

## APP: TREND NAVIGATOR - CODE: STS



**REMEMBER!** PICK A **GAMECHANGER** WHEN YOU END WITH THE LIST  
- TOUCH THE SCREEN SO IT LIGHTS UP WITH RED



# #STSRAVENNA

IS PROUDLY BROUGHT TO YOU BY:

**iambassador**

AND SUPPORTED BY:



## SPOT THE FUTURE OF TRAVEL AND SHAPE IT



WHY  
HOW  
WHAT

LISELOTTE LYNGSØ, FUTURIST, FUTURE NAVIGATOR



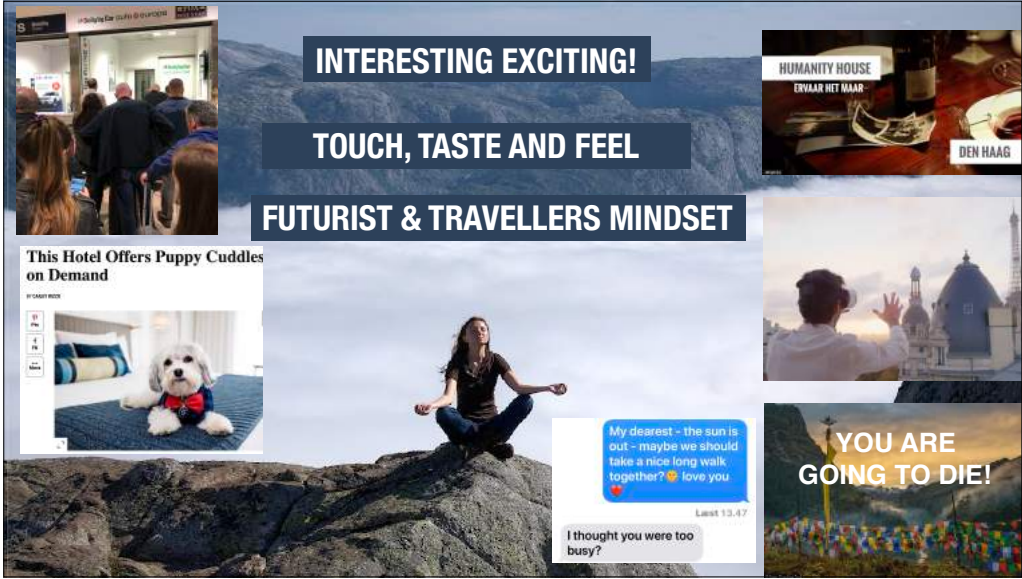
**FUTURE NAVIGATOR**





Gamers playing more than 5 hours/day/5 years are recruited to the air traffic controller training programme.

“Gamers solve problems faster, think faster. Make better decisions under pressure. Far better exchange between seeing, listening and writing than ordinary people..”  
Brian 2019



INTERESTING EXCITING!

TOUCH, TASTE AND FEEL

FUTURIST & TRAVELLERS MINDSET

HUMANITY HOUSE  
ERWAAR HET MAAR  
DEN HAAG

This Hotel Offers Puppy Cuddles on Demand

YOU ARE GOING TO DIE!

My dearest - the sun is out - maybe we should take a nice long walk together? love you.  
Least 13.47  
I thought you were too busy?



YOU CANNOT SPOT THE FUTURE ALONE!

the  
SOCIAL  
TRAVEL  
SUMMIT



the  
SOCIAL  
TRAVEL  
SUMMIT

## IDEAS SHARING & LAZYNESS



SEEN IN RAVENNA BY 2025?

## WITHIN 5 YEARS FOR THE TRAVEL BUSINESS

SOFT TREND  
A CHOICE



**FUTURE NAVIGATOR** 15/16

**BLOGGER => BRAND CHANNEL**

Content creation using the brands' own channels will be more important. Brands will need their own big follower audiences and need the right content providers & ambassador partnerships.

Melvin Boecher



HARD TREND  
A GIVEN CONDITION

## WITHIN 5 YEARS FOR THE TRAVEL BUSINESS

SOFT TREND  
A CHOICE



**FUTURE NAVIGATOR** 3/16

**MACRO => MICRO**

Good things will come in small packages. Big numbers do not always translate into influence. Brands tourism boards will focus on 9k-100k followers as ROI will be measured on to quality and engagement rather than quantity.

