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arabian
travel market®
DUBAI
Sun 22 - Wed 25 April 2018

Making Smarter Tourism Connections through Mobile

Presented by:

Ghassan Teffaha
Global Head of Sales and
Partnership Development

24 April 2018

Ghassan Teffaha
Amadeus
+12 years in travel tech

- Overseen the implementation and adoption growth of nearly 200 mobile apps for retail agencies and travel management companies

- Curated an elite network of nearly a dozen digital content partners servicing +600K PNRs annually

- American University of Beirut Graduate

- Avid gamer and travel tech futurist

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How the world became smarter
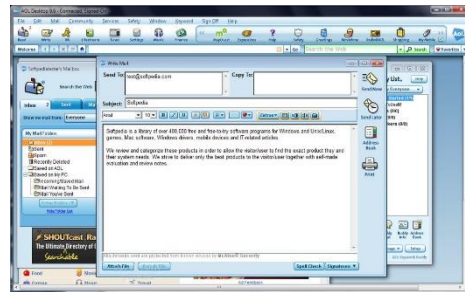
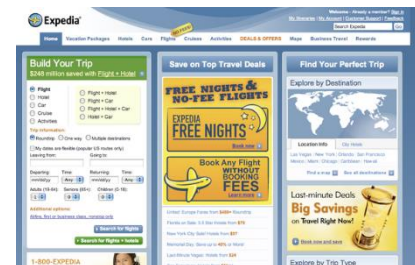## From "Human to Human" to "Machine to Machine"

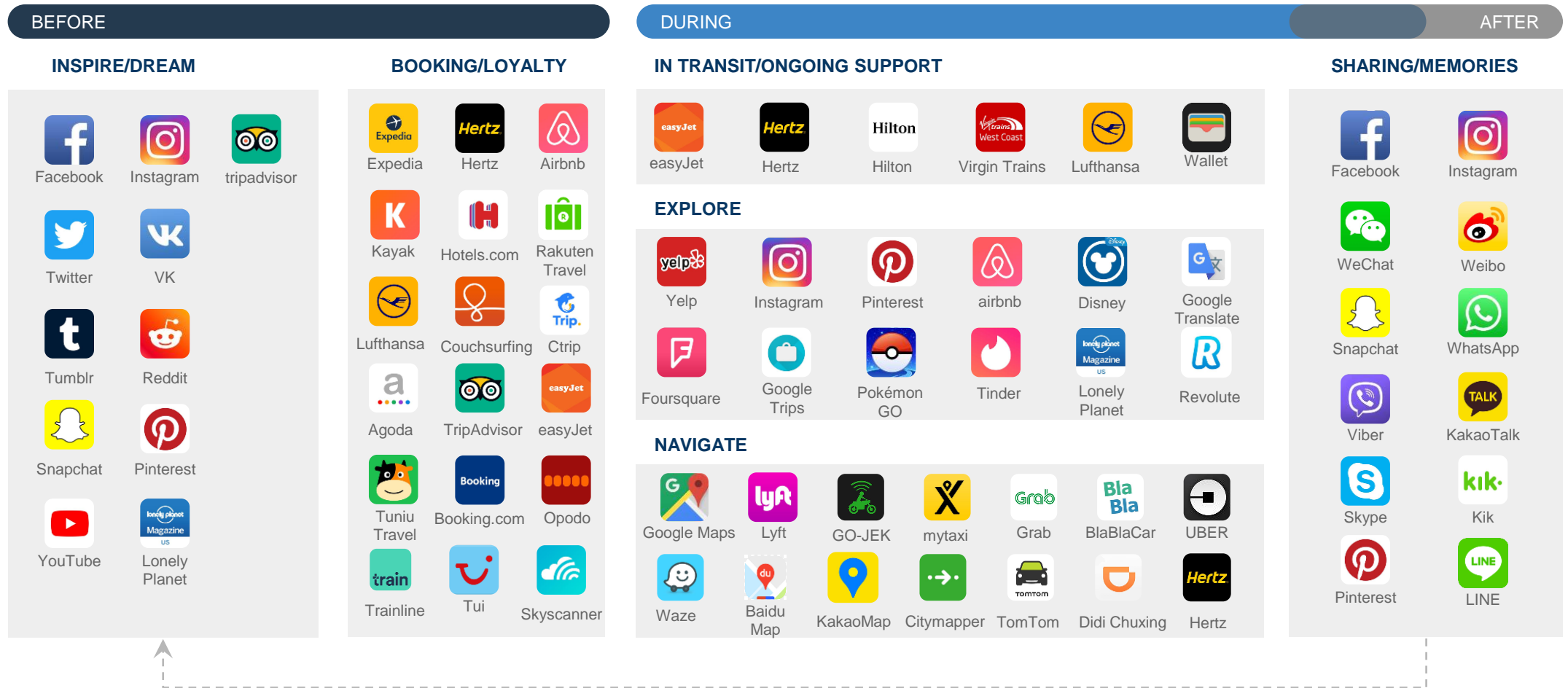| Pre Internet	Internet of Content	Internet of Services	Internet of People	Internet of Things
• Telemarketing • SMS	• Email • WWW	• E- Commerce • Digital Media	• Social Media • Sharing Economy • Streaming • …	• Smart Devices • Automation • AI • …

Apps Have Already Become the Ultimate Travel Tool

Used During All Stages of the Travel Experience

BEFORE

DURING

AFTER

INSPIRE/DREAM

Facebook	Instagram	tripadvisor
Twitter	VK	
Tumblr	Reddit	
Snapchat	Pinterest	
YouTube	Lonely Planet	

