

# The future of travel is now

Digital agency Fogg has released its latest case study about an exciting new activation which will get the travel industry to rethink travel altogether.

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Digital agency, Fogg, was tasked with the responsibility of grabbing the attention of members of the travel trade industry and encouraging them to book their seats at eTAS, where they would be further exposed to these latest and greatest travel trends.

As such, attendees of the 2014 Tourism Indaba, a previous tradeshow, were invited to partake in a gravity-defying experience, designed to give them a taste of the future of travel. To do this, the agency reconstructed the eagerly anticipated Space Hotel, due to launch in the year 2020, replicating the design to make it feel as though you were really there.

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