



# The GDSs Evolve

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Mobile



Merchandise

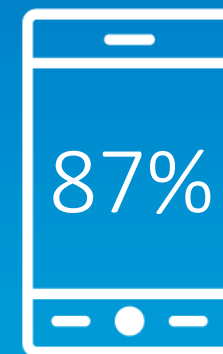
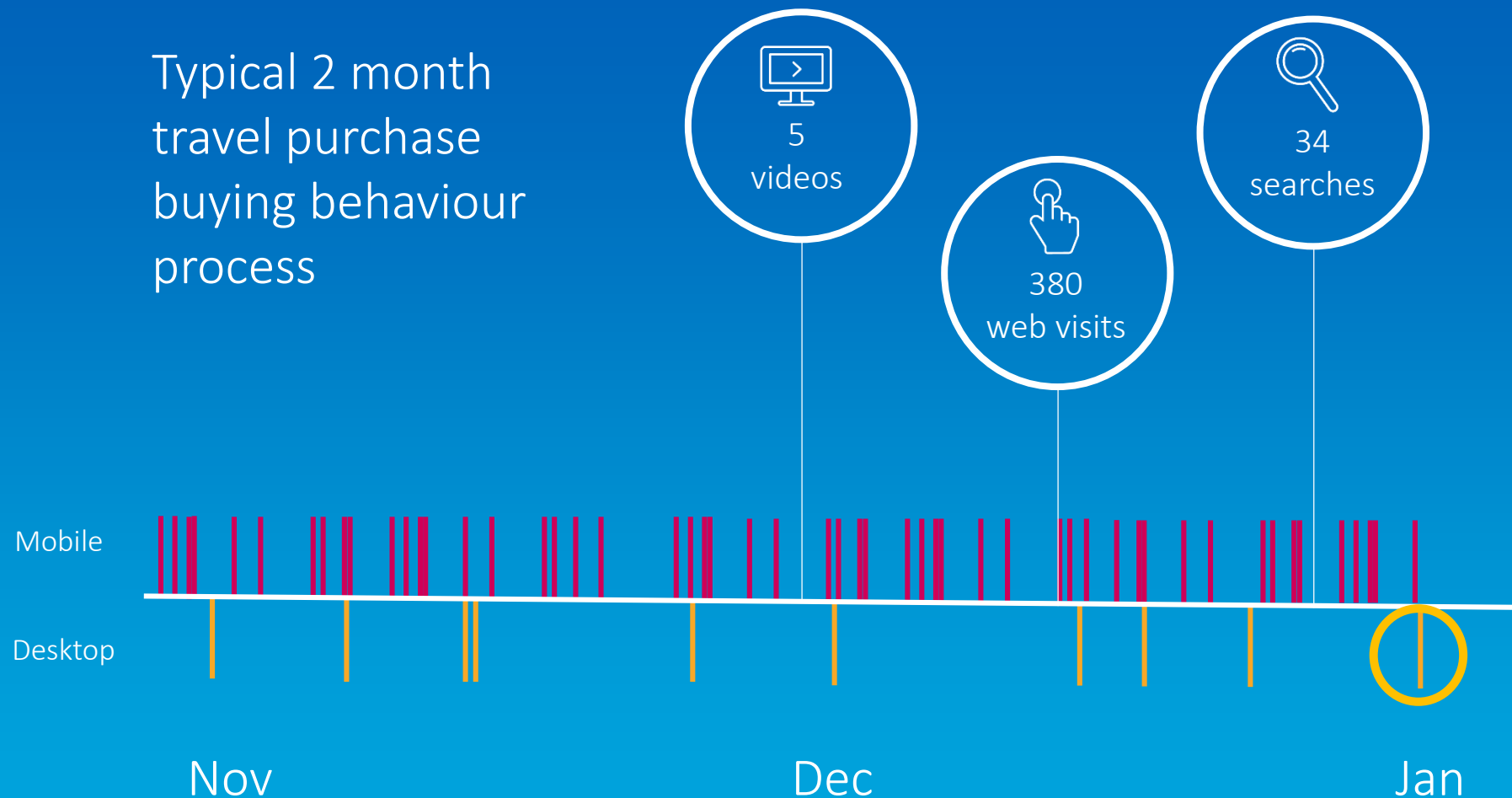


