

TRAVEL & RETAIL 2025

TECH WITH PURPOSE

CONNECT TO CRA



CHARLES REED ANDERSON

CHARLES REED ANDERSON

TFWA ASIA PACIFIC CONFERENCE

SINGAPORE

11 MAY 2025

A man with a beard and a top hat, wearing a poncho, stands in a desert landscape with mountains in the background. The image is the iconic opening scene of the movie 'The Good, the Bad and the Ugly'.

**TRAVEL
& RETAIL
2025**

**THE GOOD,
THE BAD,
AND THE UGLY.**



CHARLES REED ANDERSON

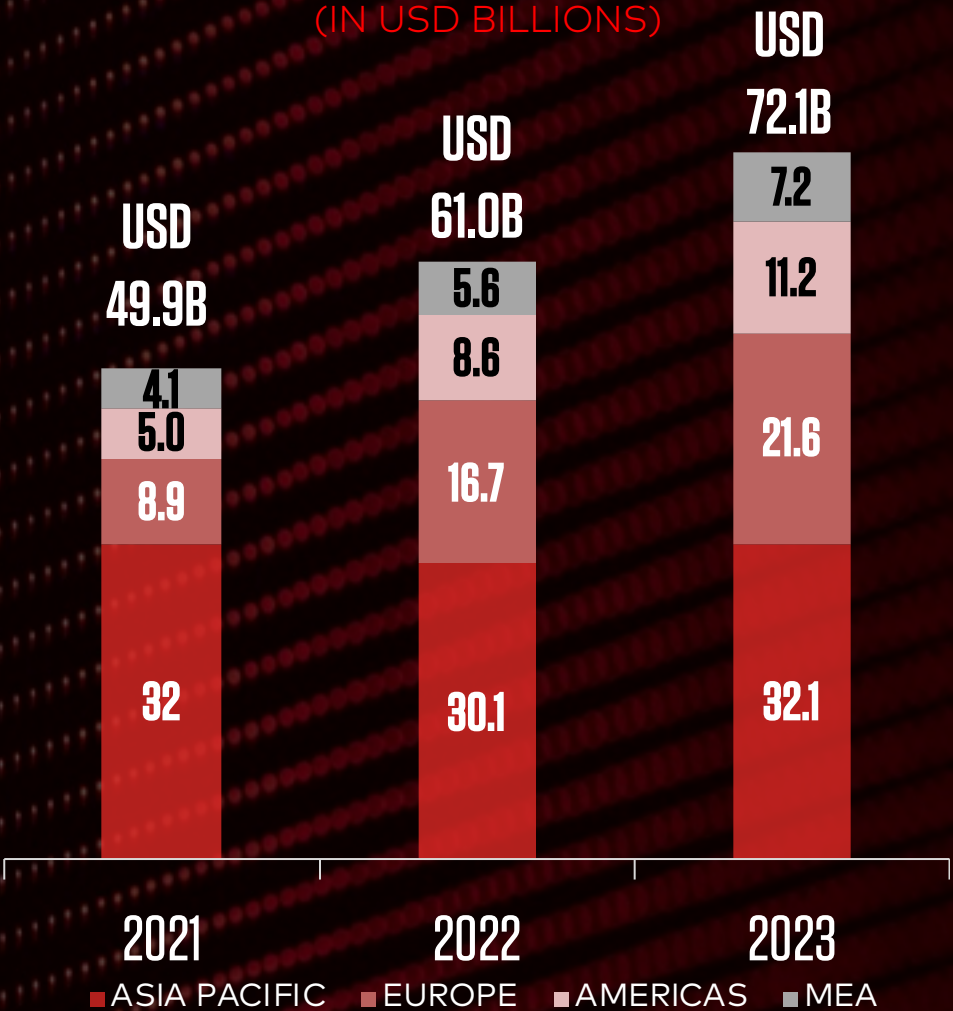
THE GOOD...

99% OF PRE-PANDEMIC
LEVELS FOR
INTERNATIONAL TRAVEL

Source: UN Tourism's World Tourism
Barometer (Jan 2025)

TRAVEL RETAIL MARKET VALUE

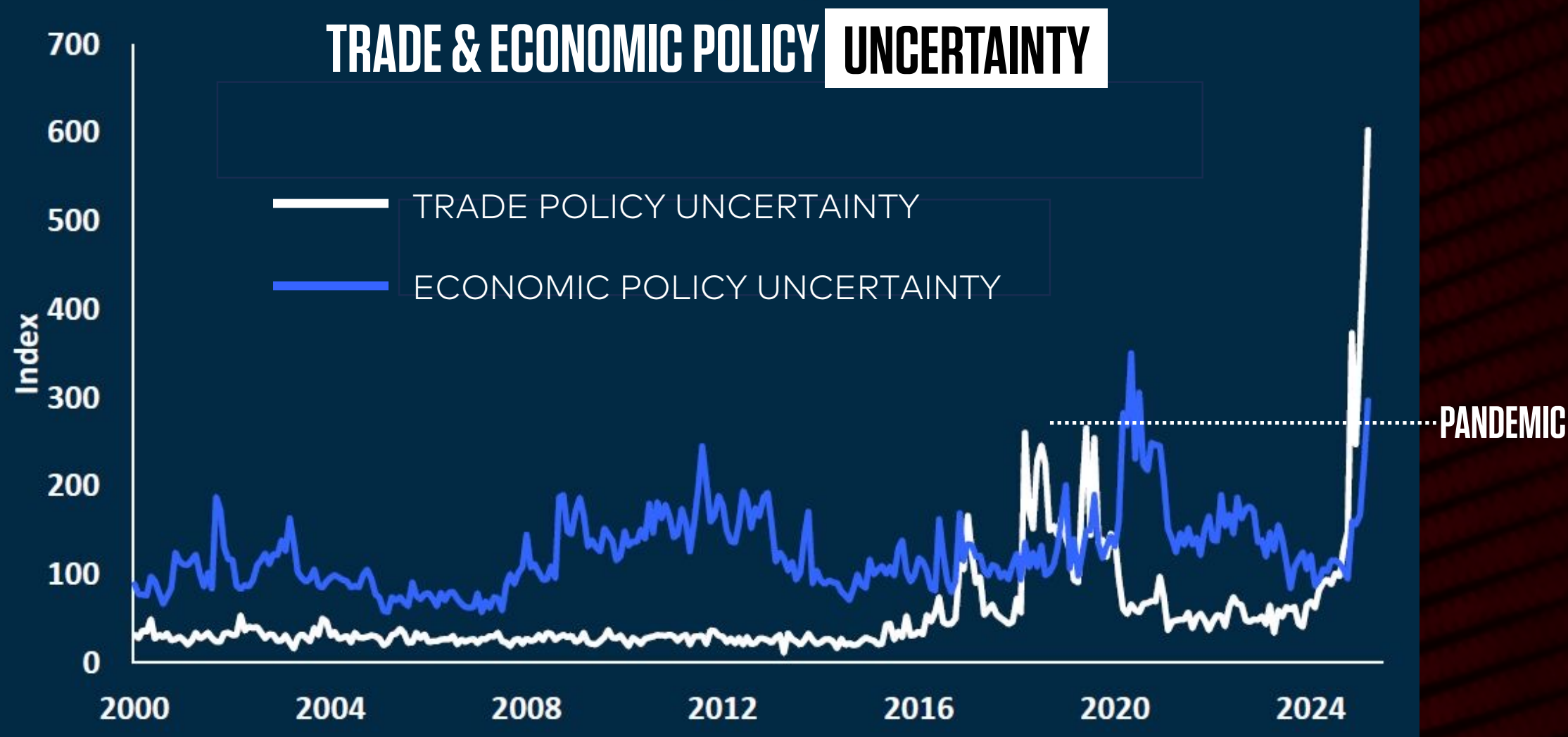
(IN USD BILLIONS)



THE BAD...



AND THE UGLY.



A man with dark hair and a beard, wearing a dark suit jacket over a light-colored shirt, is pointing directly at the camera with both hands. He has a wide, enthusiastic smile, showing his teeth. The background is a blurred outdoor setting, possibly a parking lot or a street with some buildings in the distance.

TECHNOLOGY

CAN FIX

EVERYTHING!