BOOKING/LOYALTY

Expedia	Hertz	Airbnb
Kayak	Hotels.com	Rakuten Travel
Lufthansa	Couchsurfing	Ctrip
Agoda	TripAdvisor	easyJet
Tuniu Travel	Booking.com	Opodo
Trainline	Tui	Skyscanner

IN TRANSIT/ONGOING SUPPORT

easyJet	Hertz	Hilton	Virgin Trains	Lufthansa	Wallet

EXPLORE

Yelp	Instagram	Pinterest	airbnb	Disney	Google Translate
Foursquare	Google Trips	Pokémon GO	Tinder	Lonely Planet	Revolute

NAVIGATE

Google Maps	Lyft	GO-JEK	mytaxi	Grab	BlaBlaCar	UBER
Waze	Baidu Map	KakaoMap	Citymapper	TomTom	Didi Chuxing	Hertz

SHARING/MEMORIES

Facebook	Instagram
WeChat	Weibo
Snapchat	WhatsApp
Viber	KakaoTalk
Skype	Kik
Pinterest	LINE

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Are you ready?

The common denominator in the
Smart Revolution - Apps

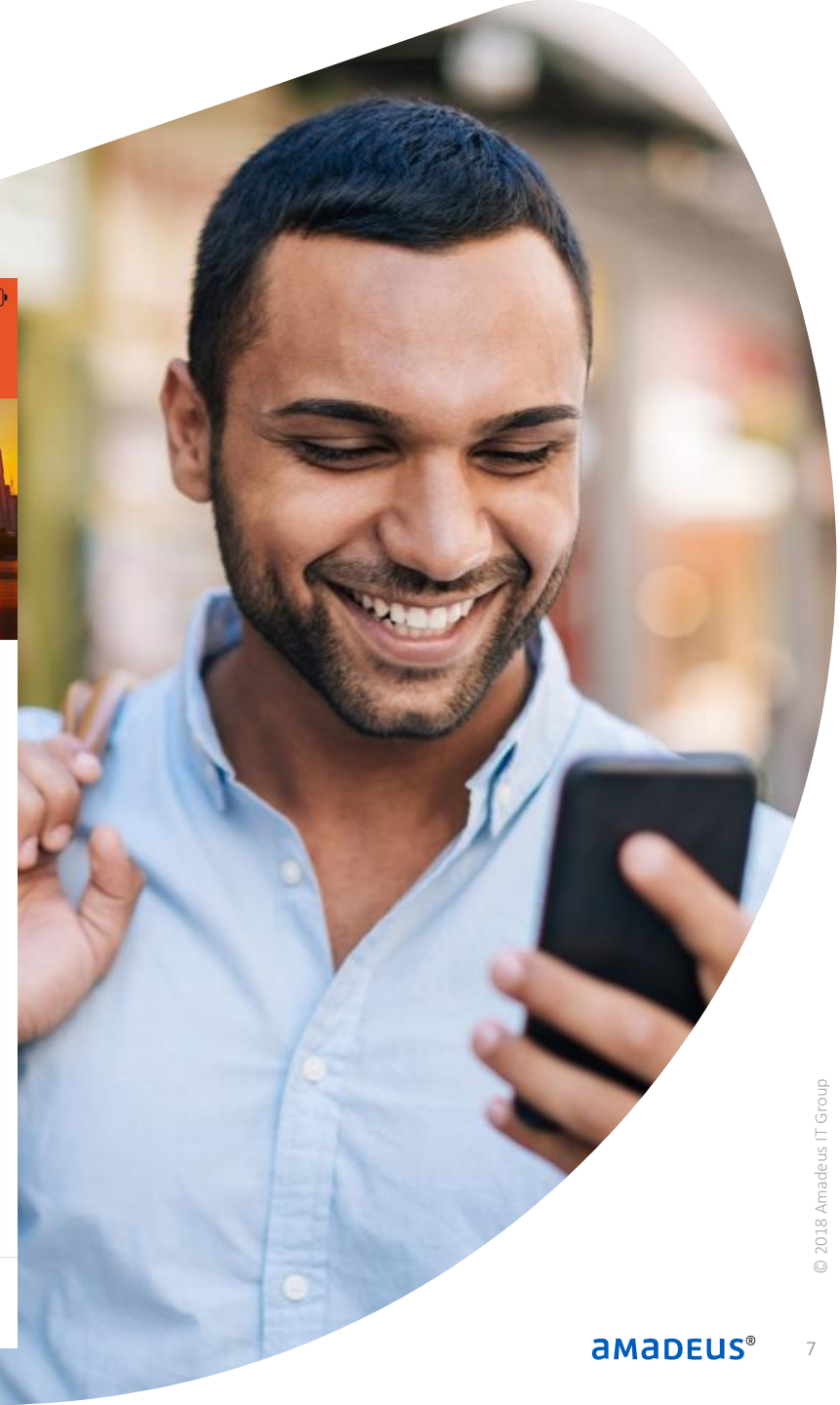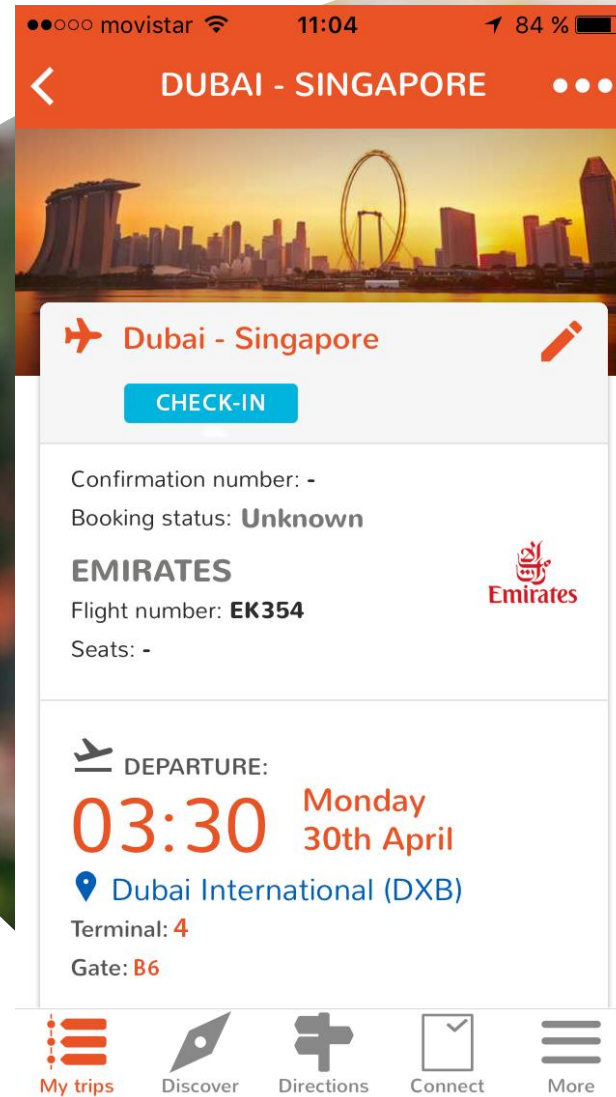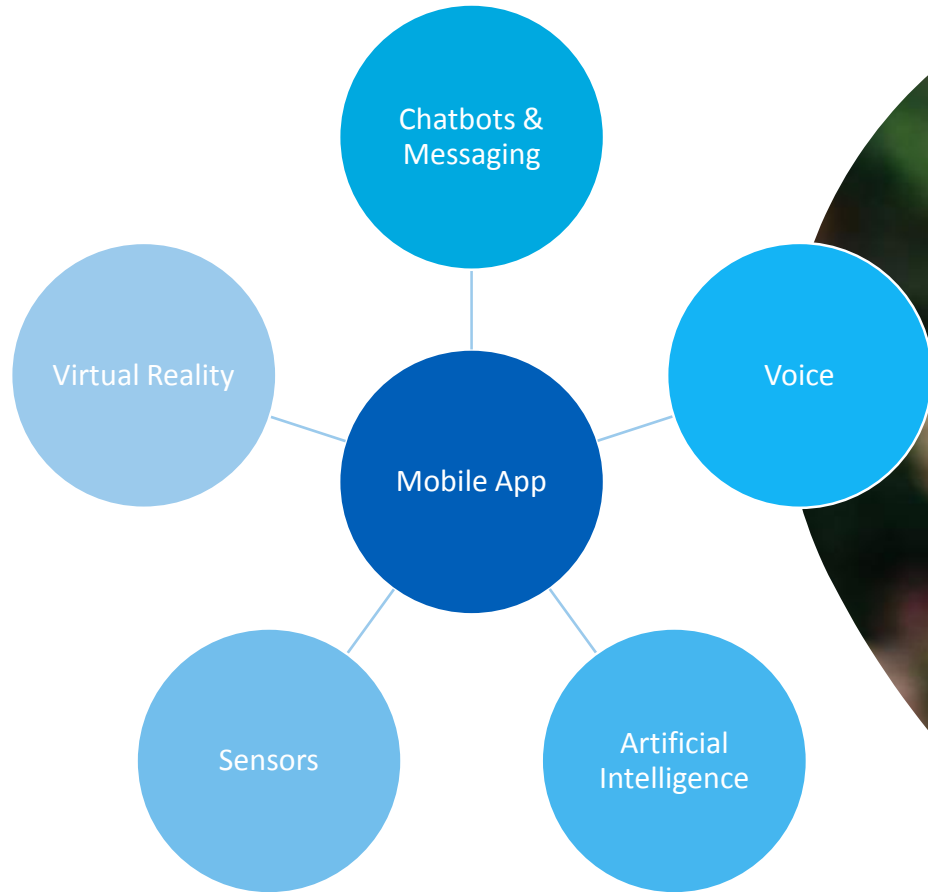20.4 Billion connected "things" will be in travelers hands by 2020

