

Travel Planning in the Digital Era

Jón Árni Bragason, COO at TripCreator



Who is presenting? - Jón Árne Bragason

COO at TripCreator since early 2016

CIO at WOW air 2012 - 2016

Managing Director at Sabre Iceland 2010 - 2012 (owned by Sabre Airline Solutions)

COO at Calidris 2006 - 2010 (Acquired by Sabre Airline Solutions in 2010)

VP Operations Enpocket 2004 - 2006 (Acquired by Nokia Software in 2007)

What does “Travel Planning in Digital Era” mean?

Online systems. Digital access to inventory. Instant availability checks and booking.

Are we there yet?

What is the future of travel planning?

- Talking to you virtual / digital assistant
 - simply telling it what you want
 - Asking it to put together a suggested plan
 - Then editing it with the assistant help
 - Not this
 - Add this
 - Take this out
 - Etc.....

Where are we now ?

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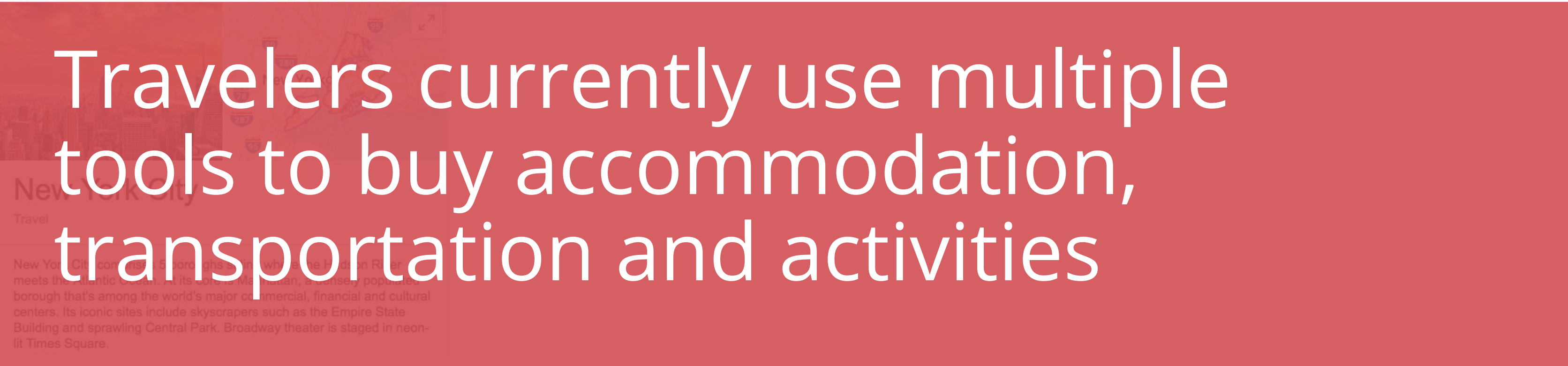
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Travelers currently use multiple tools to buy accommodation, transportation and activities

Points of Interest

Global activity providers

Global accommodation providers

Global car rental providers

Global flight providers



Who is the **Traveler**?

- Self planner
 - Wants to do everything himself
- Travel agency customer
 - Leaves everything to the Travel Agency after specifying main needs
- A bit of both - The combo
 - Wants a customised plan fitting his need
 - Does not want to spend too much time on planning
 - Wants the hand-holding and security of expert advice
- Research shows that Millennials are MORE likely to use travel agencies than the generation before them

Trend: Individualism with support in travel

But still want the service and comfort buying through a travel agency

Millennials Are More
Likely to Use Travel
Agents Than Any Other
U.S. Demographic

"In the last year, 22 percent of Americans from households earning more than \$50,000 booked travel through a travel agent, an increase from 14 percent just three years ago, according to new research from the American Society of Travel Agents (ASTA)."

- *skift.com*

What are the needs/wants of the traveler?