(ACTUALLY, IT CAN'T)



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MY PERSONAL

DILEMMA



CHARLES REED ANDERSON



CHARLES REED ANDERSON



CHARLES REED ANDERSON

OVER

HYPE

OVER

SIMPLIFY

UNDER

DELIVER





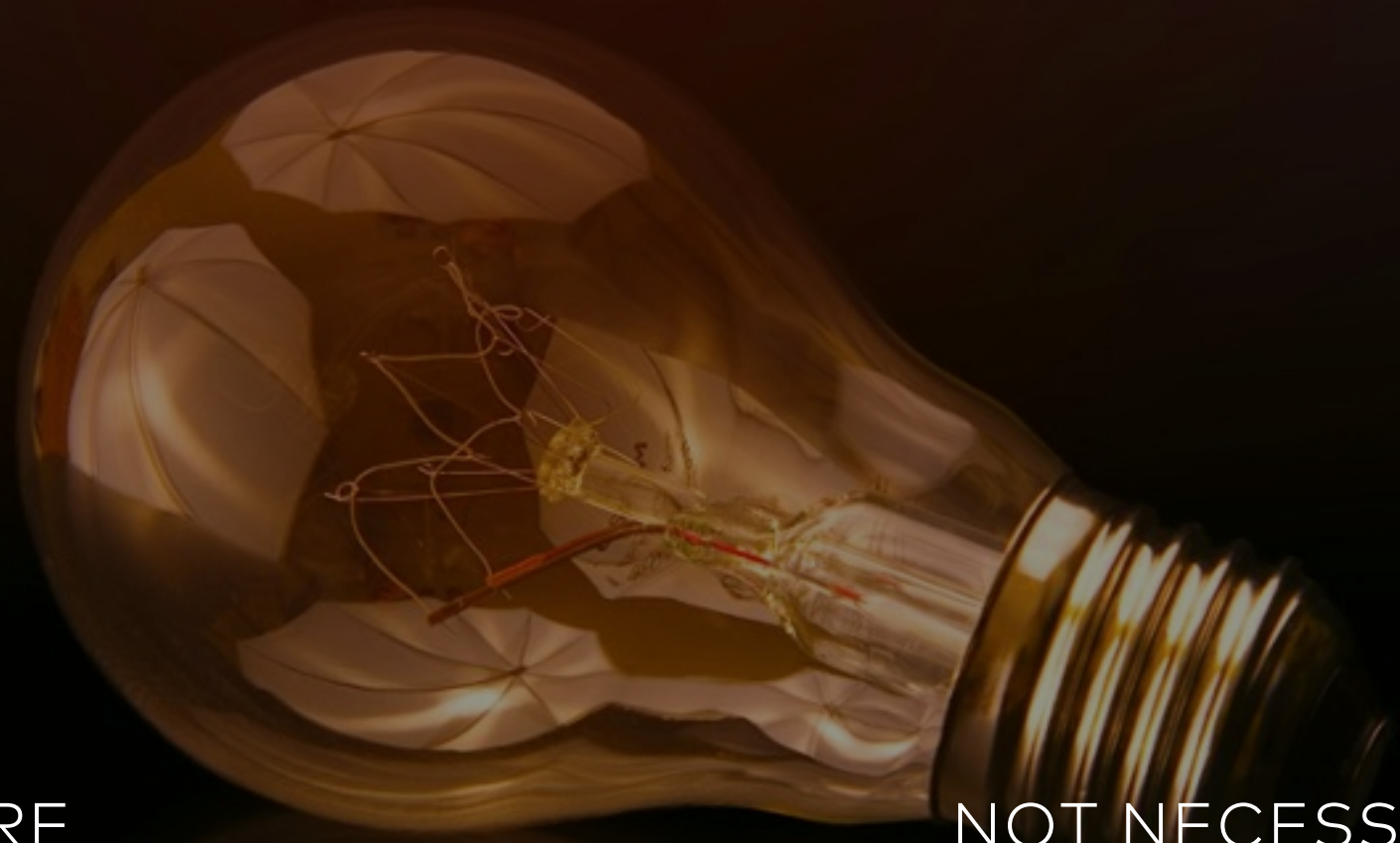
HAPIfork

TOO MUCH

TECH FOR TECH'S SAKE



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MORE

INNOVATION

NOT NECESSARILY

MORE TECH



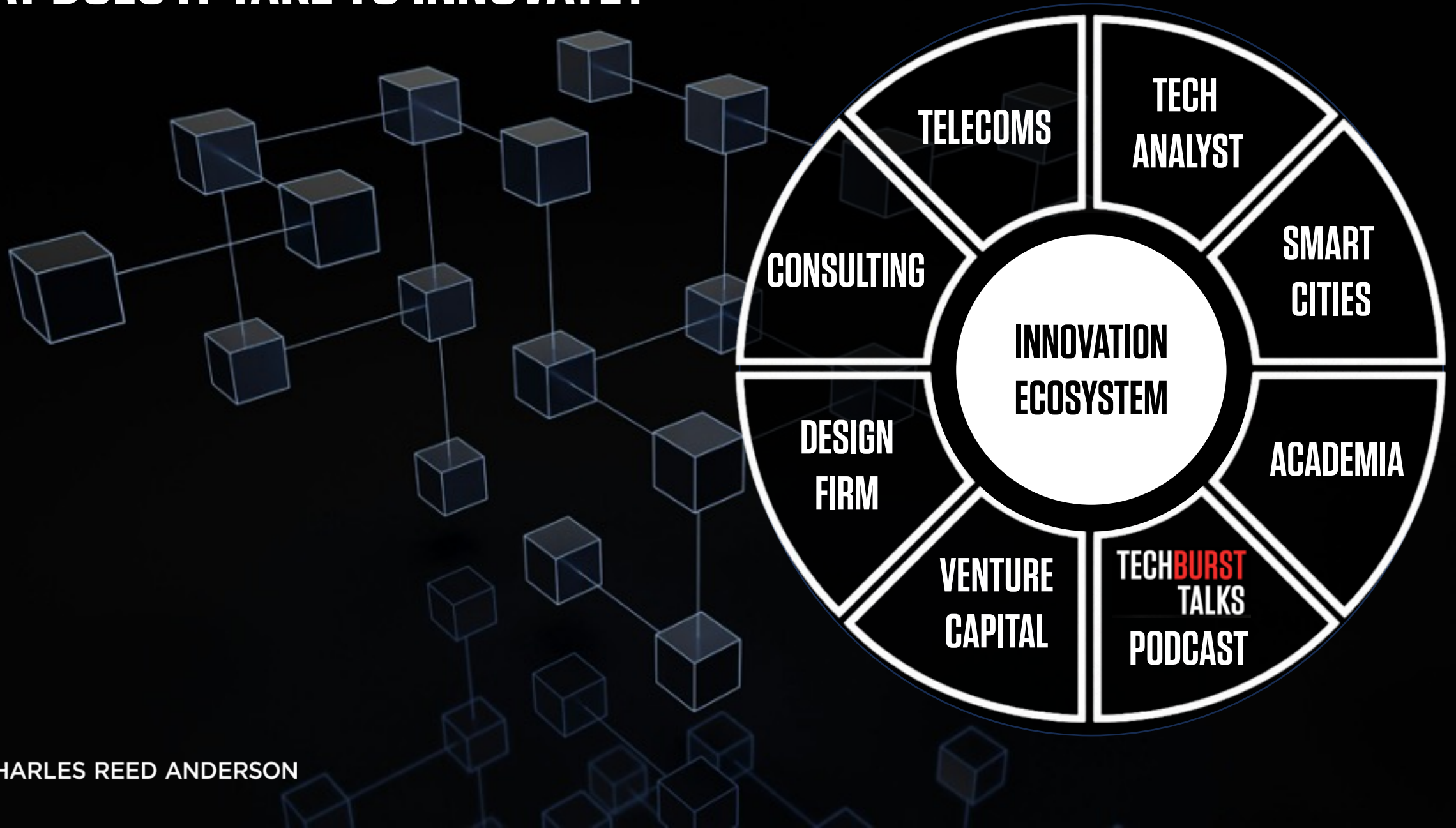
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WHAT DOES IT TAKE TO INNOVATE?