The only way to connect users with their smart devices are Apps

How do I prepare for the emerging Smarter Travel experience?
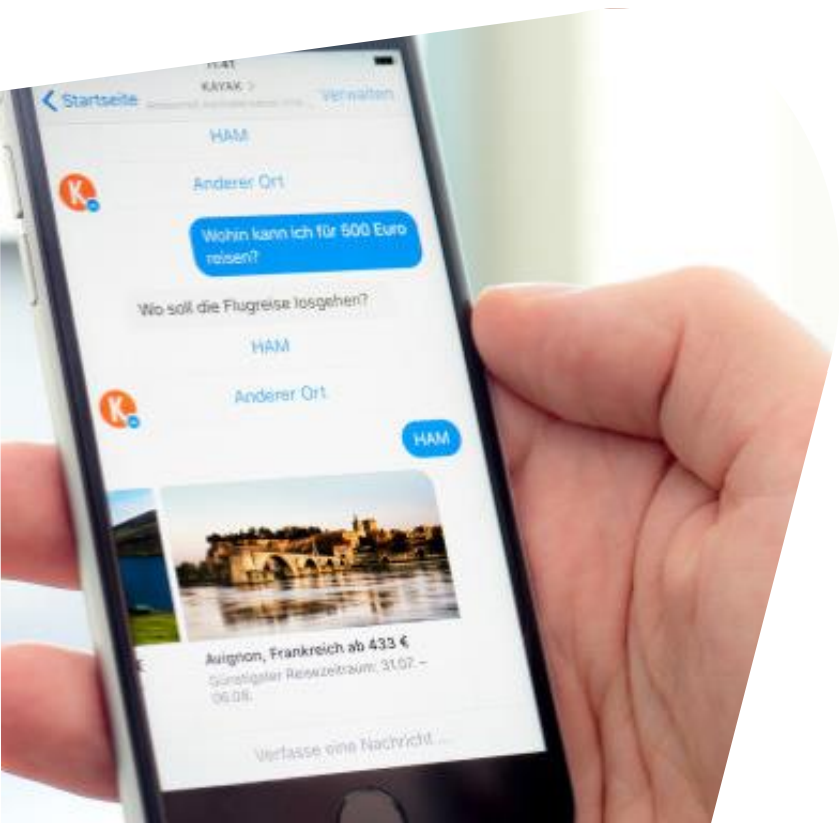
Design every smart channel to come together
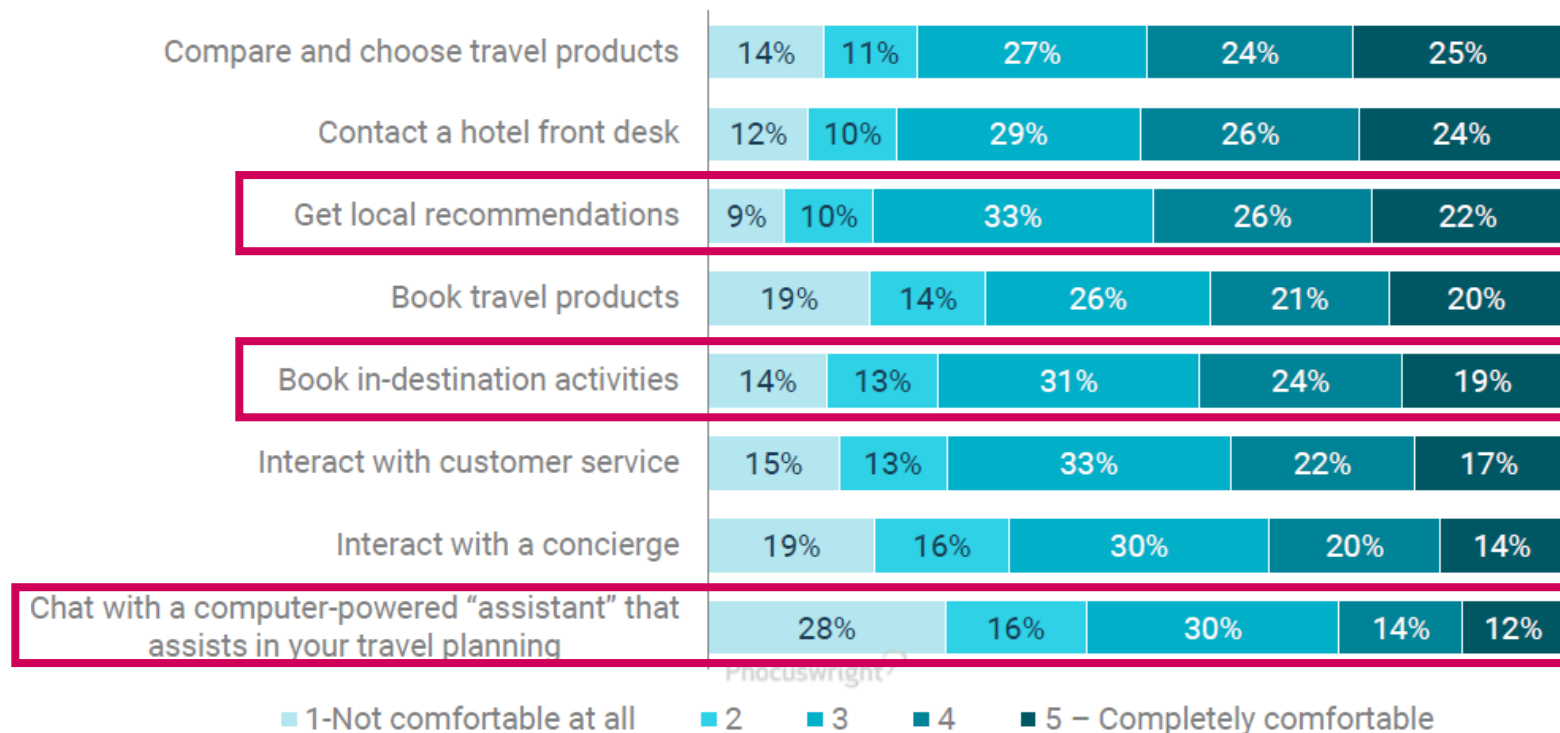## Serve the traveler well so they engage and purchase

