

# The Metaverse: Threat or Opportunity for Travel Providers?

## INNOVATION WORKSHOP

14 September 2023

ONLINE & ROME (EY Wavespace – Via Lombardia 31)



We will provide an overview of the metaverse and of related concepts, such as Immersive Environments, Web3 and NFTs.

We will cover the technologies that enable the development of the metaverse and the current state of the art, including live demos. While still a futuristic concept, key components of the metaverse are available today. We will describe current and future applications in different industries.

The above will support our discussion of the implications for the travel industry. How can the metaverse concept and its underlying technologies be applied by the passenger rail industry? Could virtual tourism replace physical travel in the future?



**WHAT IS MEANT BY METAVERSE AND BY WEB3 AND WHAT ARE THEIR POTENTIAL APPLICATIONS?**



**WHAT IS THE CURRENT STATE OF DEVELOPMENT OF THE ENABLING TECHNOLOGIES?**



**WHICH IMPLICATIONS FOR THE TRAVEL INDUSTRY AND SPECIFICALLY FOR PASSENGER RAIL?**

## WORKSHOP OBJECTIVES



Learn about the components of the metaverse and their applications in passenger rail



Attend breakout sessions, conducted in a digital collaboration workspace



Contribute with your colleagues to ideate how to make an impact on passenger rail



Understand what is behind the “metaverse” buzzword and why it could transform businesses



Discover the key trends and the emerging applications of the metaverse components



Get an overview of the enabling technologies, including Extended Reality, NFTs, Digital Twins, and see how they work in practice



Learn about recent advances and initial applications in the travel industry



Discuss opportunities and challenges with technology experts and industry peers



Contribute to the envisioning of quick wins as well as strategic directions for applications in the rail industry



Generate ideas on international initiatives that the rail industry should put in place

If you want to join



OR

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