Monetise



# Mobile

Typical 2 month  
travel purchase  
buying behaviour  
process



87%  
of these digital  
moments  
happened on  
mobile



# Mobile

83%

Of leisure travellers have encountered a travel site that was not mobile optimised or friendly

23%

Of those who have encountered a mobile site that wasn't optimised actually pushed through

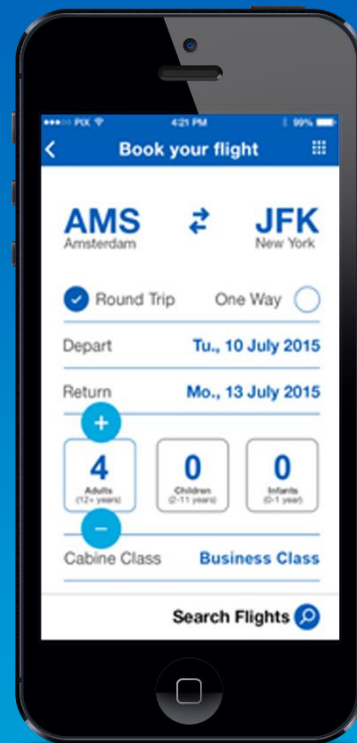




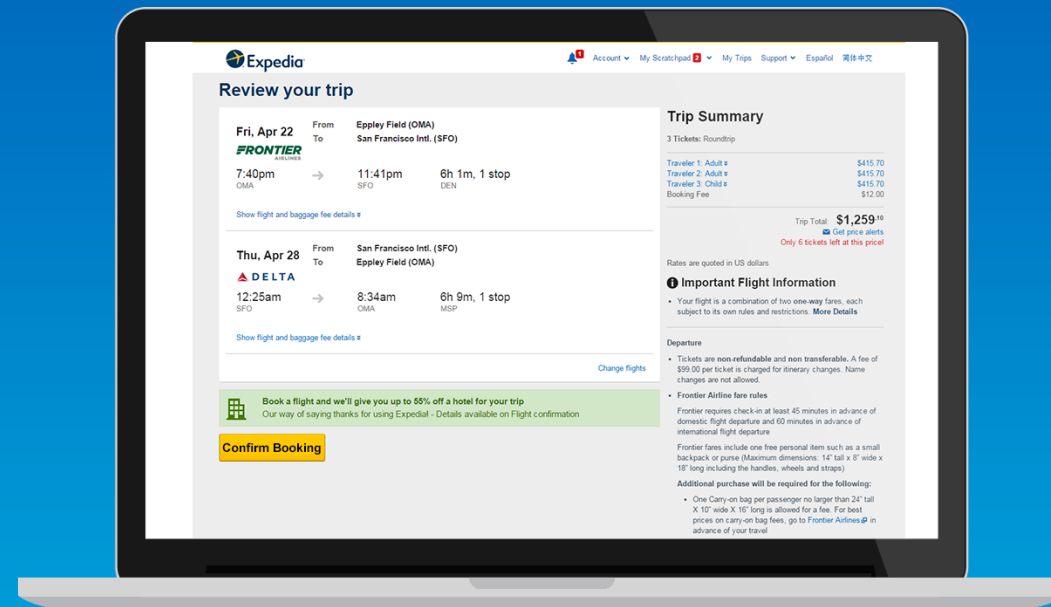
# Mobile



Inspiration



Shopping



Buying

1 Complete Ecosystem



Mobile



Merchandise

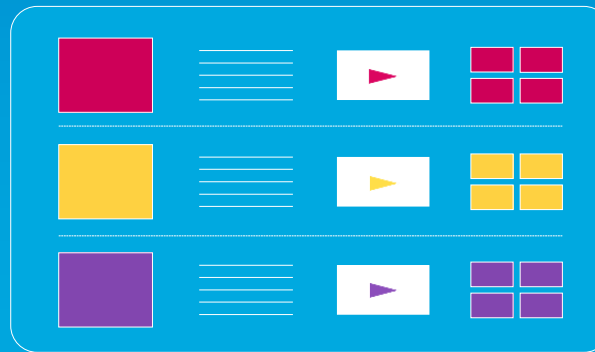
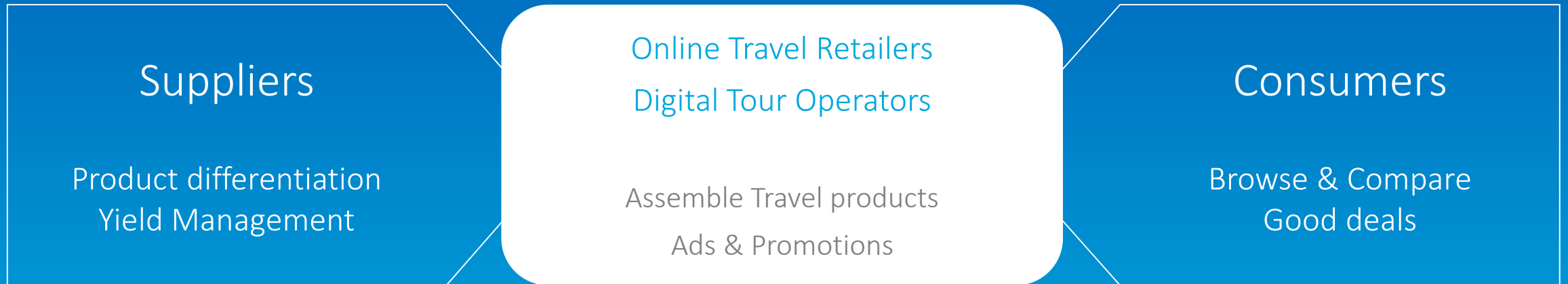


Monetise



# Merchandise

Travel Agents intermediaries have a role to play





# Merchandise

SEARCH PAGE

#1

MY OTA SEARCH SELECT FLIGHT FLIGHT DETAILS BOOKING POST-BOOKING

**Your flight results:** [BACK](#)

London → Rio de Janeiro → London

Search by attribute: Stops: Airlines:

**latam airways** 20:10 → 09:13 (+1) 15H03 LHR-GIG 1 stop 02h05 GRU €399 Return, includes taxes & fees **SELECT**

15:25 → 13:10 (+1) 19h45 GIG-LHR 1 stop 07h10 GRU

[View details](#)

NO BAGGAGE - BASIC ECONOMY - Fare conditions: restricted fare, €50 fee applies to itinerary changes. Not refundable.

#2

FLIGHT TIME TOTAL PRICE & TAXES