Chatbots & Messaging

Virtual Reality

Voice

Mobile App

Sensors

Artificial Intelligence

DUBAI - SINGAPORE

✈ Dubai - Singapore

CHECK-IN

Confirmation number: -
Booking status: **Unknown**

EMIRATES
Flight number: **EK354**

Seats: **-**

✈ DEPARTURE:
03:30 Monday 30th April

📍 Dubai International (DXB)
Terminal: **4**
Gate: **B6**

My trips   Discover   Directions   Connect   More

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Messaging and Chatbots

A fast and easy way for travelers to get more local

54% of travelers age **18-34** are comfortable using chat for travel products

Comfort Using Messaging for Travel-Related Activities

Activity	1-Not comfortable at all	2	3	4	5 – Completely comfortable
Compare and choose travel products	14%	11%	27%	24%	25%
Contact a hotel front desk	12%	10%	29%	26%	24%
Get local recommendations	9%	10%	33%	26%	22%
Book travel products	19%	14%	26%	21%	20%
Book in-destination activities	14%	13%	31%	24%	19%
Interact with customer service	15%	13%	33%	22%	17%
Interact with a concierge	19%	16%	30%	20%	14%
Chat with a computer-powered "assistant" that assists in your travel planning	28%	16%	30%	14%	12%

■ 1-Not comfortable at all ■ 2 ■ 3 ■ 4 ■ 5 – Completely comfortable

Phocuswright

Source: PhocusWright – "How European Travelers Use Chat, Messaging and Mobile Voice, October 2017

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Messaging and Chatbots

Automate simple, mundane and transactional tasks
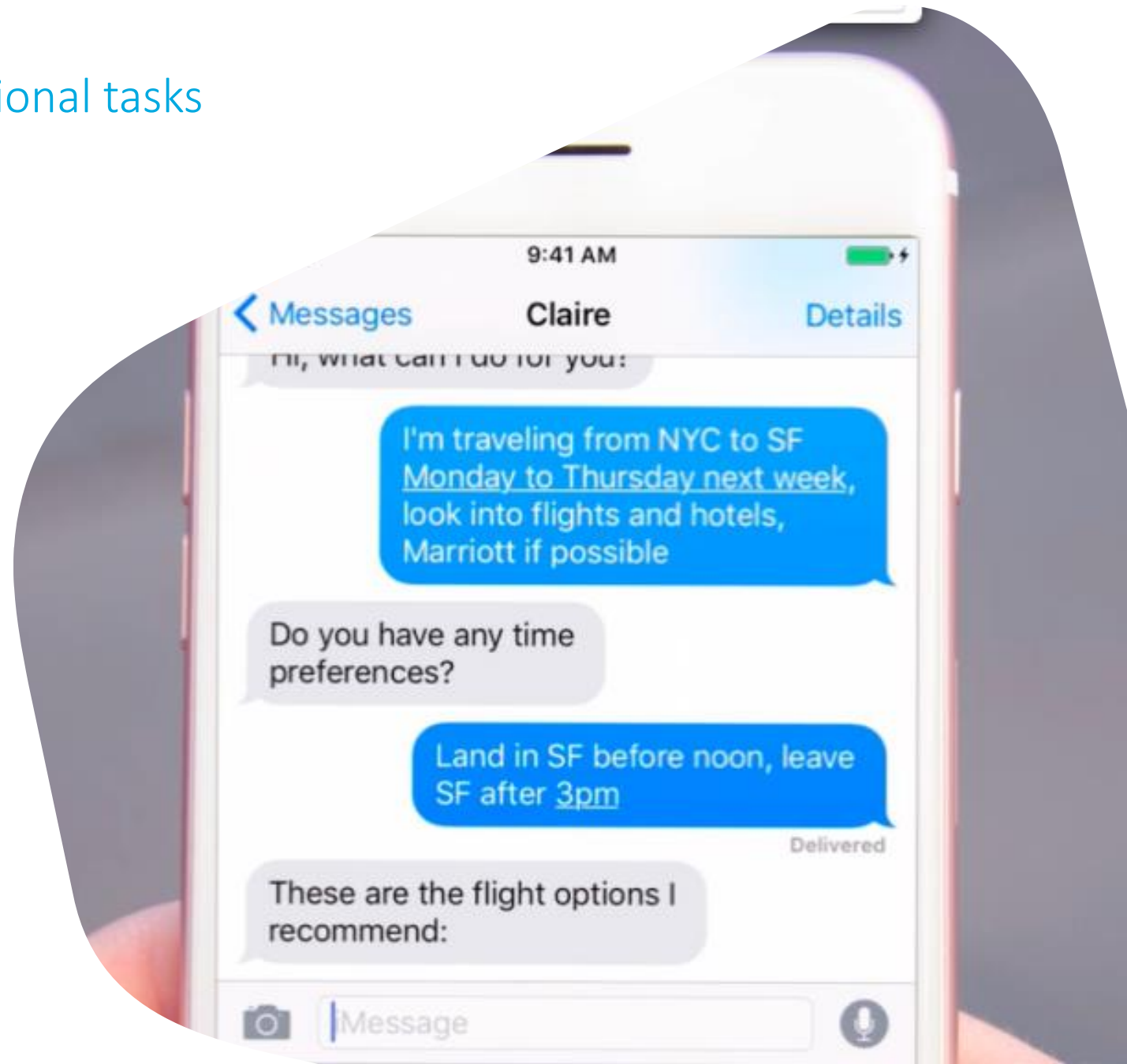
- Benefits
  - Save time
  - Reduce Cost
  - Collect Data
- Right Now
  - Customer Support – 24 / 7
  - Local Guides
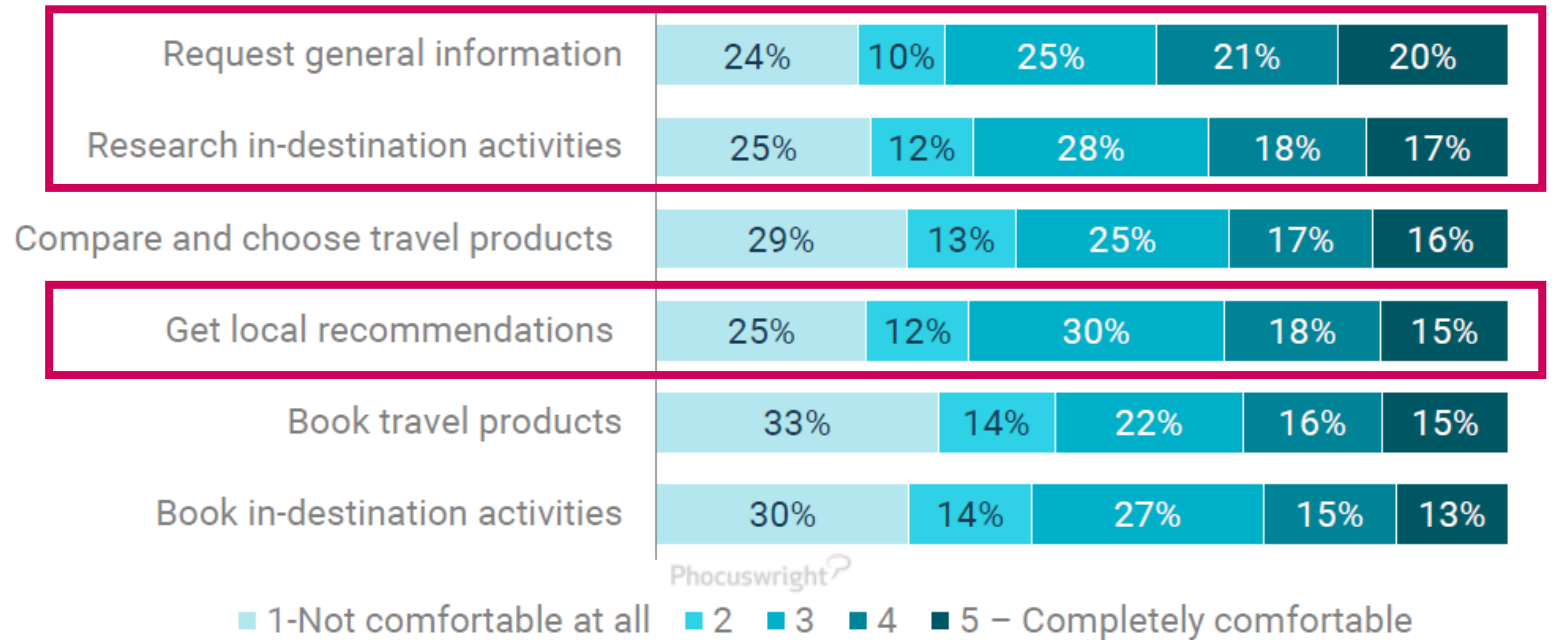 - Reservations / Bookings
- Soon
  - On Demand Concierge

