

GrayDawesGroup

#makingsenseoftravel

Business and Leisure Come Together

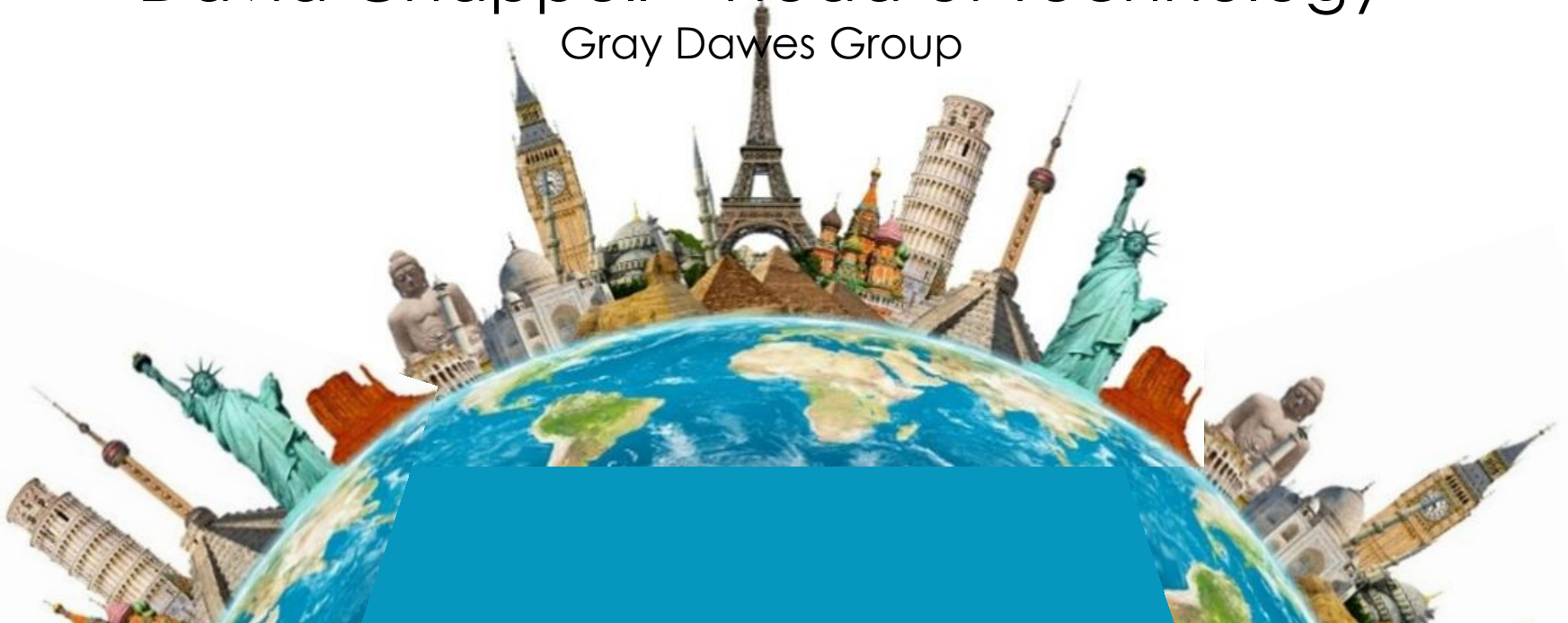


Gray Dawes Group

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Business and Leisure Come Together

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The Myth

Leisure Market



Leisure Traveller:
Quiff optional

Vs.

Corporate Market



Corporate Traveller:
Gun optional

Perception?

Leisure Market

- True direct sales environment
 - Directional selling
 - Pay and rewards geared
 - True booker behaviour
 - Open questioning
- 7 days a week
 - Extended hours
- At the coal face
 - High Street
- Selling to the traveller

Vs.

Corporate Market

- Fulfilment environment
 - Corporate deals
 - Salary geared
 - Agent led behaviours
 - Prescriptive fulfilment
- 5 days a week
 - 9am – 5pm
- Prestige sales
- Selling to the traveller
 - to the PA
 - to the Finance director
 - to Procurement
 - to the Policy Holder
 - to the Compliance Officer

Reality... Travel is travel, however you slice it



Bleisure Traveller:
Quiff banned.
Gun still optional

- Leisure market has led travel technology from end-user point of view
- Driven by need for product placement at the point of sale
- Corporate market has to catch up with market desire
- Hugely diverse product to add to corporate market
- Corporates now want a better work/life balance for their travellers
- Market driving towards personalisation
- Profiling becomes ever more important
- The end traveller is now key in both markets

An ever changing market?



- Large chunk of TMCs still revolve around 1970s tech
- 2017's product stack cannot live in this plain text world
- Moving from simple aggregation to complex multi-stranded content provision
- From plain text to bespoke product

The GDS, c1970 (massive oversimplification, apologies to Travelport)

Profile
200 lines
255 char max
Plain text



Air
Content

Hotel

Car Hire

Rail

Race to the top of Mount Aggregation!

Corporate Travel market, c2017

(Still an oversimplification, apologies to all)

Traveller Profile is king: SQL/Mongo DB, SDK/API connected
Rich content, target results

Primary Product Stack:
Air, Hotel Car, Rail

Direct

GDS

3rd Party

NDC

Disruptors:
Uber, AirBnB
etc.

Leisure
Products
(Tours &
tickets!)

Extra
Products
Expense,
Tracking,
Risk etc.

Real-time finance and reporting suites with customer access

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