**latam airways** 20:10 → 09:13 (+1) 15H03 LHR-GIG 1 stop 02h05 GRU

15:25 → 13:10 (+1) 19h45 GIG-LHR 1 stop 07h10 GRU

	Basic Economy	FLEXI BASIC	RED EYE NON-STOP
Checked bag	X	✓	✓
Seat selection	X	✓	✓
In-flight meal	X	✓	✓
Priority boarding	X	X	✓
Lounge VIP	X	X	✓
	€0	UPGRADE NOW + €99	UPGRADE NOW + €250

[You selected the following fare: Basic Economy + €0 Updated price: €399](#)

FLIGHT DETAILS PAGE

Fare Family upsell

Feeling special? This is your last chance for an upgrade.

**RED EYE NON-STOP from €599**

1 extra bag, refundable, fast track

**BOOK NOW FOR + €99**

**FULL FLEXI from €699**

1 extra bag, refundable, fast track, Lounge VIP, Free Wi-Fi on board

**BOOK NOW FOR + €150**

Chargeable Seatmap

FLIGHT SEAT SELECTION BAGGAGE EXTRAS [BACK](#)

**Choose your seat here:** [BACK](#)

AVAILABLE FIRST CLASS OCCUPIED NOT AVAILABLE ONLINE

EXTRA LEGROOM €25 ADD

[You added the following services: extra legroom + €25 Updated price: €424](#)

Ancillary Catalogue

FLIGHT SEAT SELECTION BAGGAGE **EXTRAS** [BACK](#)

**Check the extras & services:** [BACK](#)

SKI EQUIPMENT	SURF EQUIPMENT	GOLF EQUIPMENT
COFFEE	COMFORT	ENTERTAINMENT
TELEVISION	MAGAZINES	DRINKS
GAMES	SELECTED WINES	SHOPPING

[You added the following services: surf equipment + €10 Updated price: €459](#)