Eric and Amber Hoffman



HARD TREND  
A GIVEN CONDITION

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**FUTURE NAVIGATOR** 2/17

SOFT TREND (CHOICE)      HARD TREND (CONDITION)

NOT IMPORTANT

**SOME => PLATFORM INFLATION**

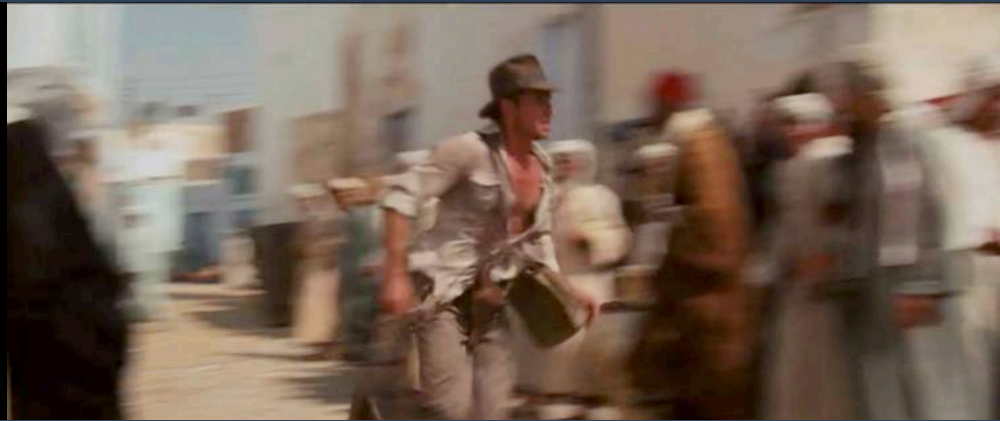
**RESULTS**

**HARD TREND**

- BUCKET LIST => CONSCIOUSNESS
- MACRO => MICRO
- GAME CHANGER** PHYSICAL => MENTAL UPGRADE
- SIGHTSEEING => AUTHENTIC
- GOOD STORY => MY STORY
- GUESSING => PREDICTING

**REMEMBER! PICK A GAMECHANGER WHEN YOU END WITH THE LIST - LIGHTS UP WITH TOUCH**

# YOUR BIGGEST GAME-CHANGER THE NEXT 5 YEARS?



THE DISTANCE FROM ENVISIONING SOMETHING TO DOING IT HAS NEVER BEEN SHORTER!

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**ONLOOKER**  
**CONTRIBUTOR**

**ANSWER**  
**DILEMMAS**

**STUPID**  
**UPGRADED**



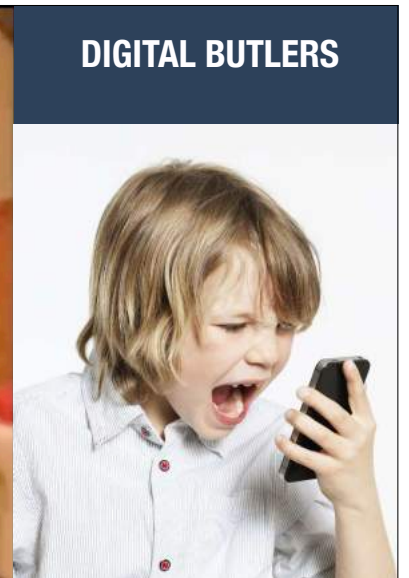
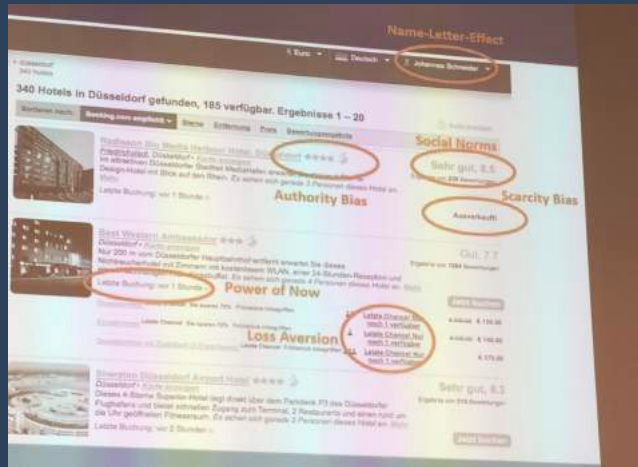
# FEEDBACK CRISIS