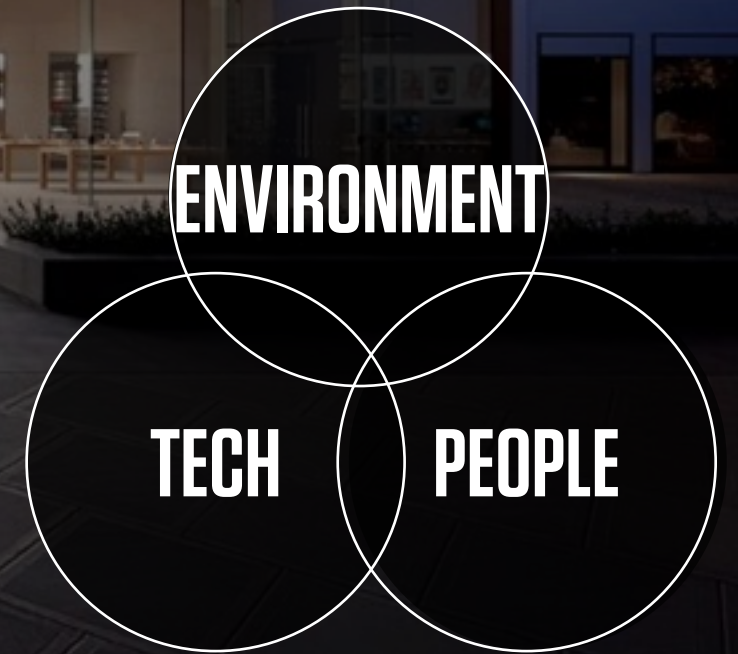


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WHAT DOES IT TAKE TO INNOVATE?



THE IMPORTANCE OF HUMAN OUTCOMES



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HUMAN OUTCOMES CAN CREATE...

IRRATIONAL LOYALTY



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WHAT IF...



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A young girl with dark hair and a pink backpack is looking towards a white robot. The robot is holding a smartphone and has a garland of pink cherry blossoms around its neck. The background is a blurred crowd of people.

TECHNOLOGY EXISTS TO DELIVER HUMAN OUTCOMES



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WHAT'S A

HUMAN OUTCOME?



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TRAVEL DELIVERS HUMAN OUTCOMES

A high-angle, wide shot of a busy airport security checkpoint. Numerous people are in various stages of the screening process. Some are standing in lines, others are placing bags on the conveyor belt, and some are being searched by security personnel. The scene is filled with the typical elements of an airport: baggage carousels, metal detectors, and a large, diverse crowd of travelers. The lighting is bright and even, typical of an indoor airport terminal.

DEVALUED

NERVOUS

ANGRY



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TRAVEL DELIVERS HUMAN OUTCOMES



VALUED

INFORMED

ENGAGED



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HUMAN OUTCOMES DRIVE BEHAVIOURS (AND SPEND!)

NRT

EAT



CHARLES REED ANDERSON

SIN

SHOP

DOH

RELAX

WHY I LOVE DOHA'S AIRPORT

VALUED



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ENVIRONMENT

TECH

PEOPLE

INFORMED

ENGAGED



**OK,
GET TO THE TECH...**



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MY THREE OBJECTIVES

WE HAVE THE

TECH

WHY WE DON'T

DELIVER

MORE
INNOVATION

WHAT NEEDS TO

CHANGE



CHARLES REED ANDERSON

MY THREE OBJECTIVES

WE HAVE THE

TECH

WHY WE DON'T

DELIVER

MORE
INNOVATION

WHAT NEEDS TO

CHANGE



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DIGITAL SIGNAGE



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WHY I LOVE DIGITAL SIGNAGE

FLIGHT STATUS

⋮

WAYFINDING

⋮

NEWS & WEATHER

⋮

ADVERTISING

⋮

PROMOTIONS

⋮

IMMERSIVE EXPERIENCES

⋮

LOCAL CULTURE / SITES

HUMAN OUTCOMES DELIVERED

VALUED

INFORMED

ENGAGED



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DIGITAL SIGNAGE TO ENGAGE YOUR CUSTOMERS

70%

OF TRAVELLERS STATE
DIGITAL SIGNAGE BOOSTS
TRAVEL RETAIL APPEAL



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Source: Kearney's "Travel Retail's Next Chapter", July 2024 (n=3,706)

TURN RISK INTO OPPORTUNITY



30%

OF TRAVELLERS STATE
HIGH PRICES ARE THE MAIN REASON
FOR NOT PURCHASING AIRPORT RETAIL

SOME IDEAS
AIRPORTS ON LOCAL TARIFFS
RETAIL BRANDS ON PRICE COMPETITIVENESS
CREATE PERCEIVED VALUE



CHARLES REED ANDERSON

Source: Kearney's "Travel Retail's Next Chapter", July 2024 (n=3,706)



ARTIFICIAL INTELLIGENCE



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AI & RETAIL

57% OF RETAILERS
INCREASED AI SPEND
IN 2024

TOP USE CASES
PERSONALISATION
INVENTORY OPTIMISATION
CUSTOMER SERVICE

80% OF RETAIL EXECS
STATE AI WILL BE A
CRITICAL INVESTMENT
PRIORITY BY 2025



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Source: McKinsey Global AI Survey, 2024



WHAT IF WE COMBINED

DIGITAL SIGNAGE & AI?



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DIGITAL-OUT-OF-HOME (DOOH) ADVERTISING



TRADITION MEETS TRANSFORMATION



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BARRIERS FOR DOOH ADVERTISING



HIGH UP FRONT COSTS

⋮

UNCERTAIN ROI

⋮

LOCAL VS. GLOBAL

⋮

HEADCOUNT COSTS

⋮

CONTENT CREATION



AI: DRIVING DIGITAL ADVERTISING

Flow City

USE MULTIPLE
DATA SOURCES & AI
TO IDENTIFY THE BEST...

AUDIENCE

⋮

LOCATIONS

⋮

TIMES

⋮

PRICE

1M+

SITES
GLOBALLY

20K+

CAMPAIGNS
MANAGED



CHARLES REED ANDERSON

MAKING DOOH ADVERTISING ACCESSIBLE TO ALL

UPLOAD YOUR IMAGE

⋮

SET YOUR BUDGET

⋮

TARGET AUDIENCE

⋮

TARGET LOCATIONS

ADDED

1,000+

FIRST TIME
ADVERTISERS
TO THE DOOH
ECOSYSTEM



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LEVERAGING DATA TO MAXIMISE VALUE

GOAL:

**DRIVE SALES OF HAYFEVER MEDICATION
DURING 6-WEEK PEAK POLLEN SEASON**

REQUIREMENT:

SHOW ADS ONLY ON DAYS WITH HIGH POLLEN COUNT

RESULT:

**CAMPAIGN WAS INACTIVE FOR 7 DAYS DUE TO
NO POLLEN COUNT, SAVING 18% OF BUDGET**

CLIENT: **HEALTH & BEAUTY RETAILER**

TARGET: **67 STORES IN LONDON**

SCREEN TIME: **30,075 HOURS**

IMPACTS: **27,995,150**



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WHAT IF WE COMBINED

DIGITAL SIGNAGE, AI & ESPRESSO?

(AND A ROBOT)



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IT STARTS WITH GOOD ESPRESSO



CHANGI
airport group

YOU NEED GREAT COFFEE!

THE ROBOT BARISTA



MARKETING & ENGAGEMENT
OPPORTUNITY



PURPOSE
SERVE COFFEE



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Location: Changi Airport, 2025