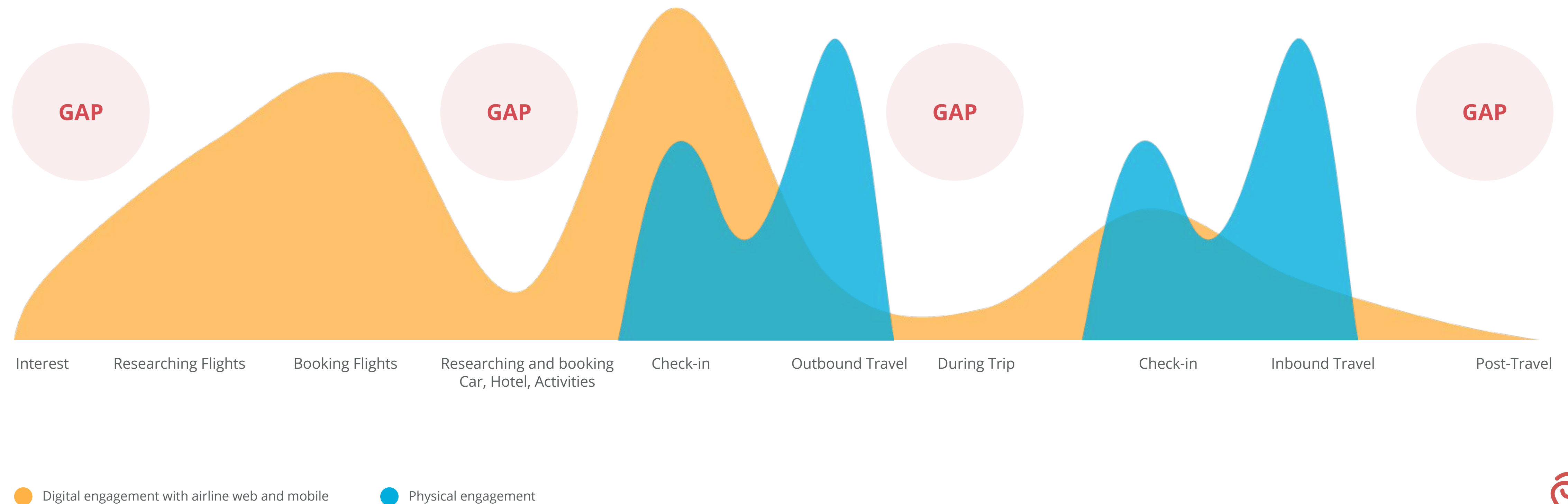
- Flights
- Accommodation
- Transportation
- Tours
- Activities
- Points of interests

And everything needs to fit together in time and space

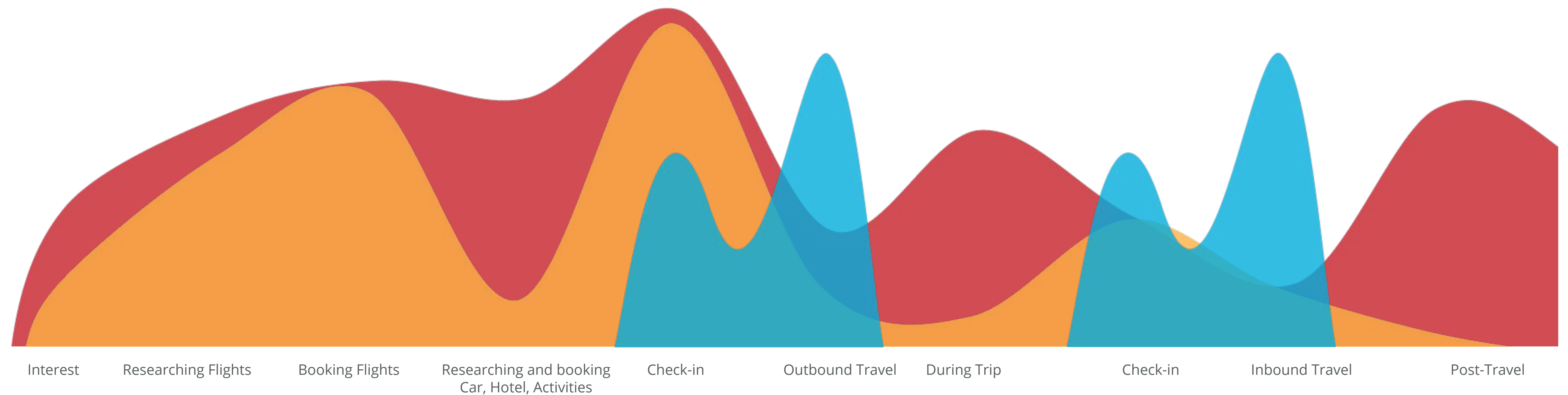
What are the **airlines** looking for?

