



# THE MISSION & VISION **METAVERSE TOURISM ASSOCIATION**



# THE VISION - THE FUTURE OF TRAVEL IS HYBRID

The Metaverse Tourism Association is an organization committed to tourism within the metaverse. Through our members, initiatives and strategic events we wish to explore metaverse potential and drive adoption by fostering new ways for tourism services to build communities within virtual environments.

The MTA also provides a platform for education where individual members and companies are encouraged to share knowledge, collaborate, establish standards and network.

Our mission is to inspire the next generation of tourism providers by stimulating conversations and opening dialogue about the future of travel as a hybrid industry with both virtual and physical services to offer globally.

To achieve this mission it requires a broad range of members from all aspects of the tourism sector, access to technology providers that can facilitate discovery of immersive virtual environments and education around the potential of collaborations for future business opportunities.

The MTA will facilitate education, networking and new business opportunities for its members. It will produce an array of valuable events, content and production support for any destination or attraction interested in exploring the opportunities of the metaverse. We know that this opportunity is ambitious and scalable, given that we are only on the cusp of metaverse technology and economies.

To make our pathway easy to digest we have broken it into three I's - Ignite, Inform, Inspire.



\$5 trillion in value by 2030



700 virtual cities by 2040

# THE 3 I'S

## IGNITE

**Objective: Motivate and guide official tourism bodies, tourism service providers and the sector to incorporate metaverse technologies into their offerings.**

It is the role of the MTA to ignite the curiosity of tourists and tourism organizations that are contemplating the future. The concept of tourism is as old as civilization itself. From the ancient Greeks embarking on epic journeys to modern-day travelers exploring the world, tourism has evolved through the ages.

The metaverse gives tourism a new lease of life, a way to connect with new markets and provide more engaging, immersive experiences associated with some of our best loved tourist attractions today.

The metaverse is poised to disrupt traditional tourism in ways we could never have imagined. It transcends the limitations of time and space, offering travelers experiences beyond the boundaries of reality. It provides an inclusive environment that opens tourism to people that may have been excluded in the past. Through a range of campaigns and initiatives the MTA will seek to set new standards for metaverse tourism experiences, explore how the metaverse can reinvigorate the travel industry and provide new opportunities for long-term providers of travel services and products.



## STRATEGIES

- Create case studies and success stories showcasing metaverse integration.
- Organize workshops and training sessions specifically tailored for tourism service providers.
- Establish mentorship programs where experienced metaverse adopters.
- Showcase the inclusive nature of immersive technologies and the economic benefits.
- Engage with policymakers, government agencies, and regulatory bodies.
- Collaborate with industry experts to develop policy recommendations.
- Participate in industry conferences and events to influence discussions.

# THE 3 I'S

## INFORM

**Objective: Promote awareness, understanding, and adoption of new technologies to enhance the tourism sector..**

The MTA will provide ongoing access to workshops, training and events that develop a deeper understanding of metaverse technologies and the role of virtual worlds in the future of tourism.

Educating tourism professionals about virtual tourism opportunities is crucial in navigating the evolving virtual landscape. Blockchain technology has demonstrated the ability to add new layers of revenue and offer a transparent way to evolve customer loyalty programs. The metaverse offers new ways to enhance the visitor experience and stay involved at every stage of the customer journey.

By understanding and embracing virtual tourism, professionals can tap into a vast array of immersive technologies, including virtual reality (VR) and augmented reality (AR), to create innovative and personalized travel encounters.

By fostering a deeper understanding of these opportunities, tourism professionals can proactively contribute to the industry's sustainable growth, ensuring that destinations remain attractive and accessible to all.



## STRATEGIES

- Develop educational resources, webinars, and training programs to inform industry professionals about the potential of metaverse tourism.
- Develop expert led working groups to explore the various ways immersive technology can be integrated into existing tourism products.
- Host industry conferences and symposiums to showcase successful case studies, research findings, and emerging trends in metaverse tourism.
- Collaborate with educational institutions to integrate metaverse-related curriculum into relevant courses, ensuring a pipeline of skilled professionals for the industry.

# THE 3 I'S

## INSPIRE

**Objective: Foster collaborations among industry stakeholders to drive innovative tourism projects, both physical and virtual.**

IMTA will aim to inspire tourism bodies to avail of, use and develop their metaverse offerings. Metaverse technology is poised to become an essential component of customer engagement and a key area of interest to anyone developing new tourism products.

They offer an immersive way to showcase destinations, accommodations, and experiences, enabling providers to create virtual environments that captivate potential travelers. By embracing metaverse technology, tourism providers can offer interactive previews, virtual tours, and simulations, allowing customers to explore and connect with destinations before physically visiting.

This not only enhances the pre-travel experience but also serves as a powerful marketing tool. The adoption of metaverse technology can also optimize operational processes, streamline bookings, and contribute to sustainability efforts by reducing the need for extensive physical travel.

