

We're  
**redefining**  
travel commerce

## The Future of Travel Distribution Technology

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# It's a different era for travellers.... A different era for travel distribution....

**Go-to-shop**  
1980s



**Start of TMCs**  
1990s



**Booking through  
the Internet**  
2000s

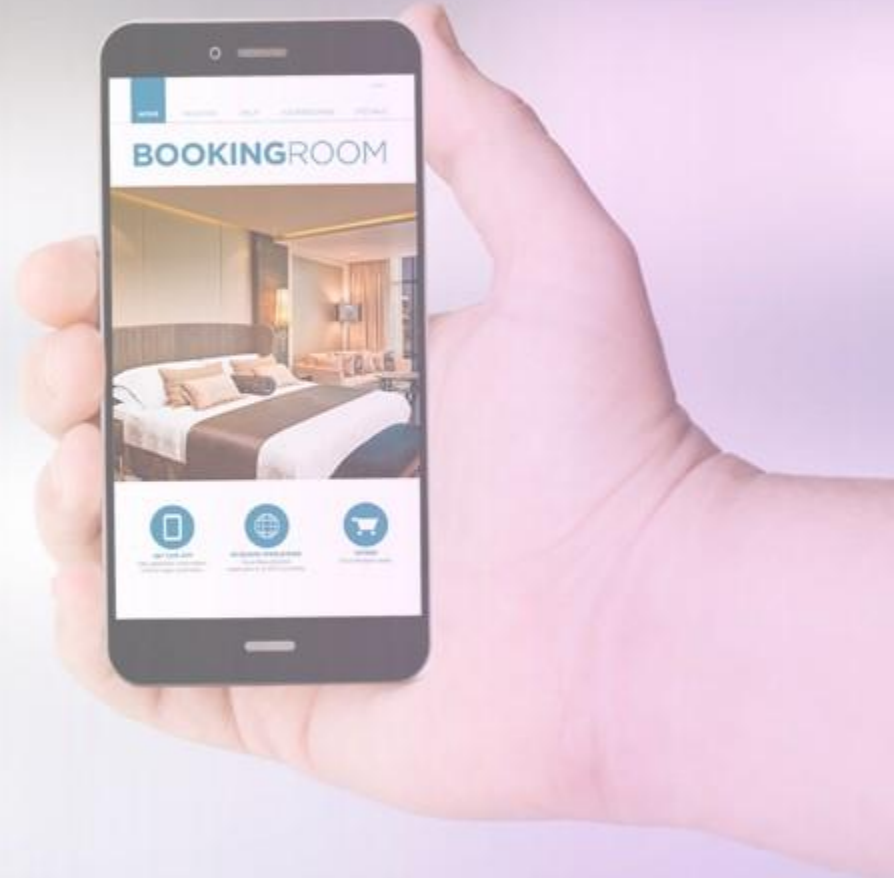


**Intelligent mobile app**  
Next generation travel



We live in an experiential world where brands and loyalty are defined by the experiences they deliver.

“Where every customer has a smart mobile phone in their pocket”



# Travelers want relevant personalized choices and connected experiences



## **Connected**

Any place, any time and anywhere



## **Travel experience**

Rich engaging experiences



## **Travel choice**

Serves more content, relevant and personalized choice

# The new travel experience

Connected [Seamless]

Immediate [Now]

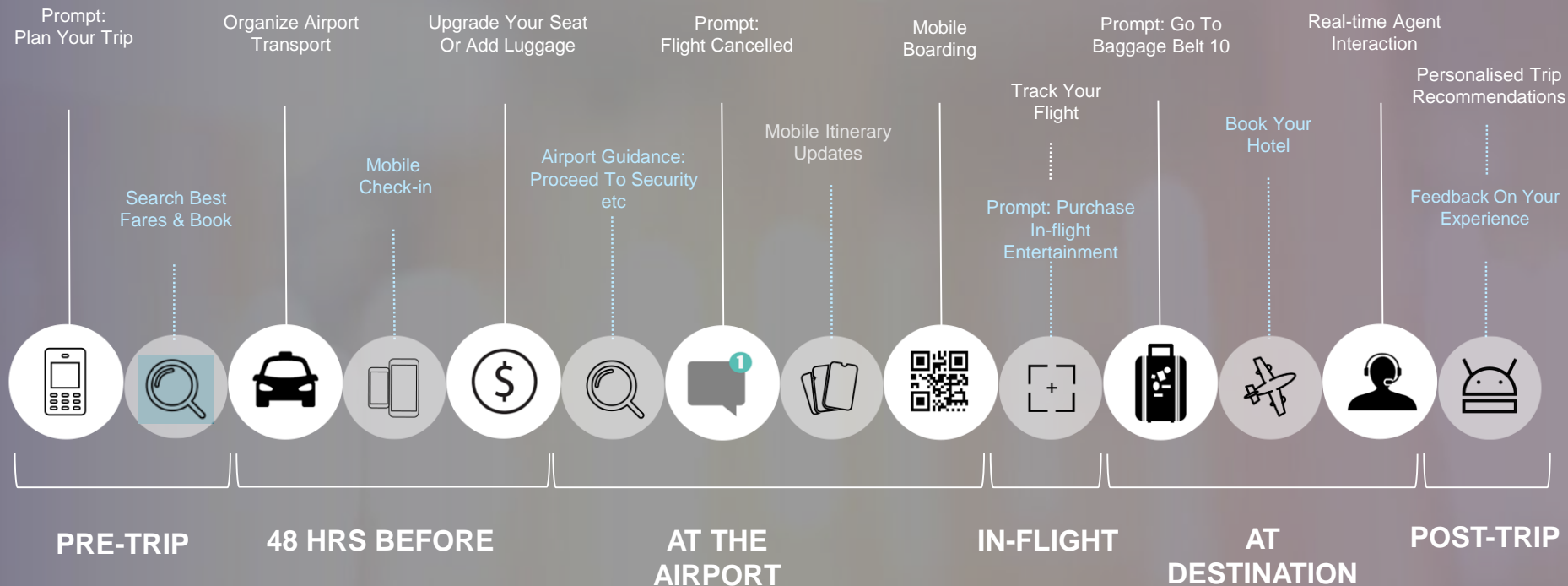
Personal [Me]