- Greater customer engagement and customer loyalty
- More ancillary revenue
 - Not just seats and luggage and leg-room,
 - but also commission from
 - Accomodation
 - Transportation
 - Tours and Activies
 -

They have a problem engaging with the customer during certain steps of the customer journey



Trip planning helps the **Airlines** fill these gaps

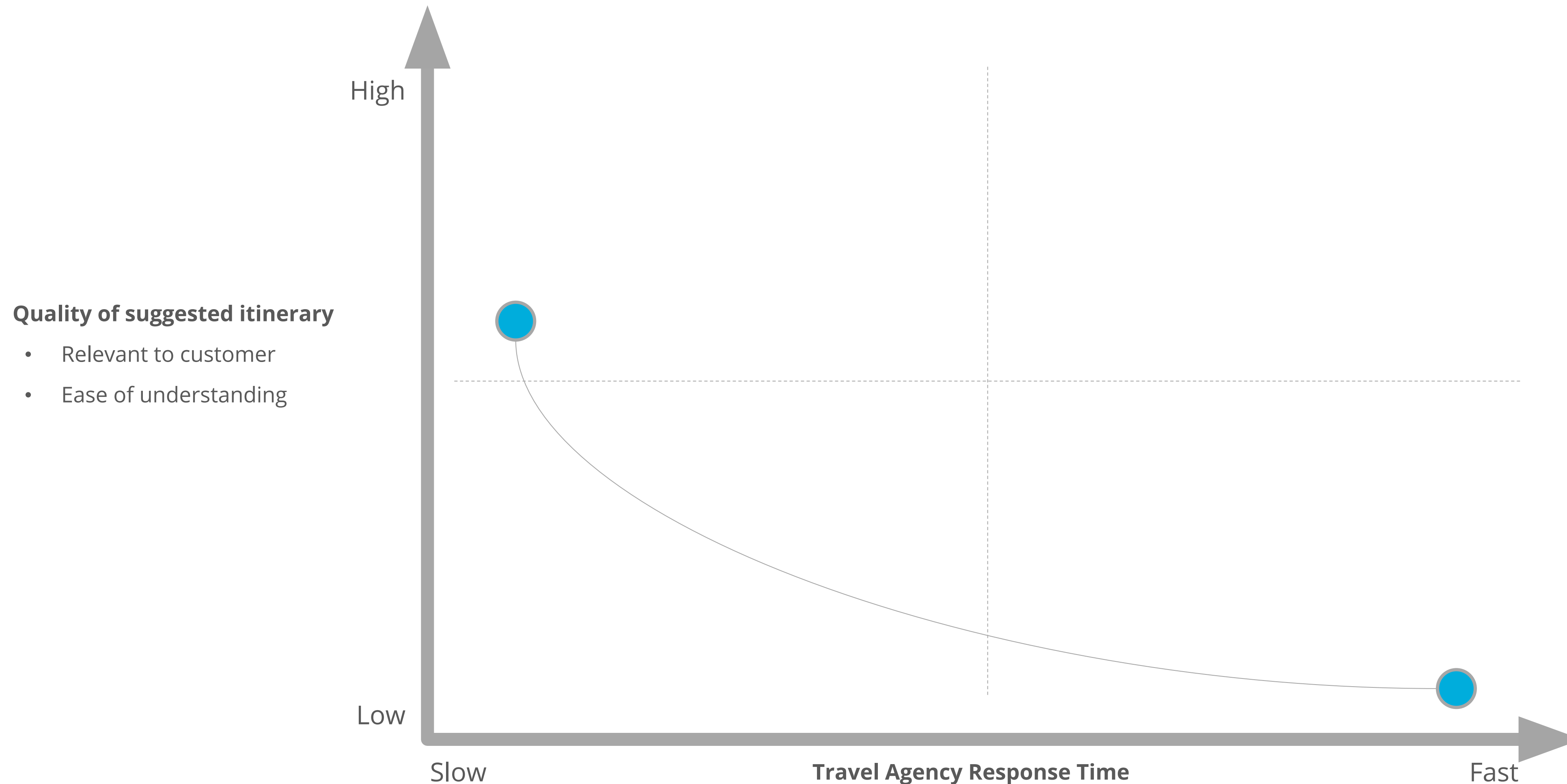


What are **travel agencies** struggling with?