MTA will inspire the industry to remain at the forefront of industry trends, adopt innovative technology and cater for the preferences of future travelers.



## STRATEGIES

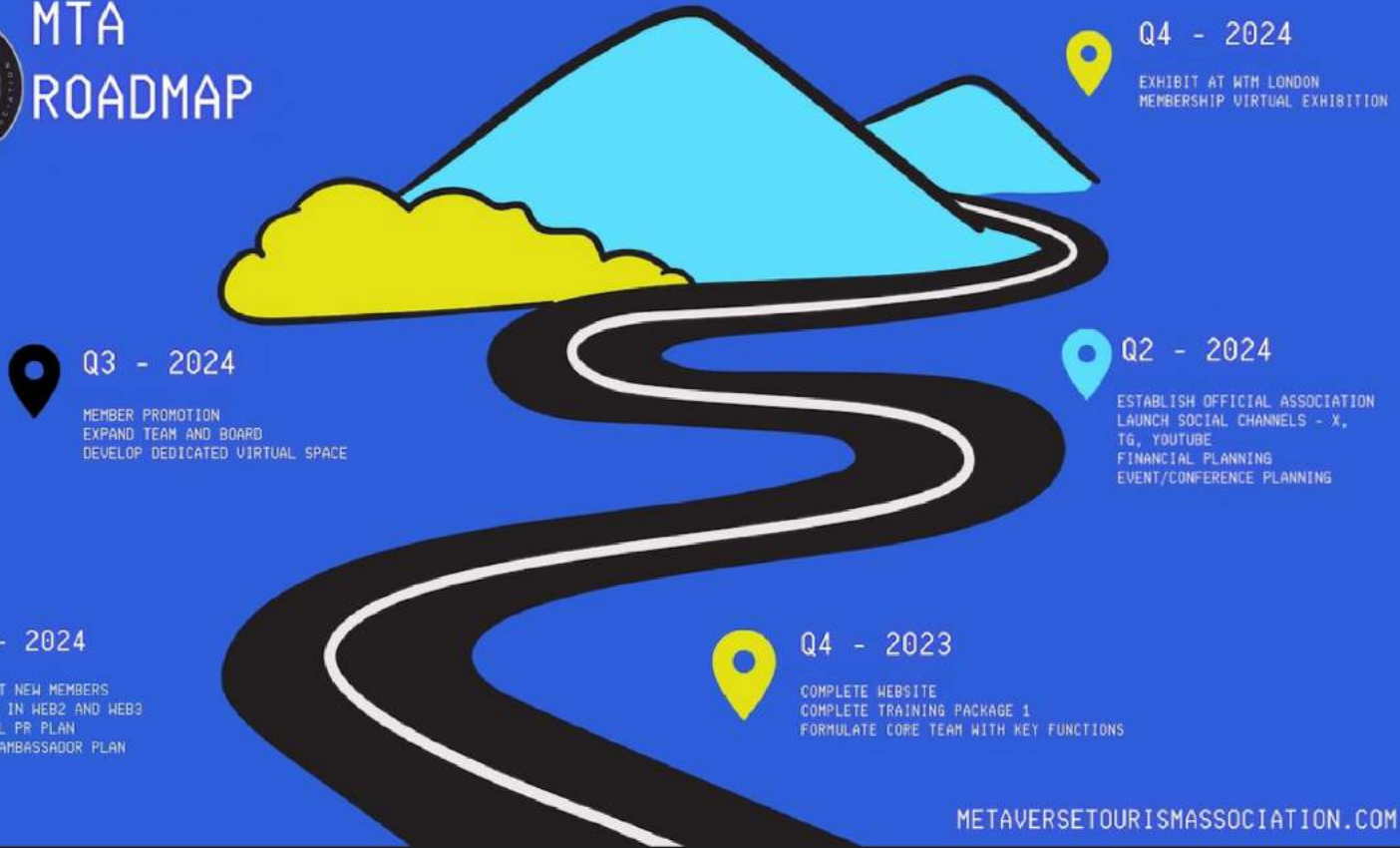
- Establish a platform for members to connect and share expertise, resources, and ideas for metaverse tourism initiatives.
- Facilitate matchmaking between gaming studios, hospitality professionals, technology developers, and other stakeholders to form collaborative projects.
- Organize hackathons, workshops, and innovation challenges to spark creativity and generate novel metaverse tourism solutions.
- Develop land rental marketplace designed specifically for the tourist industry.

# PARTNER BENEFITS

- Showcase your organisations support for the future of travel and tourism
- Increase brand awareness and positive brand engagement.
- Opportunity to meet, network and find the most talented metaverse experts in Web3.
- Demonstrate leadership by giving leaders a stage.
- Build the hybrid future of travel with us.



## MTA ROADMAP



## CONNECT WITH US

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**METAVERSETOURISMASSOCIATION.COM**