CHECKOUT





Mobile



Merchandise



Monetise



# Monetise

Referral  
content

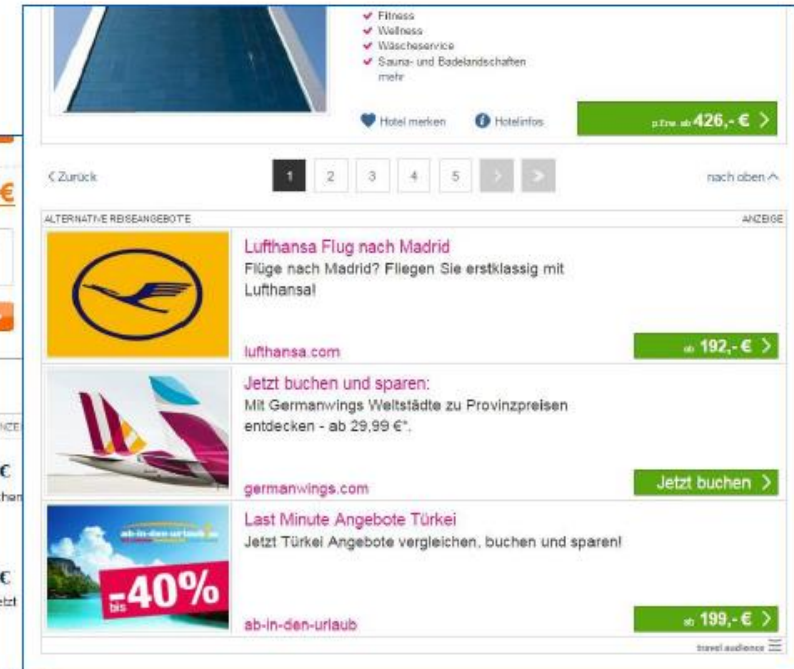
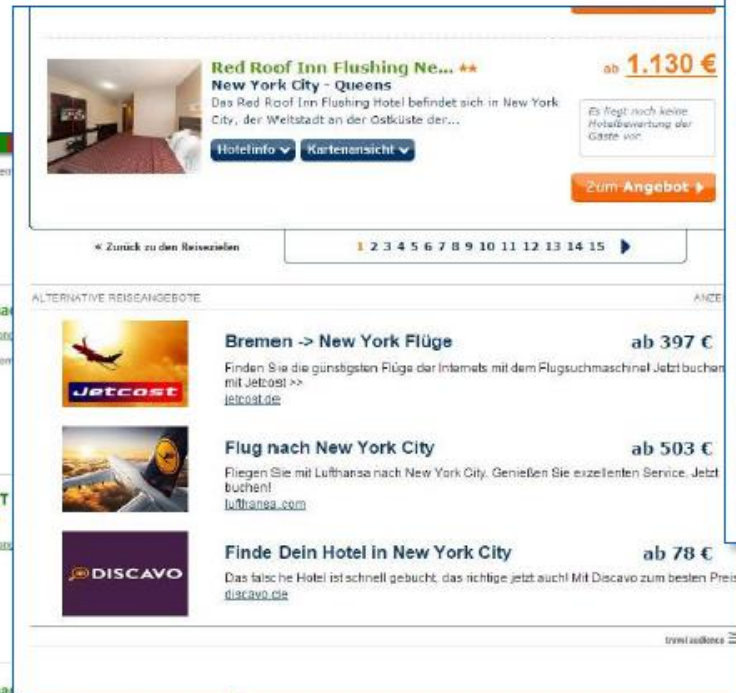
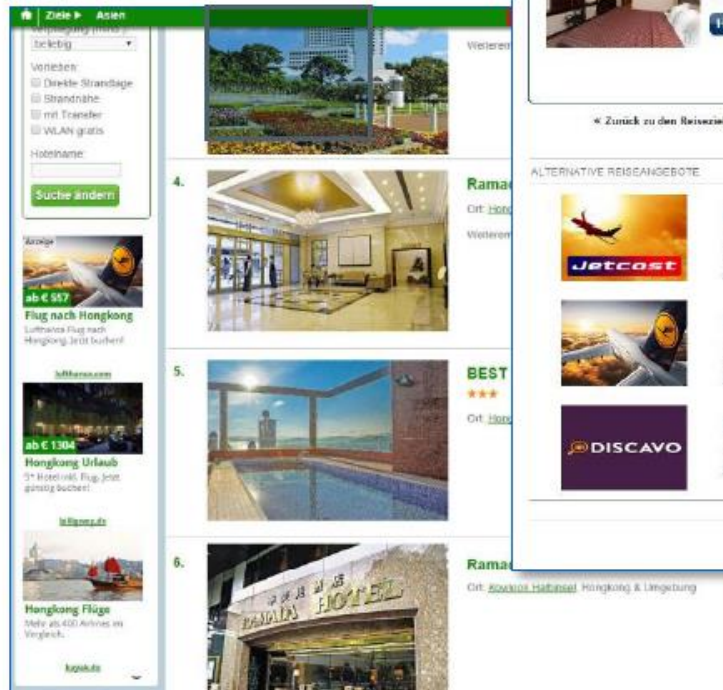
Owned  
content

