

Digital Travel - State of Play



The Conference

As the technology that powers Digital Travel becomes increasingly sophisticated, consumers are finding it easier to access our industry and its products.

Digital Travel has developed hugely since the early pioneers such as Holiday Inn and British Midland first offered consumers online bookability. These first systems were little more than PR plays, providing some newspaper column inches as the media reported on these trail-blazers, but they provided people with a really frustrating search and book experience as the slow modems of the times struggled to deliver data to PC screens.

Contrast this with the current customer experience (Cx) and it is clear that digital travel has evolved; not beyond all recognition but perhaps to a stage only envisaged by sci-fi enthusiasts and the most forward of thinkers.

As BT Futurologist, Dr Nicola Millard, stated at a previous TTI conference, "Easy is the new loyalty," and the best travel players now offer an intuitive shopping experience that is pleasant, engaging and relevant to the consumer.

This focus on ease of digital interaction has provided opportunity to new entrants to do a better job than the traditional travel industry players, so allowing them to steal market share from their less fleet of foot competitors. Their use of customer data,

electronic connectivity with the travel industry, Cx and business process design are ahead of the game. So, new intermediaries such as Expedia, Skyscanner and Airbnb have usurped the market position of many of the old intermediaries - travel agents who simply could not or did not move with the times.

With this background to digital travel, TTI has organised this conference to place a marker in the ground, to assess the current state of play of digital travel.

Speakers will provide their thoughts and opinions based on their own experiences of digital travel. They have been drawn from across the spectrum of digital travel. They are long-established travel players, new start-ups, dotcom entrepreneurs, social media and digital technology experts.

Attend TTI's Autumn conference and hear for yourself what they have to say concerning the state of play of digital travel.

Venue:

Strand Palace Hotel, 372 Strand, London, WC2R 0JJ
nearest undergrounds: Charing Cross & Covent Garden

The Speakers

Julia Lo Bue-Said, Managing Director
Advantage Travel Partnership

Clare de Bono, Head of Product and Innovation
Amadeus UK & Ireland

Rob Wortham
Artificial Intelligence Expert

Catherine Fitzgerald, Client Partner Travel
Facebook

Carl Michel, Chairman
Veeva

Suzie Barber, Founder
Hotel Bonanza

Helene Hall, Chief Commercial Officer
Melt Content

John McQuillan, ex President
OpenJaw Technologies

TTI wishes to extend its warm thanks to Melt Content for sponsoring this event:



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09:30 Registration and Coffee

10:00 Welcome & TTI Update, Peter Dennis, Chairman, TTI

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Digital travel has come a long way since the first pioneers put up their websites and introduced the earliest online booking systems. Online marketing back then was quite simple. Now it has become a sophisticated discipline that requires you to consider the many and varied facets that make-up the digital world. In this opening conference session you will hear from two experts about what it takes to successfully market your business online, bring in new customers and keep them engaged with your company.

10:15 Data-Led Digital Marketing
Helene Hall, Chief Commercial Officer, Melt Content

10:35 Social Goes Commercial
Catherine Fitzgerald, Client Partner Travel, Facebook

10:55 Digital Travel - State of Play Panel Session

11:15 Coffee Break

Seeing Off the Sceptics

At the start of the internet era, many experts propounded the view that the travel agent would die out. Those same experts described the global distribution systems (GDSs) as dinosaurs. Yet many travel agents have successfully made the transition to the new online era and the GDSs have evolved and remain as the leading players in travel distribution. Hear how the country's top travel agency partnership and Europe's foremost GDS have embraced the latest developments in travel to continue to thrive, maintaining their commercial success in a digital world.

11:45 Agents in a Digital-Centric Future
Julia Lo Bue-Said, Managing Director
Advantage Travel Partnership

12:05 The GDSs Evolve
Clare de Bono, Head of Product and Innovation
Amadeus UK & Ireland

12:25 Seeing Off the Sceptics Panel Session

12:45 Lunch
(conference resumes 14:00)

The New Kids on the Block

The digital travel revolution saw the launch of many new dotcom businesses. The majority of these were 'me too' online travel agents, many of which have fallen by wayside. However, in more recent times new entrants have been introducing sustainable new business models that exploit digital technology to the fullest, combining sophisticated technology with a high service ethic. In this session, hear from two new start-ups about how they are moving the market forwards by taking new approaches to fulfilling consumer demand.

14:00 Creating New Digital Marketplaces - the Sharing Economy
Carl Michel, Chairman, Veeve

14:20 A New Approach to Intermediary Relationships
Suzie Barber, Co-Founder, Hotel Bonanza

14:40 The New Kids on the Block Panel Session

15:00 Coffee Break

Digital Futures

Civilisation has come a long way since the Internet was introduced to a wider world beyond academia. Sit in any public space - a park, a café or on a train or bus - and you will see at least 50% of people using their digital devices. Digital technology has developed out of all recognition to the early days and yet it has only just begun. Hear from two digital technology experts about what the future holds in store as the application of artificial intelligence continues to roll out and the next era of Internet technology such as Blockchain looms on the horizon.

15:30 AI - Interacting with Humans
Rob Wortham, Artificial Intelligence Expert

15:50 The Next Generation of Internet
John McQuillan, ex-President, OpenJaw Technologies

16:10 Digital Futures Panel Session

16:30 Chairman's Summary, Peter Dennis, Chairman, TTI

16:45 Close

Moderator: Paul Richer, Genesys Digital Transformation

Registration

TTI members - 2 free delegates (Additional TTI member delegates and Unicorn licence holders £50 + VAT)

AAC / ABTA / AITO / BETA / ETOA / GTMC / IFITT / OpenTravel / RMAPI / members £195 + VAT

Others £295 + VAT

Register online at www.tti.org/conference To contact TTI, email admin@tti.org or call 0330 1595030