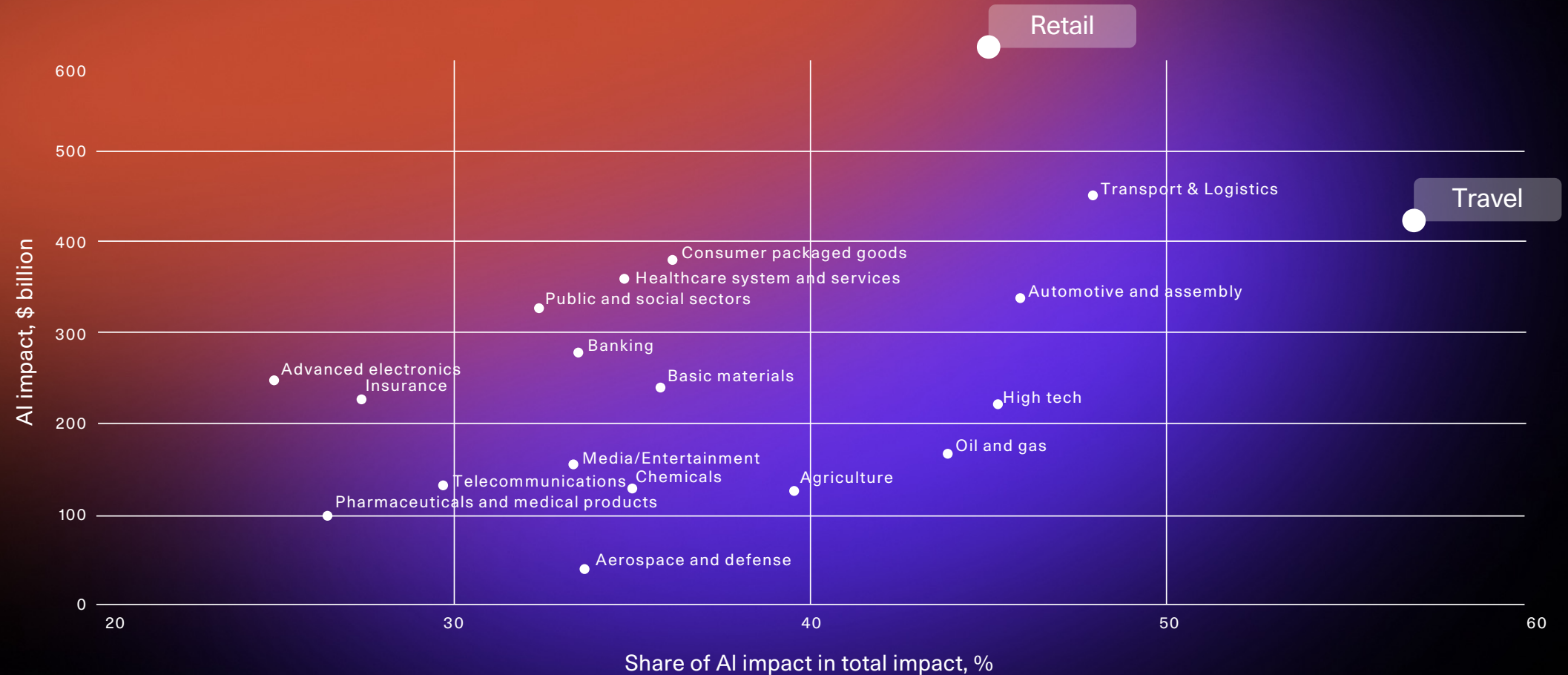


Technological waves are becoming shorter and more advanced.

We Are Here



The influence of AI in different industries.





Travel Retail in the Age of AI

Imagine if...

8b

By 2040, the demand for air travel is expected to double from roughly 4 to 8 billion.



2.5%

Aviation accounts for 2.5% of global CO₂ emissions already and is projected to 'double by 2050'.



1.5%

A 1% increase in traveller satisfaction leads to a 1.5% increase in non-aeronautical revenue.



26%

Of people perceive language barriers as a significant obstacle during their travels.



 English

You should be seeing what I'm saying, just transcribed for you in real-time.

90%

Of consumers are encouraged
by personalised messages or
offers.



Technological evolution vs. adoption rate.



Technology Evolves at
an Exponential Rate

Organizations Adopt at
a Logarithmic Rate

How to tackle the growing gap of innovation.





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