HOW TO LEVERAGE ELLA



CUSTOMER ENGAGEMENT

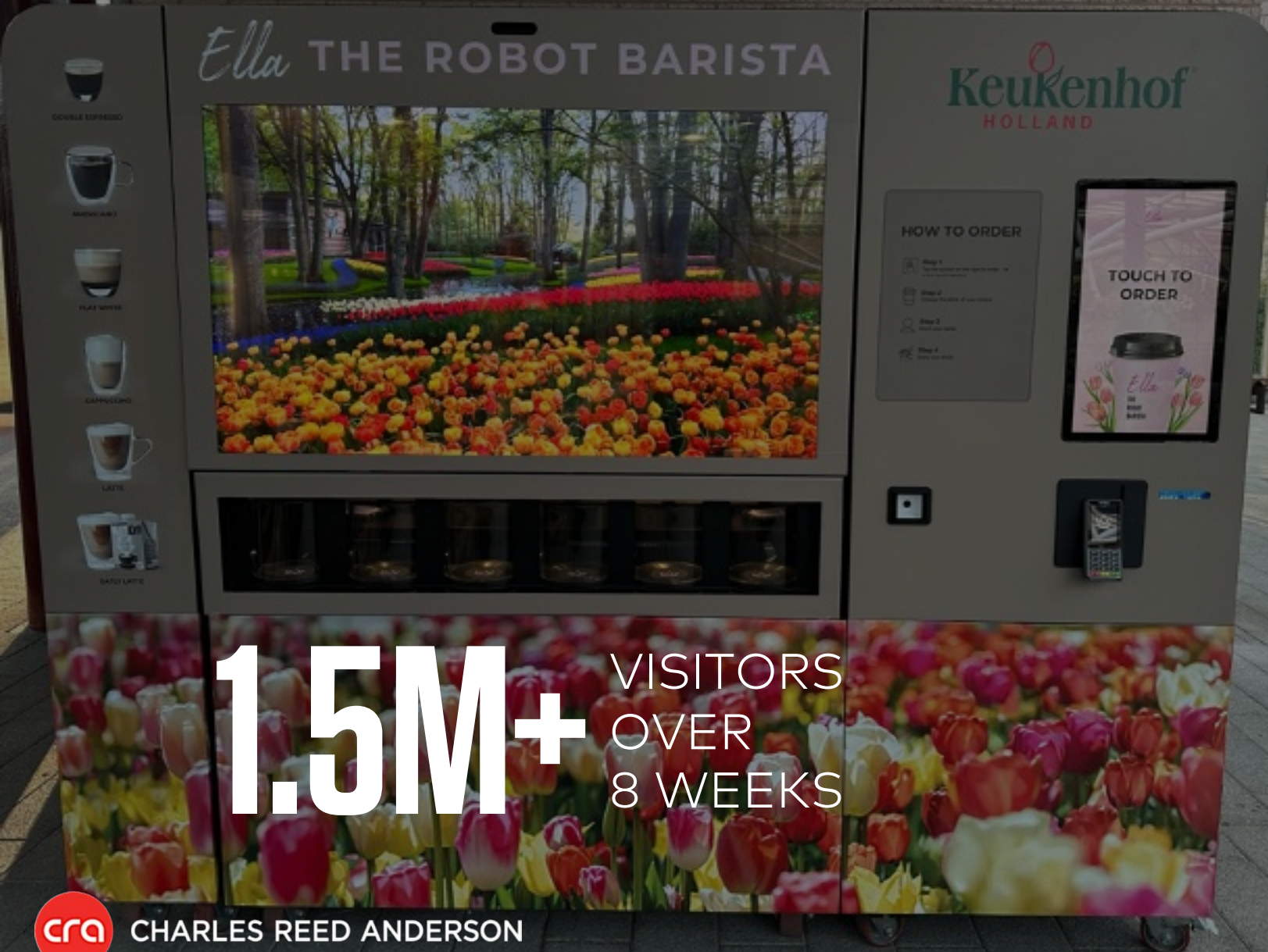
BRANDING

PROMOTION

INCREASED FOOTFALL

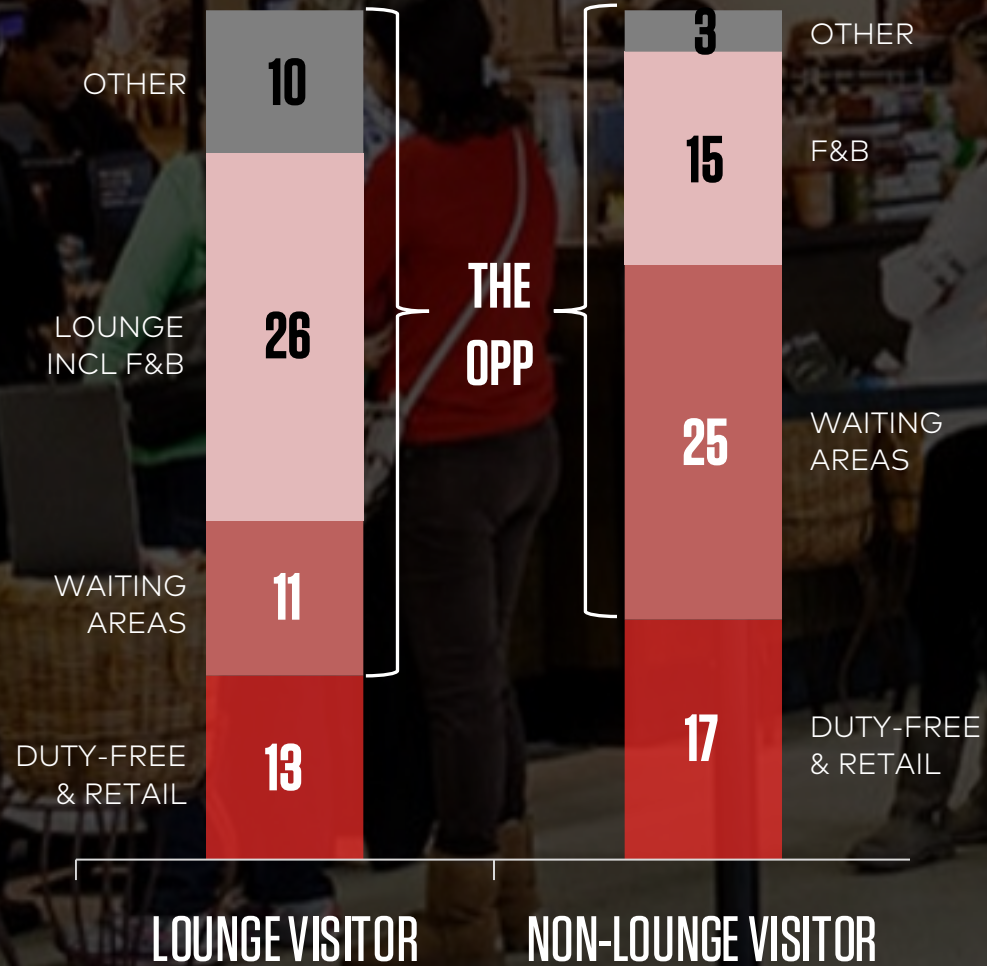
PURPOSE
MARKETING

LEVERAGE THE INFLUENCERS



THE COMPETITION FOR DWELL TIME

60 MINUTES OF DWELL TIME



OTHER = SOCIAL MEDIA?

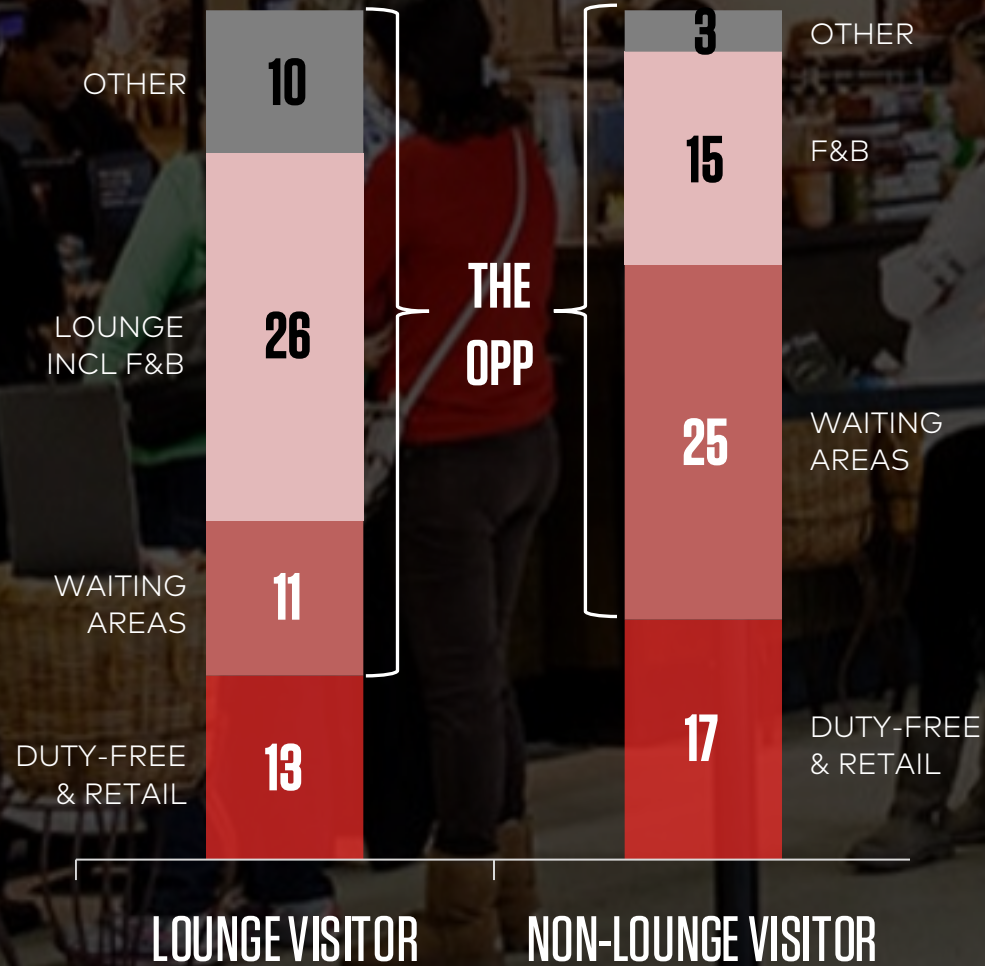


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Source: Kearney's "Travel Retail's Next Chapter", 2024