- Growth mean increased linear costs
- Looking for
 - More automation
 - Increased productivity
 - Increased online and in-house sales
 - Better customer service
 - Reduced cost via increased efficiency with assisted planning
 - Increased customer engagement
 - Improved Digital Customer Experience



Travel agencies cannot provide customized service efficiently ...



... and cannot scale efficiently

For every x% increase in revenue they need x% more sales and back office staff

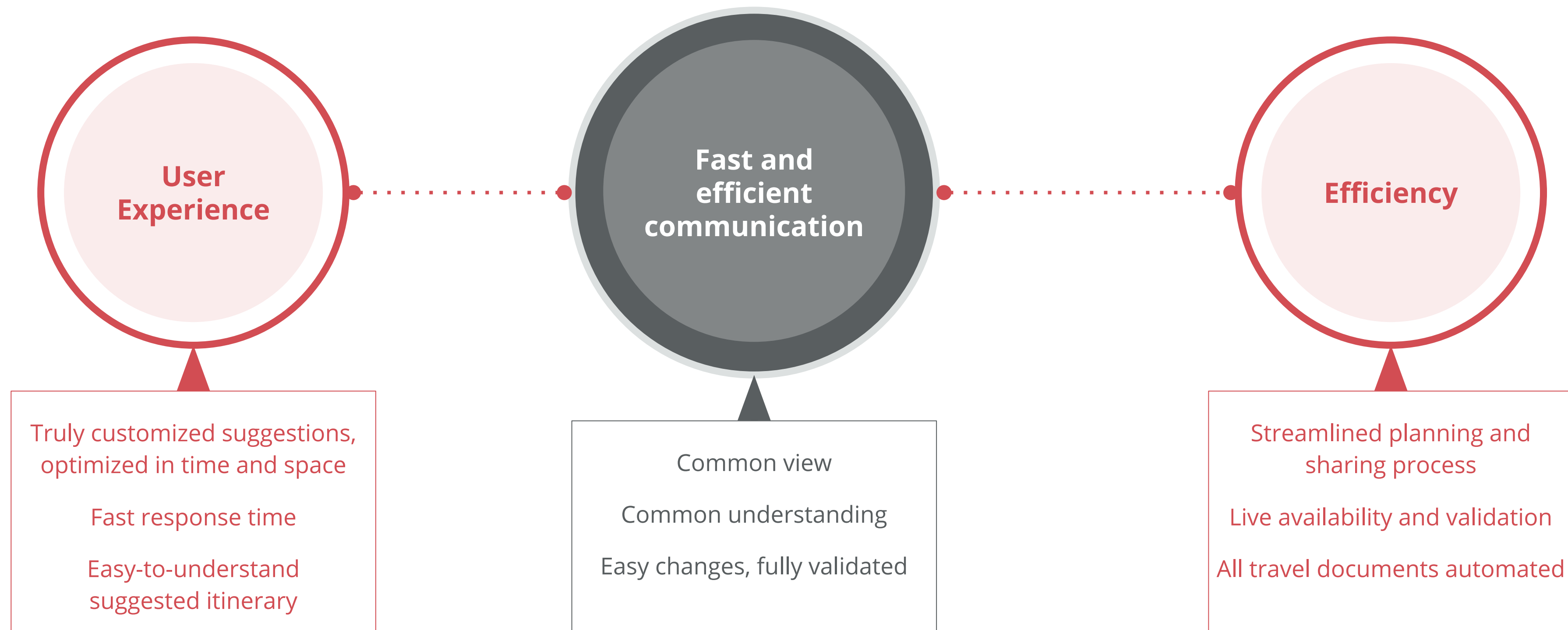


A travel planning solution is the answer

- Can we help the traveler, the airlines and the travel agencies all at the same time with the same solution?
- Can it be a Win/Win?
- One stop shop for travel planning
 - No need to go all over the place
- Integrated into airline and travel agency websites
- As an internal tool / solution for travel agency staff
- What would it look like?