Ad  
content

The screenshot displays a flight search interface for the route SFO ↔ NYC, departing on Jan 5 and returning on Jan 12. The search parameters are set to Economy class for 1 traveler. The results are sorted by price (low to high). The top result is a Virgin America flight for \$337, with options for nonstop (\$337) or 1 stop (\$343). Below this, two Delta / American Airlines flights are listed for \$293 each, both featuring a 'Hacker Fare' and a 1-stop itinerary (SFO to EWR to SFO). The bottom result is another Delta / American Airlines flight for \$293. On the right side of the screen, there is an advertisement for special fares to various destinations (Milan, Dubai, Africa, Far East Asia, India, South Asia) starting at \$549. Below the ad, there is a section titled 'Compare Sites vs. KAYAK' with logos for Orbitz, CheapOair, Virgin America, Hotwire, Expedia, and eDreams, each with a 'Compare' button. At the very bottom, there is a banner for LAN TAM LATAM AIRLINES GROUP.



Travel Audience integrates  
**Amadeus air content** into  
display ads with up to date  
fares and availability



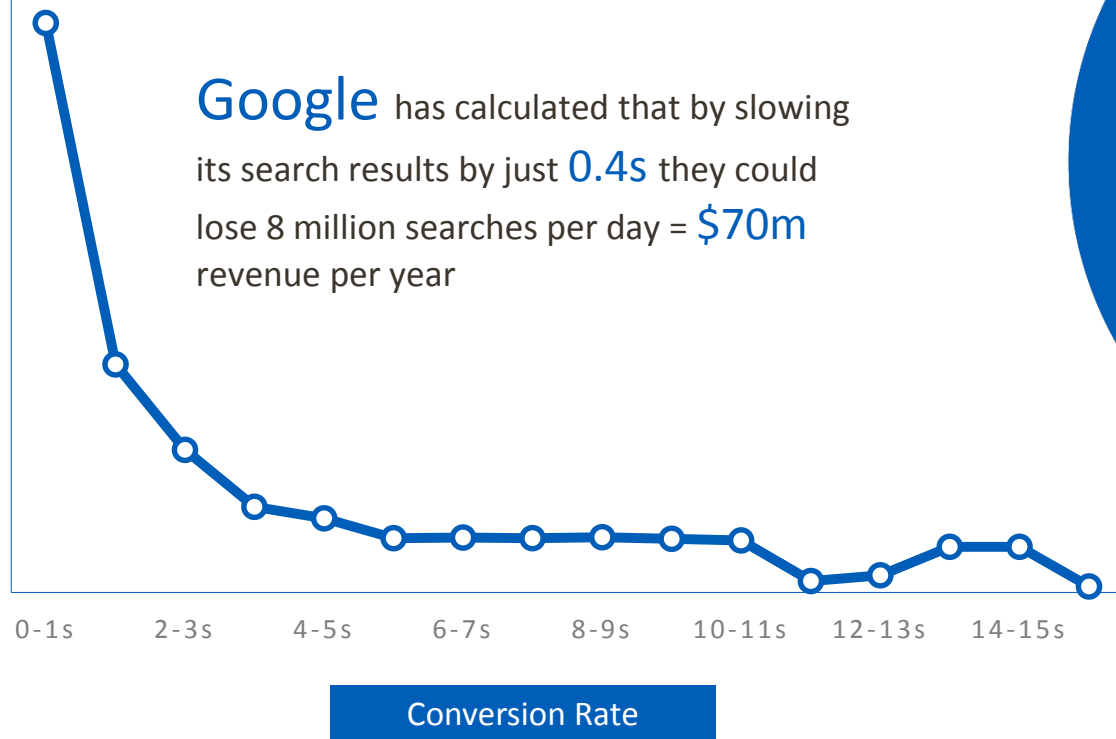
Ads are fully contextualized  
into the publishing page  
for improved click-through  
rate

But you better be quick!