IN-STORE ESPRESSO BENEFITS

60 MINUTES OF DWELL TIME



COMBINE DWELL TIME SEGMENTS

INCREASED FOOTFALL

CUSTOMER DATA CAPTURE

CUPS FOR BRANDING

SIGNAGE FOR PROMOS

COSTS COVERED BY CHARGING

FREE SOCIAL MEDIA



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Source: Kearney's "Travel Retail's Next Chapter", 2024



GEN AI



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GEN AI: TECHNOLOGY FINALLY SPEAKS OUR LANGUAGE



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GEN AI WILL FOLLOW AMARA'S LAW

WE TEND TO

...AND

OVERESTIMATE

UNDERESTIMATE

THE EFFECT OF
TECHNOLOGY IN THE
SHORT RUN...

THE EFFECT
IN THE
LONG RUN...



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TRADITIONAL AI vs. GENERATIVE AI



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TRADITIONAL AI vs. GENERATIVE AI

**AUTOMATE TASKS &
IMPROVE EFFICIENCY**

WHAT

**EMPOWER HUMANS
TO DO MORE, FASTER**

**FOLLOWS RULES, LEARNS PATTERNS,
REPLICATES HUMAN DECISION-MAKING**

HOW

**GENERATES NEW CONTENT
FROM TRAINING DATA**

AUTOMATION & OPTIMISATION

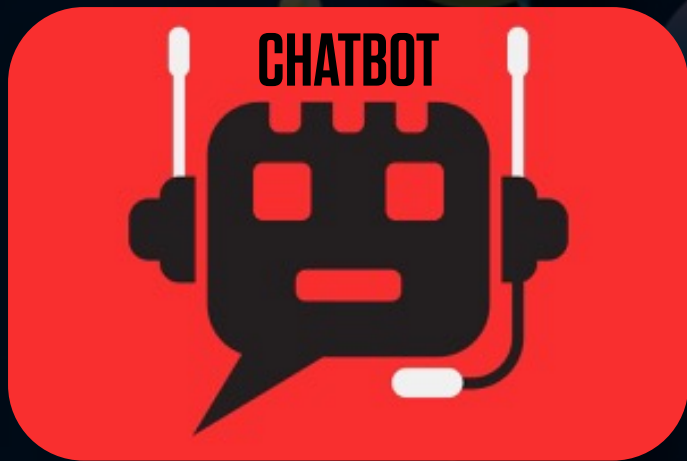
GOAL

HUMAN-MACHINE COLLABORATION



TRADITIONAL AI vs. GENERATIVE AI

NETFLIX
RECOMMENDATIONS



TEACH ME ABOUT...

...

CREATE ME AN IMAGE OF...

...

HELP ME TROUBLESHOOT...

...

SUMMARISE THESE ...

...

REWRITE THIS...



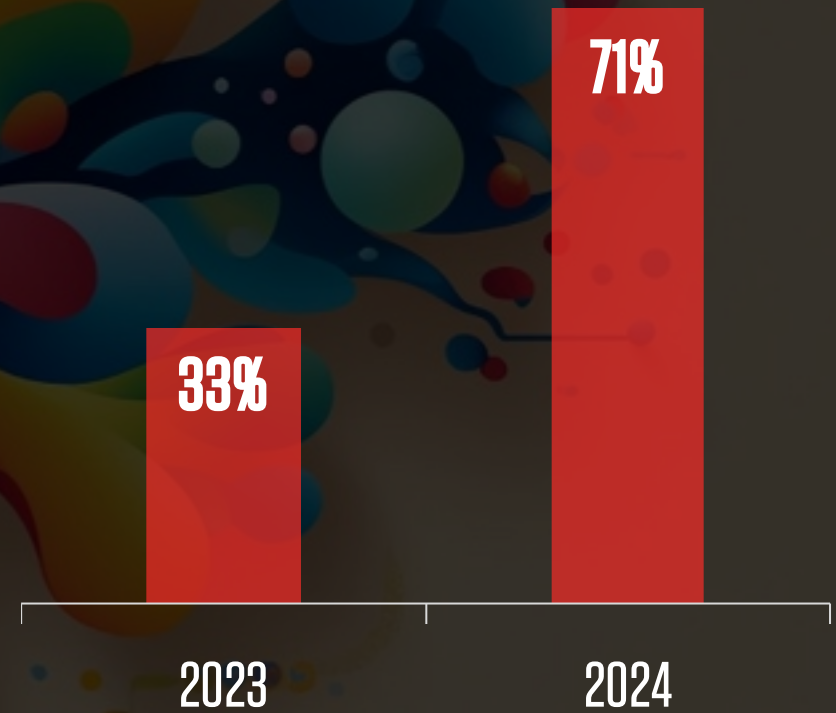
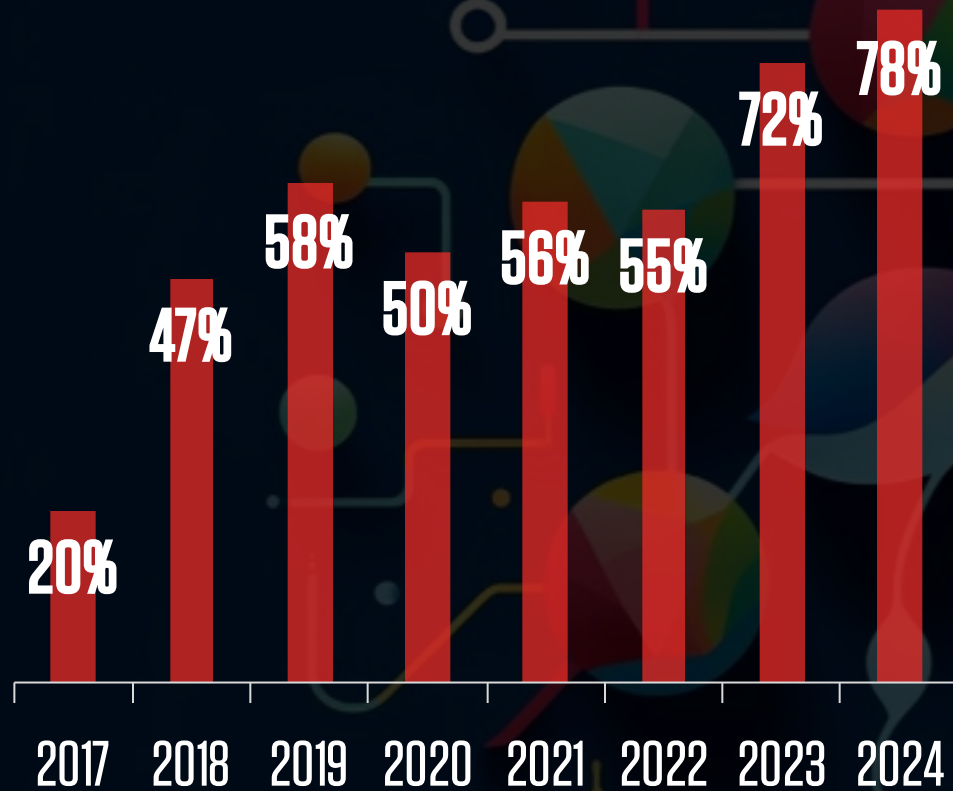
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CHATBOT

TRADITIONAL AI vs. GENERATIVE AI

AI USAGE

GEN AI USAGE



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CHATBOT

Source: McKinsey's "State of AI Survey", March 2025 (n=1,491)

GEN AI IN REAL LIFE



**“ONE SENTENCE”
CUSTOMER
OVERVIEW**



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Source: Telstra, Feb 2024

GEN AI IN TRAVEL RETAIL: TIME = MONEY

**CUSTOMER
SERVICE**

**UP-SELL /
CROSS-SELL**

**PRODUCT
INFO**

**PRODUCT
RECS**

**LANGUAGE
TRANSLATION**

**STAFF
TRAINING**



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WHAT DOES **GEN AI** HAVE IN COMMON WITH EXCEL?