"Instead of slicing my own avocados, I just got the pictures instead"

↳ Lindsay, student

# MANIPULATION BACK LASH?



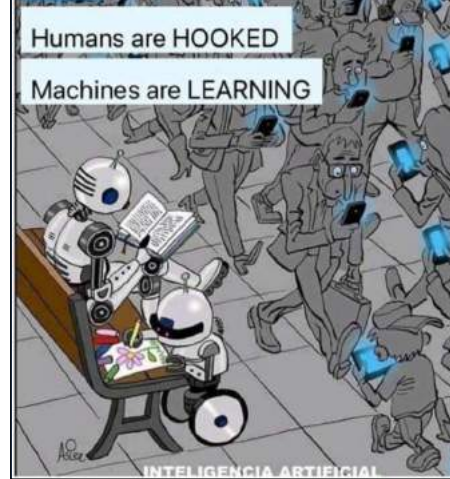
**CONTRIBUTOR  
DIGITAL NOMADS' COMMUNITIES**



**ONLOOKER**

Humans are HOOKED

Machines are LEARNING



**NETFLIX**

In response to a question about competition this week, Netflix CEO Reed Hastings said that sleep is one of the company's biggest competitors.

Figure ES.1: Economic costs of insufficient sleep across five OECD countries



**FROM ONLOOKER TO CONTRIBUTOR**



**PROACTIVELY MAKE PEOPLE BELONG, SECURE AND CONNECT**

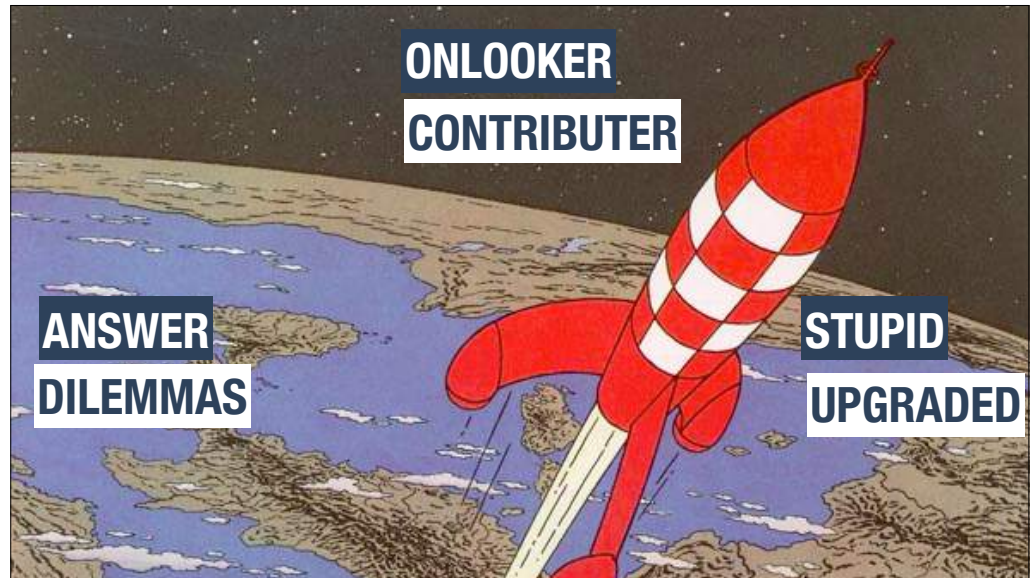


**ONLOOKER**

**CONTRIBUTER**

**ANSWER  
DILEMMAS**

**STUPID  
UPGRADED**



**NEW INSIGHTS AI, MINDBOTS**

**UPGRADED DATA**

**ONE SIZE FITS ALL WILL BE OUTDATED**

No forms to fill out,  
just speak to the camera

**Scientists discover way to measure blood pressure via selfie videos**

Sharmakhan August 8, 2019

**NEW BUSINESS MODEL - AFTER EYE TRACKING**

**nuralogix**

Biometrics		heart rate	respiration
stress index	2.20	50	1.5
systolic bp	126	respiration	negative
diastolic bp	80	respiration	negative
pulse pressure	53	respiration	24.3
bp MAP	87	respiration	