# Accelerate

**Amazon** has calculated that a page load slowdown of just **1s** could cost it **\$1.6bn** in sales each year.

**Google** has calculated that by slowing its search results by just **0.4s** they could lose 8 million searches per day = **\$70m** revenue per year



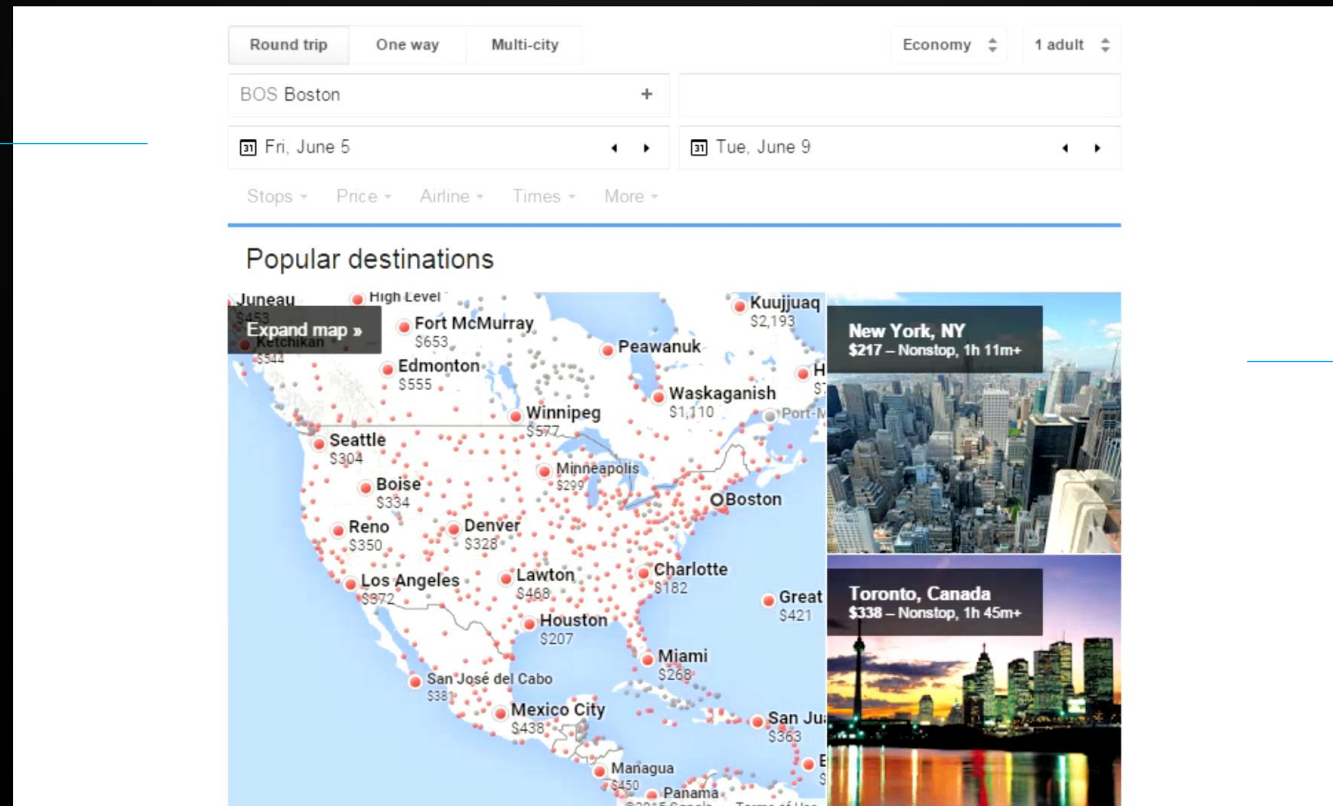
**1 second**  
of improvement in  
response time  
increases conversion  
by  
**20%**