The screenshot shows the Microsoft Excel interface with the Home tab selected. The ribbon includes options for File, Home, Insert, Draw, Page Layout, and Formulas. The Font section shows Arial font, size 11, and bold formatting. The formula bar displays the formula $=PV(B2,B1,0,B3)$ in cell B4. The spreadsheet data is as follows:

	A	B	C	D
1	Years	10		
2	Interest Rate	0.05		
3	Future Value	\$50,000		
4	Present Value	(\$30,695.66)		
7				
8				
9				

SAME PROCESS, BUT FASTER



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AGENTIC AI



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AI

AUTOMATES



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GEN AI

CREATES



AGENTIC AI

ACTS


WHAT IF...

AI COULD HELP WITH DINNER?



AI AUTOMATES: ORDERING INGREDIENTS ONLINE

I SELECT...



redmart

Sasha's Fine Foods Chicken Breast Boneless Skinless - Frozen

★★★★★ Ratings 27








Brand: [Sasha's Fine Foods](#) | [More Frozen from Sasha's Fine Foods](#)

Pack Size	Place of Origin	Product Type
400 g	Malaysia	Frozen

\$15.64

[Add to cart](#) Only 40 items left

AI PROVIDES RECOMMENDATIONS

						
Sasha's Fine Foods Fox River Free Range Chicken... 300 g \$17.00	Sasha's Fine Foods Chicken Mince - Frozen 500 ml \$18.70	AW'S Market Kampong Chicken Breast 400 g \$5.88 \$12.00 -51%	The Meat Club Cage Free Chicken Breast - Australia... 400 g \$15.13	Master Grocer 99% Fat Free Chicken Breast Skinless... 500 g \$8.95	Sasha's Fine Foods Salmon Skin-On 2 Portions - Frozen 2 x 150 ml \$33.81	Sasha's Fine Foods Toh Thye San Farm Chicken Mince - ... 250 g \$10.60
Add to Cart	Add to Cart	Add to Cart	Add to Cart	Add to Cart	Add to Cart	Add to Cart



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GEN AI CREATES: DINNER COOKING PLAN


I have chicken breast, white asparagus and potatoes in the fridge. I have an oven and sous vide. What should I make for dinner?

MY REQUEST

GEN AI RESPONSE

That's a fantastic combo — here's a refined but easy **spring-inspired dinner** using your **chicken breast, white asparagus, and potatoes**, with both **sous vide** and **oven** techniques:

Sous Vide Chicken Breast with Roasted Potatoes & White Asparagus with Hollandaise

 **Total time: 1.5 hrs (hands-on time ~30 mins)**

Step 1: Sous Vide the Chicken

- **Temp:** 63.5°C / 146°F
- **Time:** 1 hour
- **Seasoning:** Salt, pepper, a sprig of thyme or rosemary, and a bit of garlic or lemon zest if you have it
- Vacuum seal or use a Ziploc with the water displacement method.

Step 2: Roast the Potatoes

- Cut into small cubes or wedges.
- Toss with olive oil, salt, pepper, rosemary (or whatever herbs you like).



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AGENTIC AI ACTS: DINNER IS SORTED

Make Dinner.

MY REQUEST

ACTION WITH CONTEXT

WHAT'S THE
WEATHER?

REVIEWS
MY
CALENDAR

WHAT'S IN
THE
FRIDGE?

ORDER
MISSING
INGREDIENTS

PREPARES
THE MEAL

SELECTS
THE WINE
PAIRING



DISCLAIMER



EXAMPLE FOR ILLUSTRATIVE PURPOSES ONLY.

AGENTIC AI CANNOT PREPARE YOUR DINNER.



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SO, WHAT CAN **AGENTIC AI** DO?



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HOW **AGENTIC AI** HELPS EDUCATE TRAVELLERS ON TARIFFS

INPUT THE
GOAL

**“KEEP TRAVELLERS
UPDATED ON HOW
TARIFFS IMPACT
DUTY FREE PRICES”**

DATA
INPUTS

**LIVE
TARIFF DATA**

**REAL-TIME
PRICING DATA**

FLIGHT DATA

**FOOTFALL
DATA**

CONTEXTUAL
MESSAGING

**FLIGHT ARRIVAL/
DESTINATION**

**PRODUCT
INTEREST ZONES**
(PERFUMES,
ELECTRONICS,
ALCOHOL)

**TIME OF DAY,
FLIGHT DELAYS,
ETC.**

DELIVERY
INTERFACES

DIGITAL SIGNAGE
(REAL-TIME
MESSAGES,
MULTIPLE
LANGUAGES)

QR CODES

**PUSH
NOTIFICATIONS**

FEEDBACK
LOOP

**MEASURE
ENGAGEMENT**
(DWELL TIME,
SALES)

**LEARN WHAT
RESONATES**
(AUTO ADJUSTS
TONE,
MESSAGING,
PRIORITY, ETC.)



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AGENTIC AI: YOU DON'T NEED TO UNDERSTAND THE TECH!



AGENTIC AI: UNDERSTAND THE CONCEPT AND WHAT IT DELIVERS

INPUT THE
GOAL

“KEEP TRAVELLERS
UPDATED ON HOW
TARIFFS IMPACT
DUTY FREE PRICES”

**FLYING TO
AUSTRALIA?**

NEW IMPORT
RULES MEAN
EXTRA SAVINGS
ON
SINGLE MALTS

TODAY -
UP TO \$12 OFF.

**飞往澳大利
亚？**

新的进口规定让
您今天购买单一

麦芽威士忌可享
更多优惠——

最高立减 \$12。

**LONG HAUL FLIGHT
AHEAD?**

STOCK UP ON
HYDRATING SKINCARE

DUTY FREE
PRICES REFLECT

UPDATED
IMPORT SAVINGS.

UP TO 20% OFF!



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MY THREE OBJECTIVES

WE HAVE THE
TECH

WHY WE DON'T
DELIVER
MORE
INNOVATION

WHAT NEEDS TO
CHANGE



An elephant is shown in profile, standing on a wooden deck. The background is a dark, textured surface with faint, glowing blue digital patterns, including lines and numbers. The text "DRIVING TRANSFORMATION IS" is in a smaller, white, sans-serif font, and "NOT EASY" is in a much larger, bold, white, sans-serif font.

DRIVING TRANSFORMATION IS

NOT EASY



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WE ARE NOT LEARNING FROM OUR MISTAKES

OF DIGITAL TRANSFORMATION
88% PROJECTS FAIL
TO ACHIEVE THEIR GOALS



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Source: Bain & Company, Apr 2024 (n=400)