**PBS NEWS HOUR**  
pbs.org/newshour



# LISTEN LOUDER! DATA + REAL LIFE



“The worst part is to be a pensioner amongst pensioners - I hate it!” Sept. 2019

ONLOOKER

CONTRIBUTER

ANSWER  
DILEMMAS

STUPID

UPGRADED



## Protesters In Hong Kong Tear Down Facial Recognition Towers As Violence Escalates

Posted by Tim Harte  
On Date August 25, 2019



## RATING DILEMMA

One argues 100% for A the other 100% for B. You have 1 minut each

A) CHINA REWARD & RATE GOOD BEHAVIOR

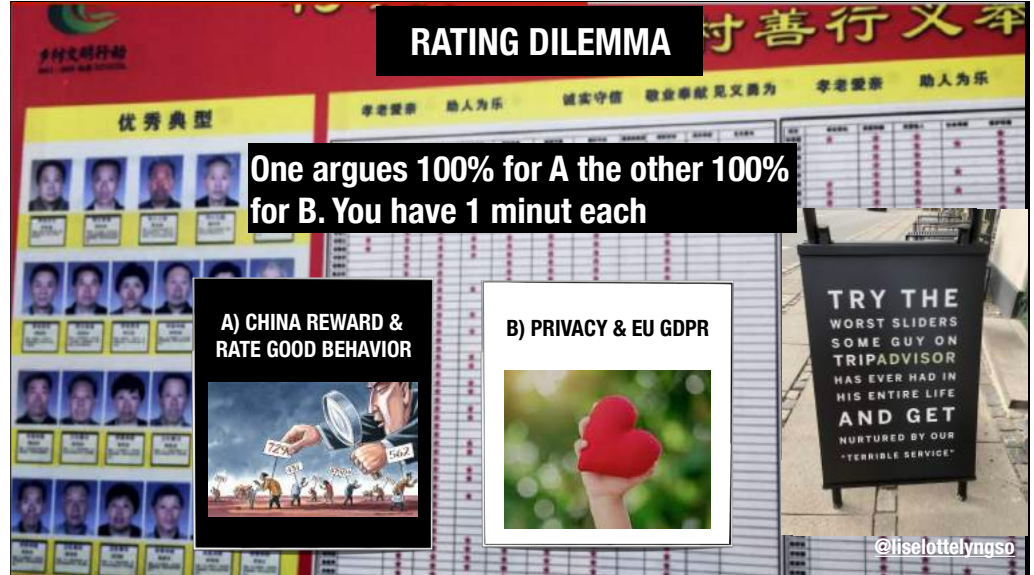


B) PRIVACY & EU GDPR



TRY THE WORST SLIDERS SOME GUY ON TRIPADVISOR HAS EVER HAD IN HIS ENTIRE LIFE AND GET NURTURED BY OUR "TERRIBLE SERVICE"

@liselottelyngso



## RATING DILEMMA

Swap position - new arguments:-)

A) CHINA REWARD & RATE GOOD BEHAVIOR



B) PRIVACY & EU GDPR



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WORST SLIDERS  
SOME GUY ON  
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## WHAT ARE WE RATING? SUSTAINABLE KPI

"We need to address the societal well-being of our nation, not just the economic well-being."



Jacinda Ardern  
Prime Minister of New Zealand

WORLD  
ECONOMIC  
FORUM

TAKE AWAY: ACTIVATE - LISTEN LOUDER - DARE EXPERIMENT  
DARE SAY YES!



JOIN: [FUTURENAVIGATORCOMMUNITY.COM](https://futurenavigatorcommunity.com)

LET'S HELP EACH OTHER MAKE A FANTASTIC & SUSTAINABLE FUTURE



@LISELOTTELYNGSO