Voice

The traveler's new favorite research tool

67% of travelers age **35-54** are comfortable using voice for researching travel options

Comfort Using Voice-Powered Assistant on Smartphones

Activity	1	2	3	4	5
Request general information	24%	10%	25%	21%	20%
Research in-destination activities	25%	12%	28%	18%	17%
Compare and choose travel products	29%	13%	25%	17%	16%
Get local recommendations	25%	12%	30%	18%	15%
Book travel products	33%	14%	22%	16%	15%
Book in-destination activities	30%	14%	27%	15%	13%

Phocuswright

■ 1-Not comfortable at all ■ 2 ■ 3 ■ 4 ■ 5 – Completely comfortable

Source: PhocusWright – "How European Travelers Use Chat, Messaging and Mobile Voice, October 2017

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Voice

Open up more travel discovery and inspiration for the next trip

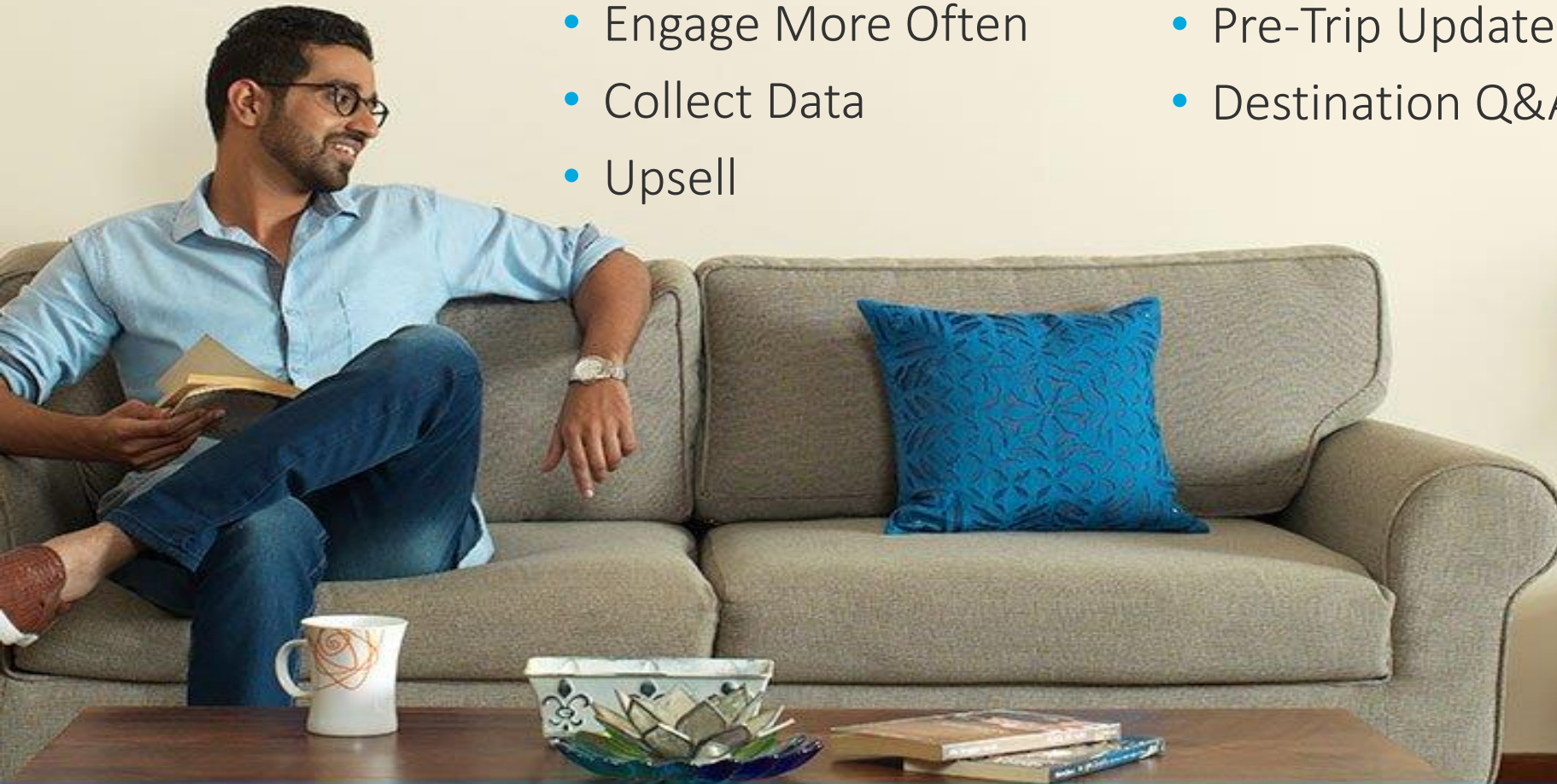- **Benefits**
  - Engage More Often
  - Collect Data
  - Upsell

- **Now**
  - Pre-Trip Updates
  - Destination Q&A

- **Soon**
  - Travel Planning
  - On Demand Concierge

AI, Sensors & VR

The Traveler's Ultimate Trip

70% of millennials say they would rather spend money on experiences over things
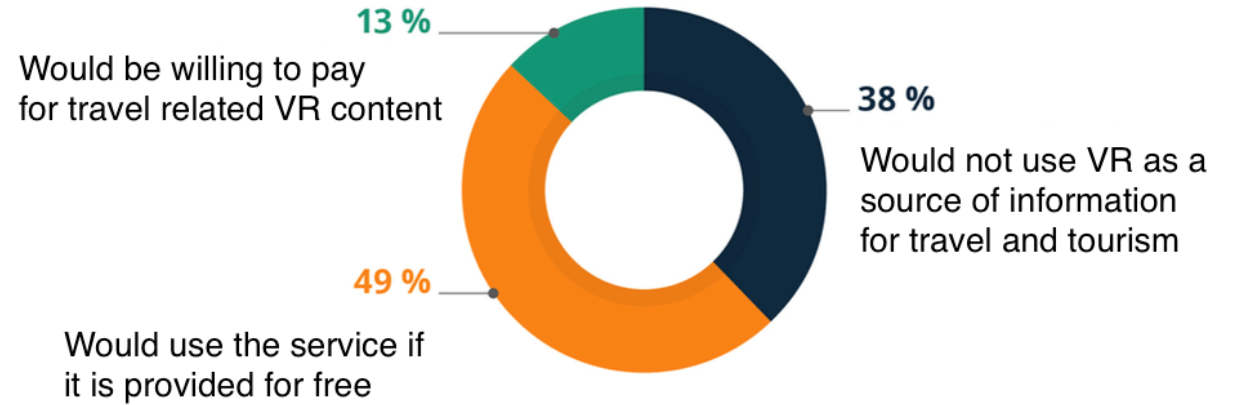
Would be willing to pay for travel related VR content — 13 %

Would not use VR as a source of information for travel and tourism — 38 %
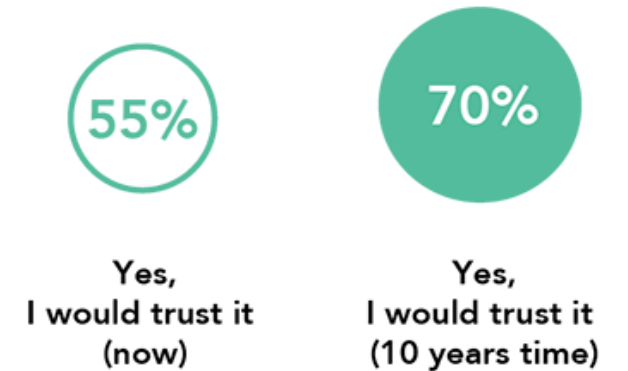
Would use the service if it is provided for free — 49 %

Figure 3: Consumers who think using artificial intelligence (AI) would be a good idea

- AI search engine
- AI travel guide
- AI personal assistant
- AI teacher
- AI medical advisor
- AI financial advisor
- AI companion to talk to