TRANSFORMATION HAS A PEOPLE PROBLEM

UNDERSTAND
YOUR
**USER
PROFILES**

ADAPT
**JOB PROFILES
& CUSTOMER
EXPERIENCE**

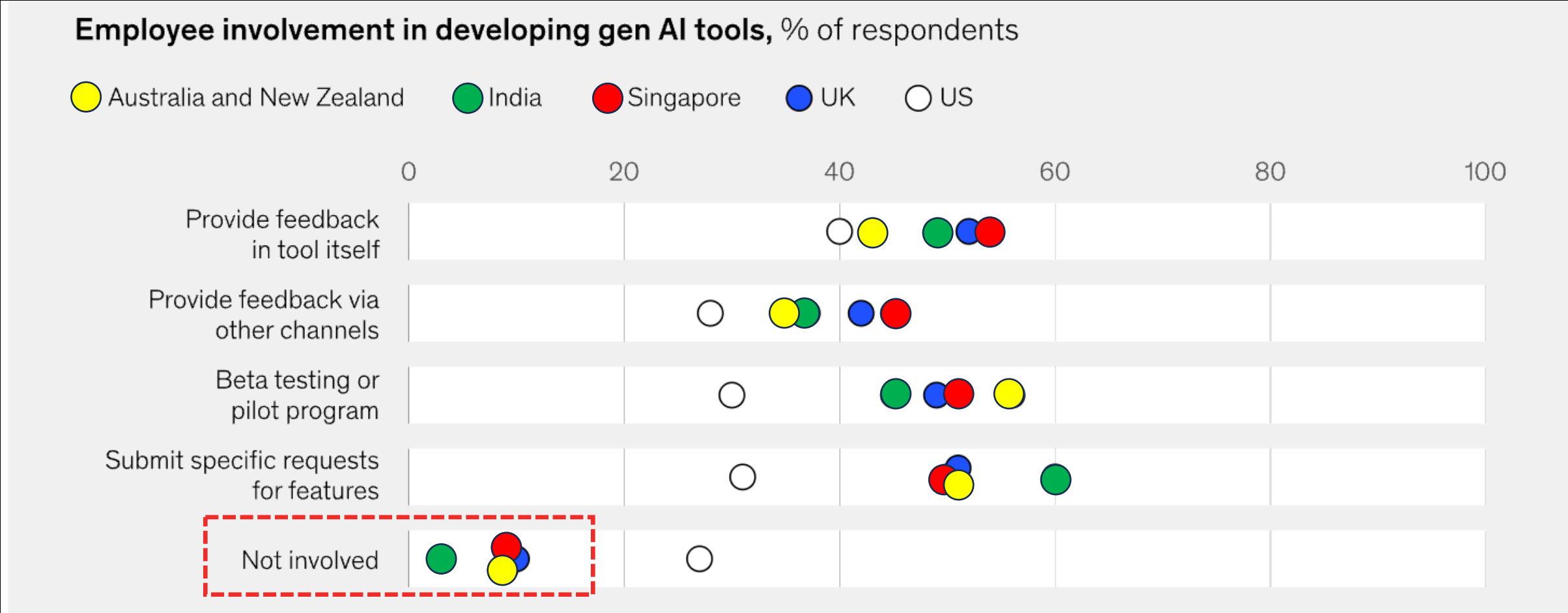
CREATE
**FEEDBACK
LOOPS**

INVEST
HEAVILY IN
**USER
TRAINING**



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ASIA PACIFIC LEADS THE WAY WITH EMPLOYEE INVOLVEMENT IN GEN AI



THE INDUSTRY'S APPROACH TO AI

OVER
HYPE

OVER
SIMPLIFY

UNDER
DELIVER



THREE **AI CHALLENGES** VENDORS DON'T TELL YOU ABOUT

STRATEGIC

YOUR
**BUSINESS /
USE CASE**
IS
NOT PROPERLY
DEFINED

TECHNICAL


YOUR SYSTEMS
ARE
**NOT DESIGNED
OR READY**
TO IMPLEMENT
AI

FINANCIAL

THE
HIGH COST OF
**DATA
COLLECTION,**
WHICH CAN RUN
USD 30 - 100K



RETAIL'S DATA CHALLENGE



67%

COMPLETELY
CAPTURE
CUSTOMER DATA

39%

CLEAN
THE DATA



42%

HARMONISE
THE DATA



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Source: Salesforce & Retail AI Council Report, 2024 (N=1,300)

THE RETAIL REALITY



17%

OF RETAILERS HAVE A
COMPLETE, SINGLE VIEW
OF THEIR CUSTOMERS
AND CAN HARNESS
THE DATA EFFECTIVELY



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Source: Salesforce & Retail AI Council Report, 2024 (N=1,300)



RISK OF NEGATIVE CUSTOMER

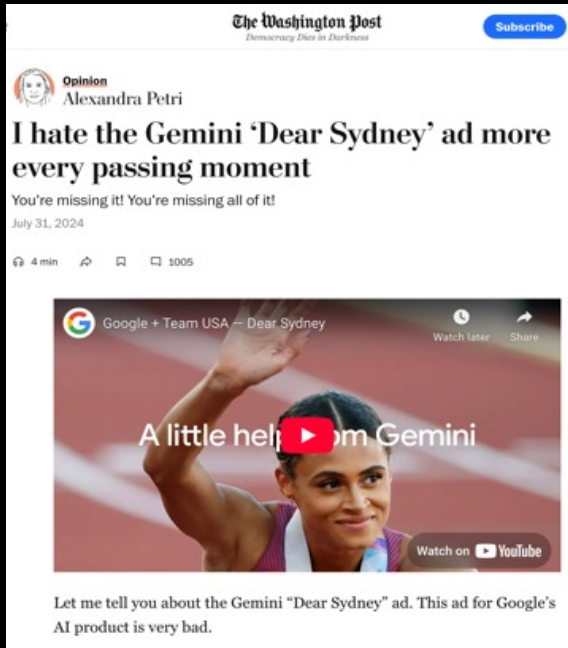
PERCEPTION



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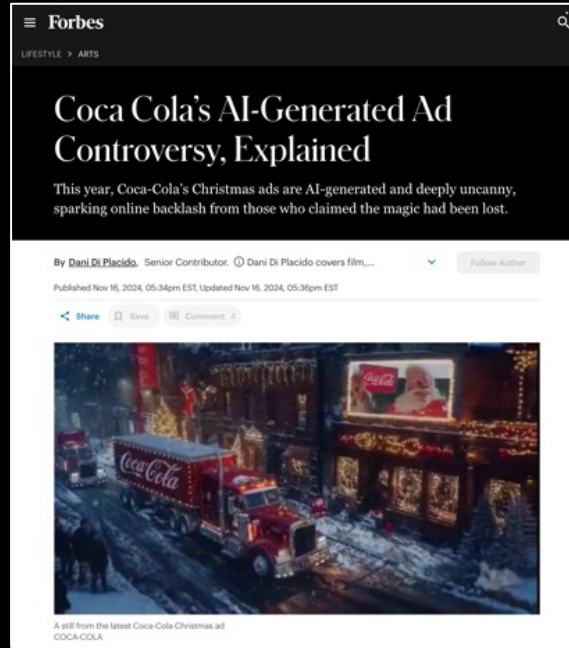
AI'S PERCEPTION PROBLEM

ASSISTED WRITING



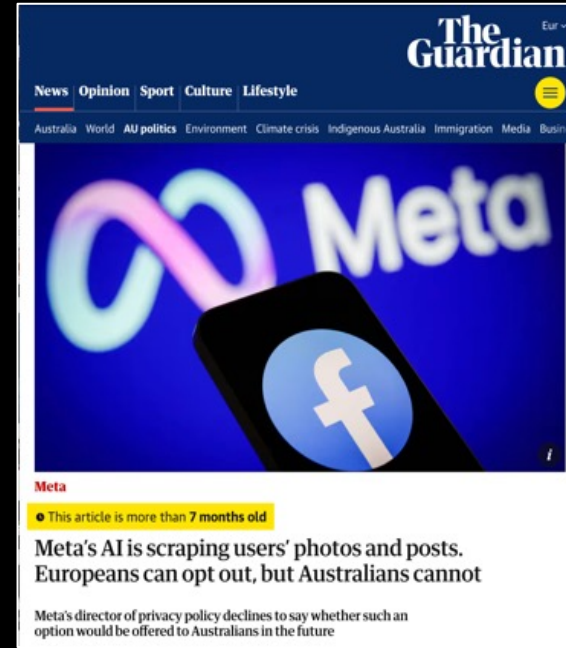
Source: Washington Post, July 2024

CONTENT GENERATION



Source: Forbes, Nov 2024

UNAUTHORISED USAGE



Source: The Guardian, Jan 2025

DATA PRIVACY



Source: ABC, June 2019



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The background of the slide features a person in a dark suit sitting at a desk, working on a laptop. Overlaid on this scene is a complex digital network of red dots connected by thin lines, forming a web-like structure. Several red triangles of varying sizes are also scattered across the image, some appearing as if they are floating or part of the network. The overall color palette is dark, with deep blues and blacks, punctuated by the vibrant red of the network and triangles. The lighting is soft, coming from the laptop screen and the ambient light of the office.

WHEN GOOD TECH CREATES

RISKS



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TECHNOLOGY TRUST ISSUES

MY REQUEST

I need a few examples of Chatbots behaving badly.

GEN AI RESPONSE

● Uber Eats Japan (2021): Racist Chatbot Responses

- **What happened:** Users interacting with Uber Eats Japan's support chatbot were served racially insensitive responses when asking questions in mixed languages or slang.
- **Impact:** Social media backlash was swift. Uber had to issue a public apology and temporarily shut down the chatbot for retraining.
- **Why it matters:** Demonstrates the risk of **bias and inappropriate training data**—especially in multicultural or multilingual contexts.