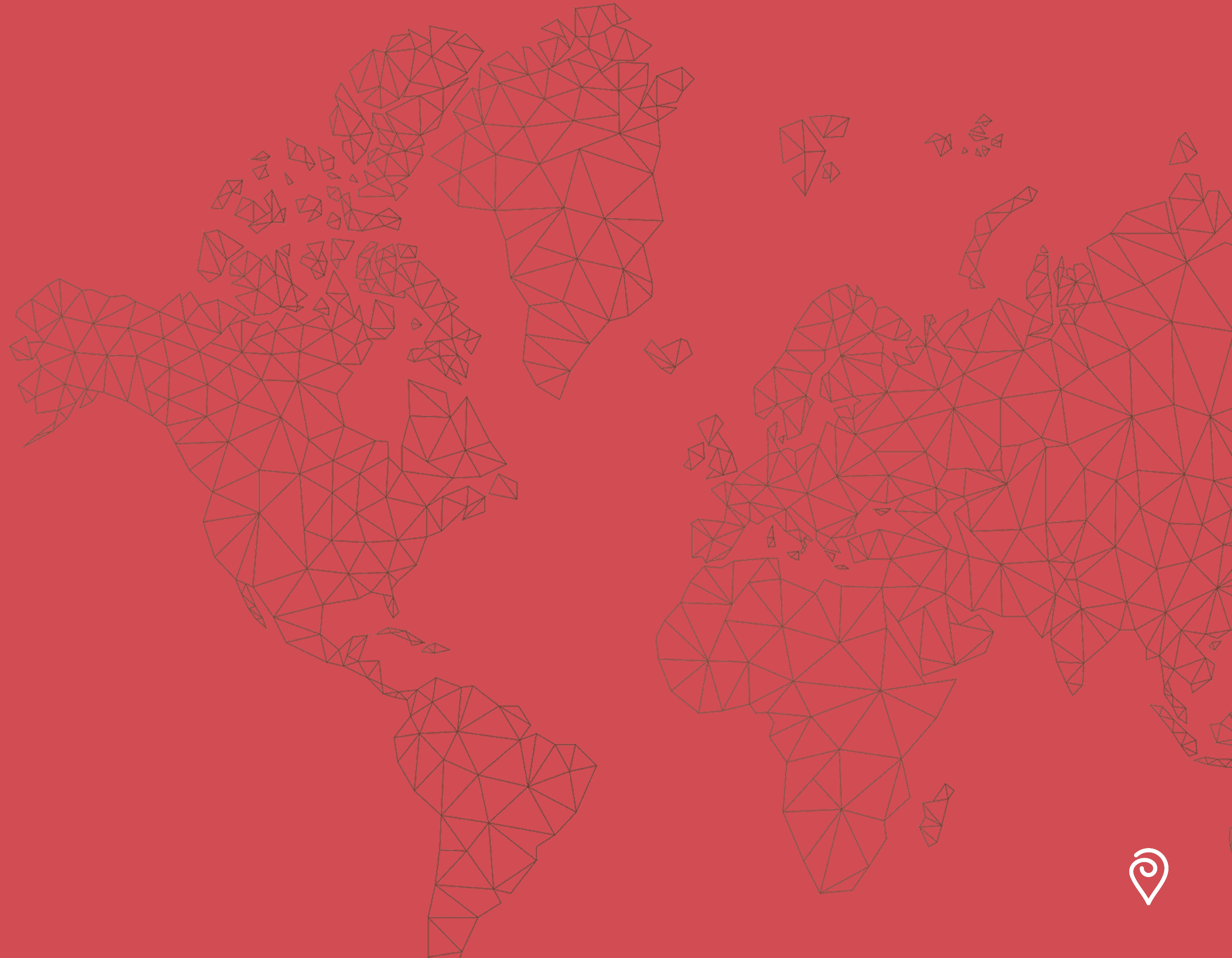


Trip Planning (TripCreator) solves these problems



A simple intuitive yet powerful and functional

- Powerful suggestion algorithm
- Availability checks
- Routing with distances
- Superior planning functionality
- Intuitive user interface
- Single checkout



Trip Planning - TripCreator

TripCreator

TIMELINE

CALENDAR

9 days

2

673 km

Share

Print

Price 7,804 ISK

Continue


10 Sep (day 1)

Optimize

+

Add

1



Skip the Line: Milan Duomo Tour

Starting at: 14:15

Duration: 1 hour

Price: 7,804 ISK

Good

Participants


Remove

2 km

+

Add

2



Triennale

Starting at: 17:35

Duration: 1 hour

Superb

Remove


3 km

+

Add

Check-in:

Milan City Center Apartment



+

–

Person


Map

Google

Map of Northern Italy showing a travel route from Milan to Florence. The route is color-coded: red for the first day (Milan to Venice), green for the second day (Venice to Florence), and blue for the third day (Florence to Rome). Key cities marked include Milan, Bergamo, Brescia, Verona, Padua, Venice, Chioggia, Treviso, Bassano del Grappa, Vicenza, Mantua, Pavia, Cremona, Piacenza, Tortona, Alessandria, Genoa, Rapallo, Sestri Levante, La Spezia, Massa, Forte dei Marmi, Viareggio, Livorno, Cecina, San Gimignano, Siena, Arezzo, Gubbio, Citta di Castello, Pesaro, Rimini, Cesena, Forlì, Ravenna, Imola, Bologna, Sassuolo, Modena, Carpi, Parma, Ferrara, and San Marino. The Ligurian Sea is visible to the west.

All days

Sync with list



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TIMELINE

CALENDAR

10 days

2

998 km

Share

Print

Price 209,038 ISK

Continue

21 May (day 1)

Optimize

Add

Check-in:

Apartments Du Louvre

Price: 83,001 ISK

Superb, 9.2

View rooms

Replace

22 May (day 2)

Optimize

Add

Departure from

Apartments Du Louvre

The map displays a travel itinerary across France. A blue line indicates the route starting from Paris, passing through Versailles, Le Mans, Orléans, and ending in Lyon. Key locations marked include Amiens, Caen, Rouen, Reims, Metz, Nancy, Strasbourg, Besançon, Dijon, Macon, Vichy, Limoges, Poitiers, Niort, La Rochelle, La Roche-sur-Yon, Cholet, Angers, Nantes, Rennes, and Le Havre. The map also shows major roads (A1, A2, A4, A5, A6, A7, A8, A9, A10, A11, A12, A13, A14, A15, A16, A17, A18, A19, A20, A21, A22, A23, A24, A25, A26, A27, A28, A29, A30, A31, A32, A33, A34, A35, A36, A37, A38, A39, A40) and green spaces like Parc naturel régional du Perche, Parc naturel régional de la Brenne, Parc naturel régional Loire-Anjou-Touraine, Parc naturel régional du Morvan, and Parc naturel régional des Ballons des Vosges.



Trip Planning - Finnair

[illegible]

Trip Planning - Virgin Atlantic

virgin atlantic

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Flying ClubJoin or Log in

TIMELINECALENDAR

7 days2941 km

SharePrintPrice 214,938 ISKContinue


01 May (day 1)

Optimize

Car pickup: Volkswagen Up! or similar

Add

1



The Bridge Between Two Continents

Starting at: 18:00

Duration: 1 hour 30 min

20 km

Excellent

Remove

Add

Check-in: Rose Guesthouse

Price: 26,620 ISK

Superb, 9.4

View roomsReplace

02 May (day 2)

Optimize

Map of Iceland with numbered stops 1-16 and location icons.