73%
35%
41%
64%
43%
57%
44%
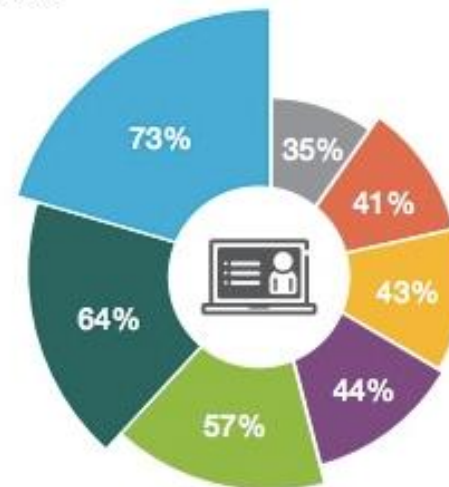
Would you trust an autonomous car?

55% Yes, I would trust it (now)

70% Yes, I would trust it (10 years time)

AI, Sensors & VR

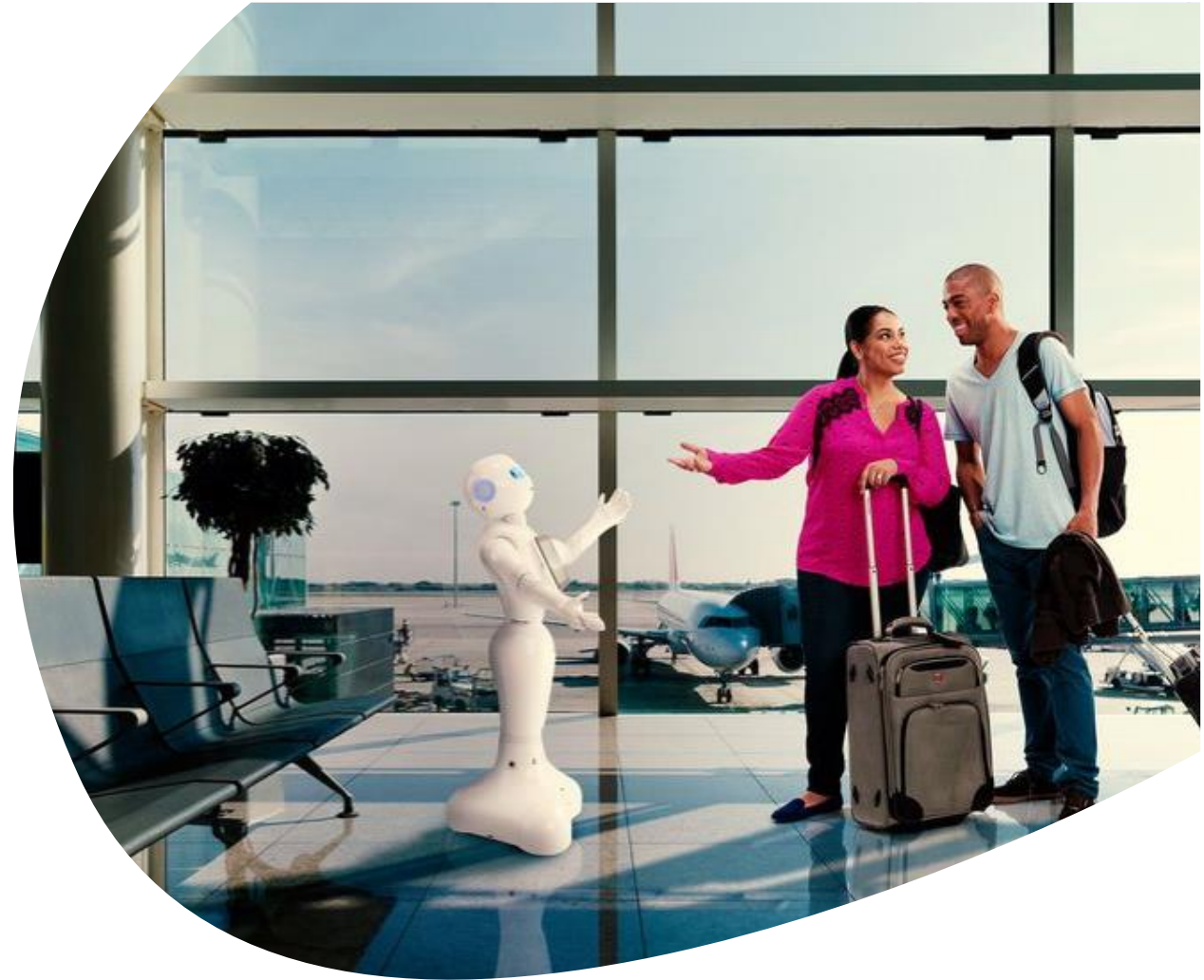## Help your Traveler figure out what to do next

- Benefits
  - Save Time
  - Enhance Satisfaction
  - Collect Data
- Right Now
  - Greeters & Arrivals Info
  - Simple Concierge Requests (Translation)
- Soon
  - Customer Service Handling
  - Destination Upselling

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Looking Ahead
Be Smart in a Smart Economy

✓ Mobile is the Primary means of connecting and experiencing Smart Travel. Whatever you are creating/delivering make sure it's **MOBILE FIRST**

✓ Get your Data/Content house in order. **AGILITY** is key to be as Personal, Relevant and Compelling As Possible

✓ Prepare to Fail, but **FAIL QUICKLY**, Iterate and Improve – your business needs to move at the speed of the Consumer/Traveler

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Thank you!

شكراً

Questions?

mobile@amadeus.com

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