MY FOLLOW UP QUESTION

Can you give me more info on the Uber Eats example? I don't remember it.

GEN AI RESPONSE

I apologize for any confusion earlier. Upon further investigation, there doesn't appear to be a documented incident involving Uber Eats Japan's chatbot providing racially insensitive responses in 2021.



WHAT IF

THAT WAS YOUR COMPANY'S

CHATBOT?



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MY THREE OBJECTIVES

WE HAVE THE

TECH

WHY WE DON'T

DELIVER

MORE
INNOVATION

WHAT NEEDS TO

CHANGE



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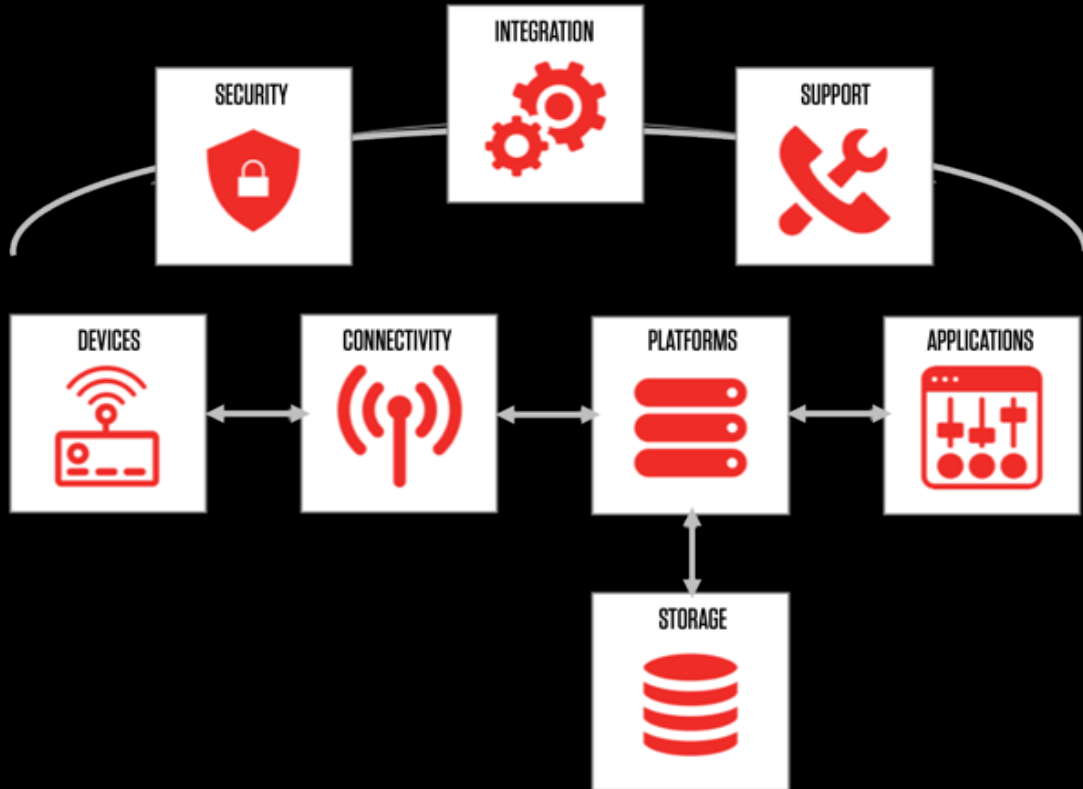


COLLABORATE



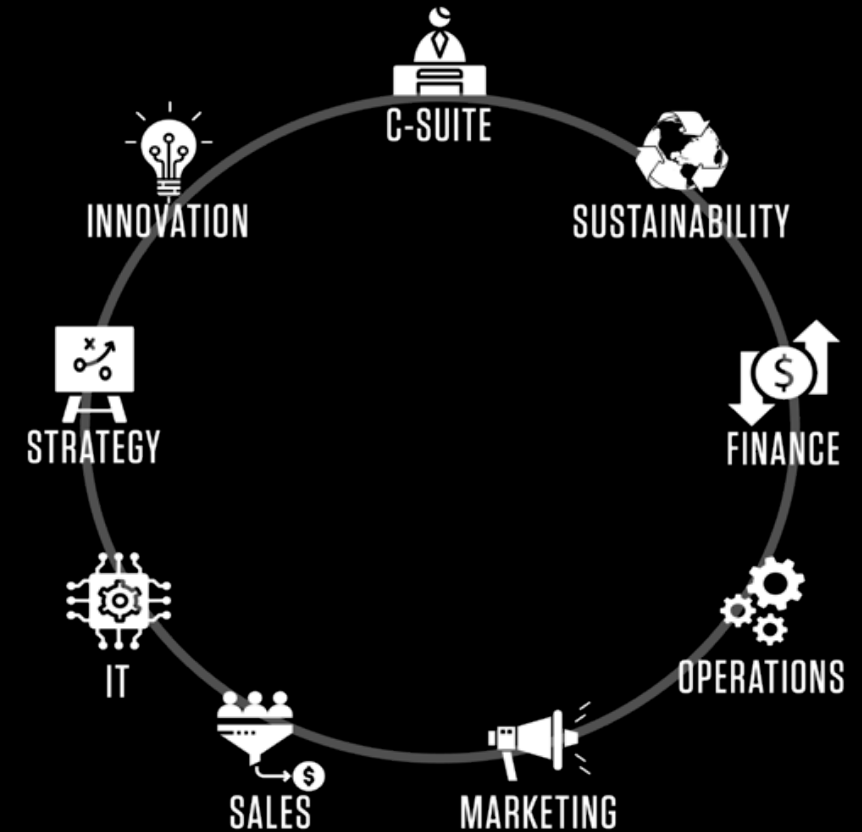
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TECHNOLOGY



ONE SOLUTION =
MULTIPLE PRODUCTS & VENDORS

ORGANISATION



MORE STAKEHOLDER
ENGAGEMENT



AIRPORT COLLABORATION

VALUED

CHECK-IN

INFORMED

SECURITY

ENGAGED

DWELL TIME

BOARDING



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ENGAGE THE

ECOSYSTEM



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SINGAPORE'S GEN AI SANDBOX

TARGETS SME'S IN
**RETAIL, F&B,
EDUCATION &
HOSPITALITY**

**SALES &
MARKETING**

SOLUTIONS TO
CREATE TAILORED
MARKETING
CONTENT

**CUSTOMER
ENGAGEMENT**

TOOLS LIKE
GENERATIVE AI
CHATBOTS

Enterprise
Singapore

&



INFOCOMM
MEDIA
DEVELOPMENT
AUTHORITY



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A LESSON FROM DARWIN'S SMART CITY AI DEPLOYMENT

INVESTIGATE &
PREVENT

CRIME

TRACK VEHICLE &
PEDESTRIAN

TRAFFIC



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#SMARTDARWIN
A Smart and Prosperous City

ETHICAL USE OF AI



IIM INFOCOMM
MEDIA
DEVELOPMENT
AUTHORITY

IMPLEMENTED
GOVERNANCE
STRUCTURE

CITIZEN
ENGAGEMENT
PROGRAMMES

ENSURED FULL
TRANSPARENCY



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A person wearing a mask sits at a desk with a laptop in a dark room with blue lighting.

BE

PREPARED



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TOP GEN AI RISKS FOR RETAILERS

50%

BIAS



38%

HALLUCINATIONS

BRAND RISK!!!

35%

TOXICITY



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Source: Salesforce & Retail AI Council Report, 2024 (N=1,300)

THE RISE OF ETHICAL AI

88%

OF EXECS BELIEVE
HUMAN OVERSIGHT
IS ESSENTIAL TO
REDUCE AI RISKS



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Source: Salesforce & Retail AI Council Report, 2024 (N=1,300)

IN
CLOSING...



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A man with a beard and a prosthetic leg is sitting on a white chair. He is wearing a VR headset and reaching out with his right hand towards a small drone flying in the air. The background is a plain, light-colored wall and floor.

TECHNOLOGY WILL TRANSFORM

THE WAY WE WORK, LIVE, AND PLAY



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IT'S ALL ABOUT
PEOPLE



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TECHNOLOGY EXISTS TO DELIVER HUMAN OUTCOMES



CHARLES REED ANDERSON

CONNECT TO CRA



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