Travel Web3

What you need to know

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Will Web3 Impact The Travel Industry?

Currently Web3 Looks Like This

What Is different About Web3?

1. With Web3 it is about the "community" owning the product.

1. Owning the product or digital experience is a game changer.

1. It makes the growth of your product/experience hugely different from Web2.

1. Think about how you are going to leverage the skills of your "community" and how you are going to reward people that contribute.
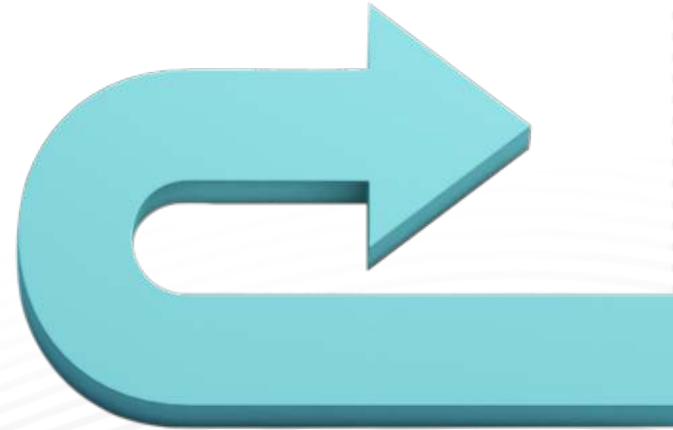
Building Blocks

1. Blockchain

2. Crypto

3. Self Sovereign Identity "SSI"

4. DAO's " Decentralised

   Autonomous Organisations

5. NFT's

What are NFT's?

- Non-fungible tokens.
- Unit of data stored on the blockchain.
- Can be anything from an image, video, or document.
- Primary use case is buying and selling digital art.
- Primarily purchased using a crypto wallet using ether on ethereum blockchain.

More Than Just Speculative Art

- Primary application for NFT's is trading digital assets through online marketplaces.
- Rapidly growing. Over 2 billion dollars in trading volume in first week of this year.
- NFT's can provide additional utility
  - Access to events / Proof of attendance / Event ticketing
  - Digital gifts/souvenirs
  - Digital currency
  - Gaming
  - Universal Loyalty/Rewards Program

Applications In Travel

Digital NFT Souvenirs

- Inexpensive way to share a memory of the experience.
- Allows you to collect wallet info on the guest to possibly send future airdrop offers.
- Fun way for travelers to share experiences of their travels directly through their crypto wallets.
- Gamify the collectible be allowing customers to collect them to earn free trips and gift cards.

Applications In Travel

Event Ticketing

- By using blockchain, it's a trustless system for validating ticket authenticity.
- Can easily be bought and resold in secondary markets.
- Digital souvenir collectible for participants (just like keeping a ticket stub from a concert).
- Event organizers have better records of attendees from wallet addresses.
    - Raffles for backstage passes or merch.
    - Raffles for future concert tickets or other VIP benefits.

Applications In Travel

Universal Rewards Programs

- Loyalty programs are very one dimensional.
- NFT's can track participation amongst different entities.
- Multiple entities can use NFTs to create exclusive access programs.
- The NFT can appreciate in value, giving holders reason to keep using.

Let's Get Your First NFT

Step 1

Download MetaMask

Step 2

Scan the QR code on the sheet provided to open up the Google Form

Step 3

Copy your wallet address from meta mask and enter it into the Google form then submit

Step 4

We'll send you the limited edition Arival 2022 NFT