Reliable [Trusted]

Innovative [Surprising]



# Creating more touchpoints to engage.....





A new connected API economy is changing the world and enabling modern platforms to disrupt

# Forbes

2017 is quickly becoming the year of the API economy



# Understanding your technology needs



## Technology shift

Ever faster changes in technology making it hard to stay current and competitive



## Mobility

The ubiquitous nature of the mobile phone demands tailored experience



## Futures

The use of artificial intelligence, machine learning and voice will continue to drive change and experience



## Challenges: Travel providers

# New competitors, changing distribution landscape and costs, commoditization, variable brand loyalty, increased complexity



### New competitors

Low cost carriers, boutique hotels, high speed rail and peer-to-peer providers



### Evolving distribution

Google, Meta search, NDC and API distribution



### Loyalty

Instant gratification, lifetime value, complexity through ratings and social



Technology shift



Mobility



Futures

## Challenges: Travel agencies and TMCs

New competitors, changing distribution landscape and costs, commoditization, variable brand loyalty, increased complexity



### Complexity

Ever expanding product sets, bags, seats, cross sell, up sell



### Conversion

Content, speed and accuracy



### Margins

How to maximise the return on every trip



### Millennial expectations

High expectations throughout the life-cycle of the trip



### Customer experience

Delivering customised, personal experiences



### High cost base

More people needed to help fix travel experiences which drive up costs



Technology shift



Mobility



Futures

# Our Vision

The platform that is  
redefining travel commerce  
for our customers

An open B2B4C platform where trips and travelers are the currency - not bookings or PNRs - underpinned with investments in:

The power of the platform



# Our Strategy



The power of the platform

Connecting travel choice



The power of the platform

Driving travel performance



The power of the platform

Empowering travel experiences



The power of the platform

Delivering travel intelligence

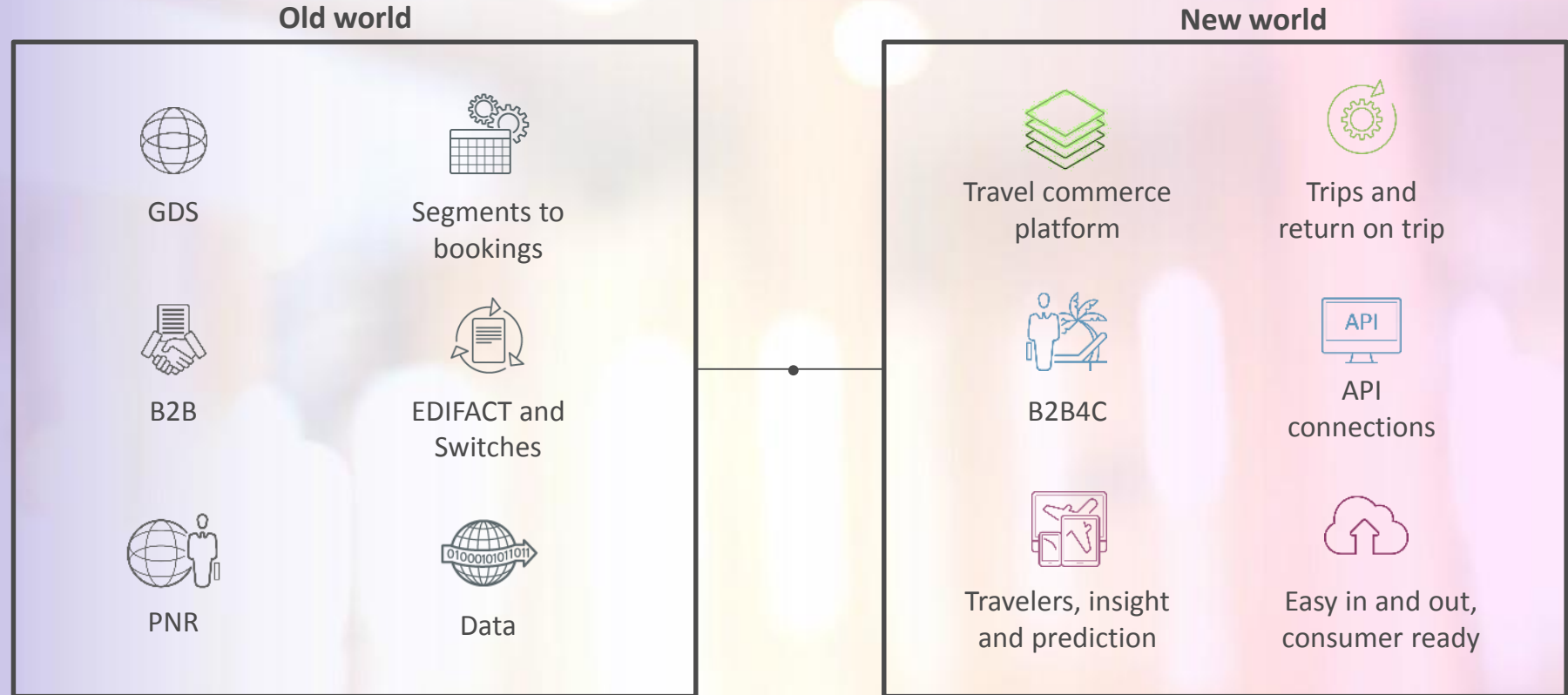
Easier to connect  
More content  
Relevant choices

Speed and accuracy  
Automated operations  
Accelerating success

Personalized travel  
Mobile first  
More loyal customers

Rich and extensive data  
Actionable insights  
Smarter moves

# The power of the platform





# Where our platform is evolving



Relevance



Accuracy



Speed

Conversion

## Personalisation

Using data and analytics to improve the travel experience will become essential



## Speed is crucial

Digital content continues to explode. Increased penetration Cloud to handle speed and scale



Cloud

## Automation

Artificial intelligence and robotics help drive automation and return on trip



## Seamless experience

Mobile fuels consumers use of multiple channels for search and shopping. Omni Channel key



Core systems



Omni channel

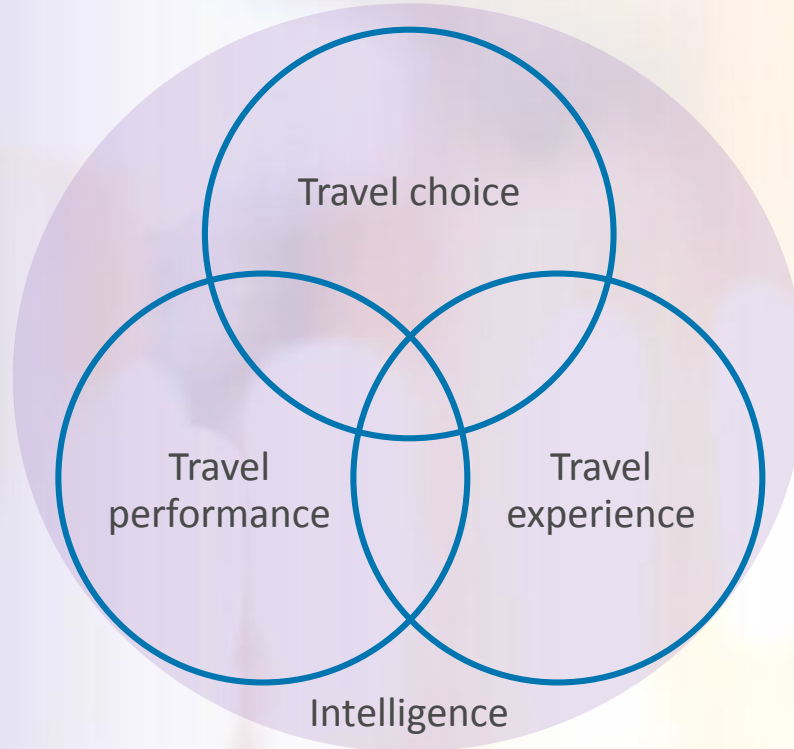


Mobile apps



AI/Bot

# Travel commerce and retailing platform focused on maximizing return for the travel supply chain



Maximizing return  
is driven by travel choice,  
performance, experience and  
accelerated with intelligence

# The power of the platform



CHOICE

PERFORMANCE

EXPERIENCES

INTELLIGENCE

# Thank You