All days

Sync with list

Trip Planning - Priceline

priceline.com

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Help

TIMELINE

CALENDAR

7 days2941 km

Share

Print

Price 214,938 ISK

Continue


01 May (day 1)

Optimize

Car pickup: Volkswagen Up! or similar

+ Add

1



The Bridge Between Two Continents

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Remove

+ Add

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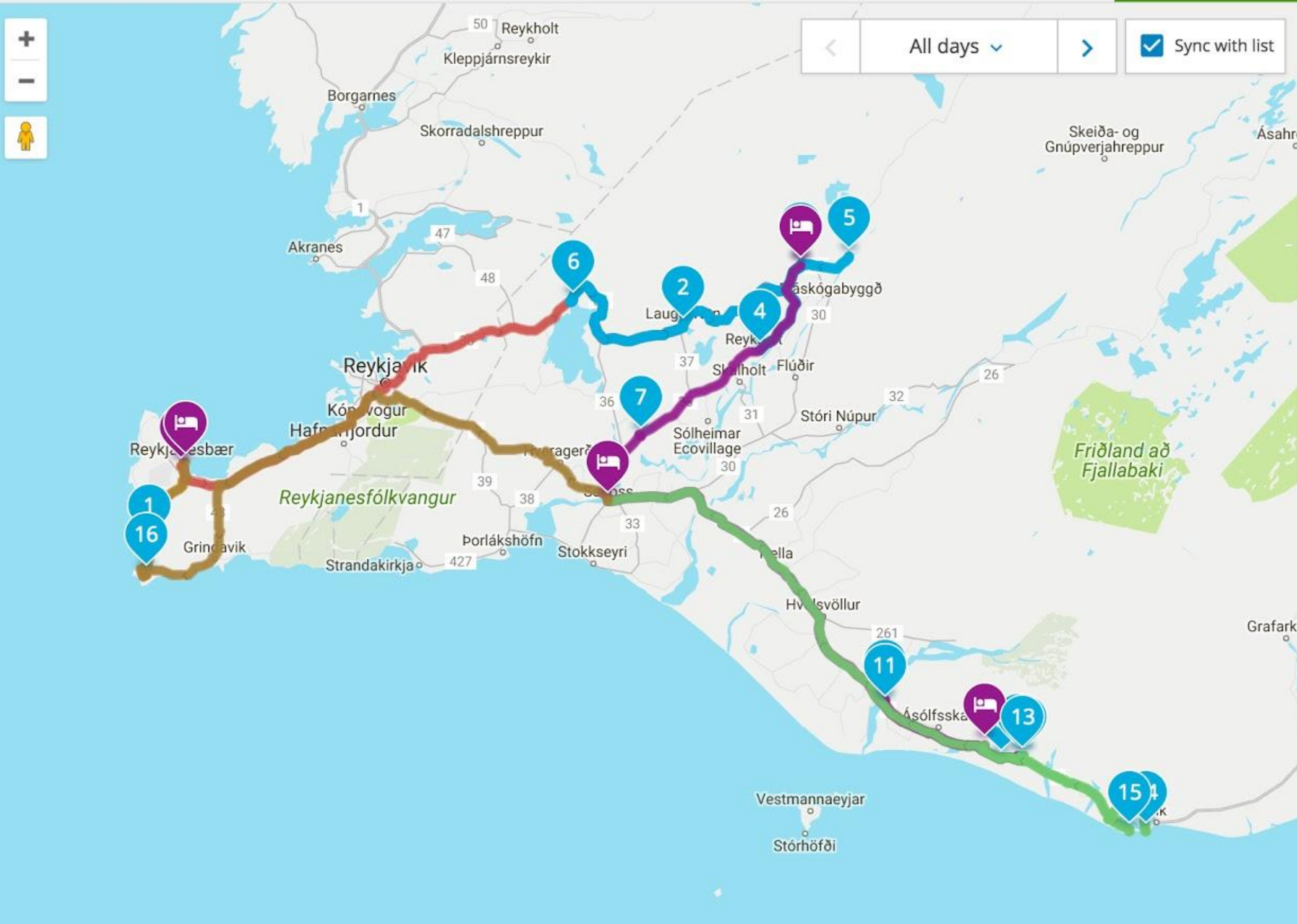
02 May (day 2)

Optimize

+

-

Person



Google



Trip Planning - TripAdvisor

The latest reviews. The lowest prices. The perfect place to shop for hotels.

tripadvisor® know better book better go better

Review JOIN LOG IN ISK

Hotels Flights Vacation Rentals Restaurants Things to do Best of 2017 More

TIMELINE CALENDAR

9 days 2 747 km

Share Print Price 82,004 ISK Continue

23 May (day 3)

Optimize

Departure from

Apartamentos Dana Sol

2 km

+ Add

El Rastro

Starting at: 12:15
Duration: 2 hours

Superb Remove

3 km

+ Add

Madrid Royal Palace

Starting at: 14:20
Duration: 1 hour

Superb Remove

3 km

+ Add

Map of Northern Spain showing travel route from Salamanca to Madrid.



Complete overview over your business analytics

Spot opportunities for growth and improve all aspects of operations and services

- Customer behaviour
How are users planning
- What are the most popular hotels?
- What are the most popular tours?
- What is the user removing from plans and adding to plans?





Impress clients with custom made itineraries

An award-winning trip planning solution serves as a White Label solution for
Travel Agencies, OTA's and Airlines.



Travel Agencies



Airlines



Travel Services

Summary

- A Unique Scalable Travel Planning Platform. Tried and Tested
- Unique technology – no comparable solution on the market
- Global partnerships in place with leading suppliers
- A highly scalable business in a growing global market
- Management team with extensive experience from the travel industry and technical ventures

Investing 4 minutes of your time to watch this **demo video** of how our software works, might be beneficial.

Thanks!



tripcreator.io