For both mobile  
and web pages,  
the performance  
sweet spot in 2015  
was  
**2 seconds**

# Accelerate

Instant Search Technology is available today

Sub-second  
response



Live  
availability

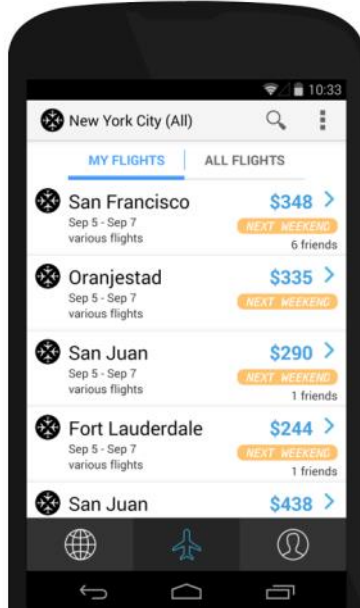


# Accelerate

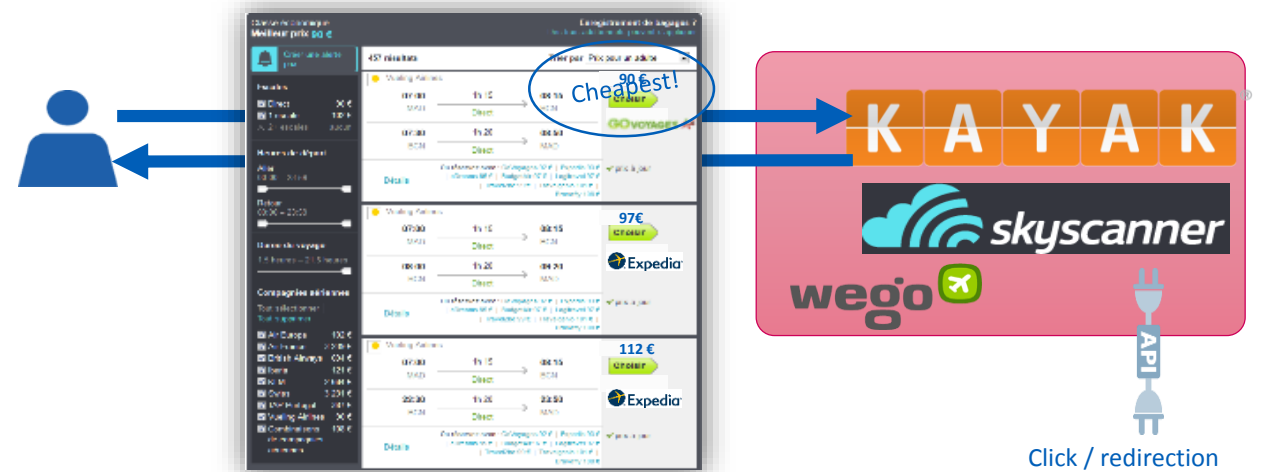
## Fare Alerts & Price Predictions

Tell us **where** you want to go

We'll notify you **when** there are great deals

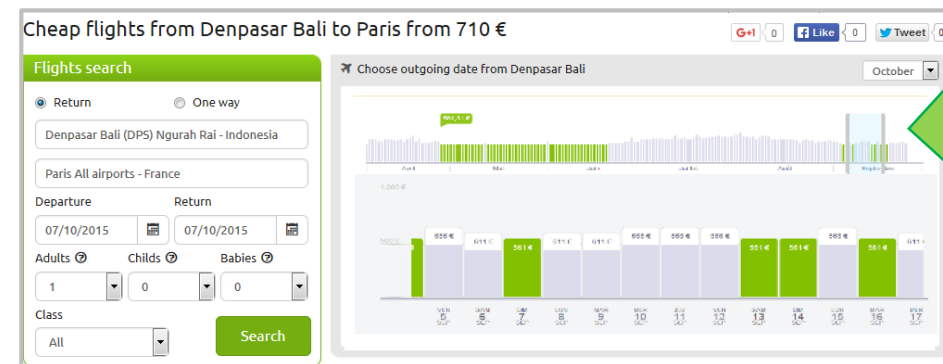


## Fast & accurate metasearch



## Targeted SEO

**Cheap flights from Denpasar Bali to Paris from 763 € - Rumbo**  
flights.rumbo.com > Cheap Flights > France > Paris  
Take the most of our exclusive offers: Flights from Denpasar Bali to Paris from 763 €. Flying on Monday, December 7, 2015 and returning on Friday, December ...



