

The Technology of Bleisure Travel

Roberto Da Re
Founder and CEO
roberto@dolphind.com



- I am a Bleisure Traveller
- And probably most of you are!





While on Holiday

- 60%+ people check on work
- 30+% of companies expect travellers to check in with work



- **Business Travellers are happier when adding leisure**
- **Extending a business trip seen as a perk**

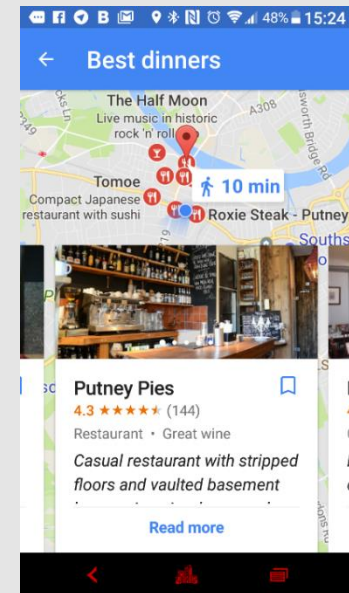
Broadband technology

- Ubiquity of fast internet access
- Mobile – 4G everywhere
- Powerful Tablet and Mobile
- Videoconferencing



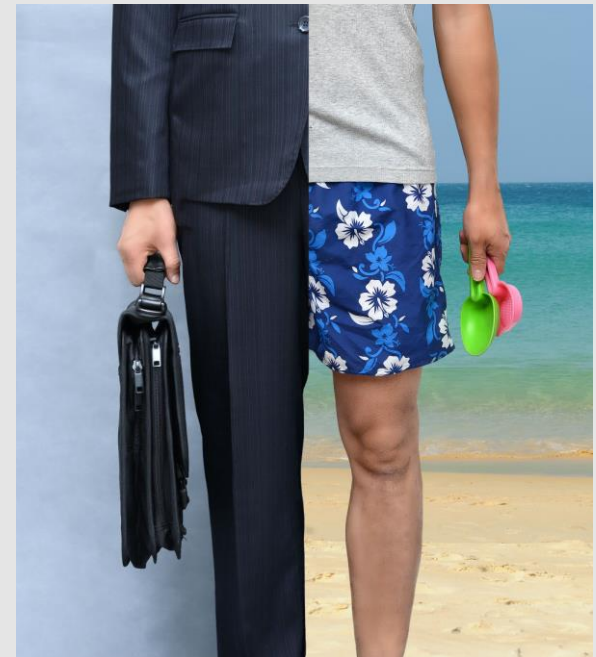
The Traveller technology - Mobile Applications

- Expense management apps, where personal and business transactions can be easily split
- Uber, where cost reduction delivers enhanced comfort/convenience
- Google Explore (Restaurants, things to do)



New opportunities .. and new entrants

- Cross marketing opportunities .. create sales opportunities
- Gain the trust of a business traveller .. and they will come for their holiday bookings also
- Leisure companies and home workers are entering the SME corporate travel space
- From the bottom up, we are seeing an expanding and blending of the markets



What does this mean for your work environment?

- Product information and rates becomes more important (meta-search and access to more rates / aggregation)
- Travellers are willing to pay extra out of their own pocket, so need more flexible systems to split payments/invoicing (better systems)
- Bookings change more often and often have sequential changes (more productive automation)
- It's important to know more about your client and provide relevant information (CRM)

Enabling technology

Wider Search capability

1. Integration of traditional GDS and non GDS content
2. Access to a wider range of rates and offerings (Leisure rates, more destination information, etc..)
3. Ancillary services beyond pure Air + Hotel
4. Flexible systems, able to handle both scenarios

The Plug !

Customers come to us to:



Manage mixed travel businesses in a single platform

Drive sales through broader distribution

Replace manual for more flexible systems

Gain access to a wider range of products and rates

Improve customer service

Thank you for your
time.

Roberto Da Re
Founder and CEO
roberto@dolphind.com



dynamics
Dolphin