# Thank you!

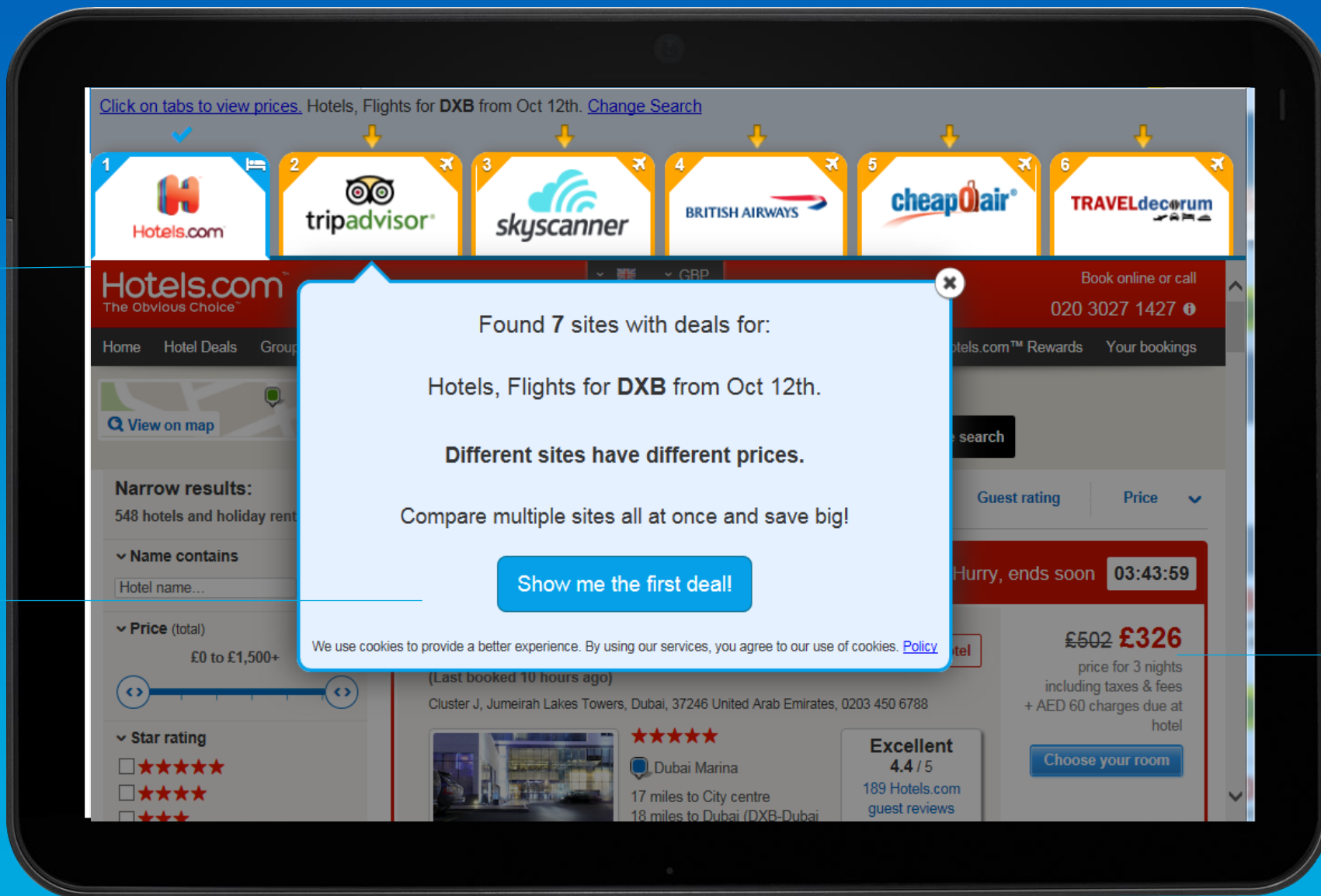




# Monetize

Owned  
content

Ad  
content



Referral  
content