

Travel Technology – Latest Trends

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Today's Topics



What we can learn from Amazon

Latest technology

A jaguar with a distinctive spotted coat is perched on a thick, gnarled tree branch. The background is a dense, out-of-focus green forest. The jaguar is looking towards the left of the frame.

Amazon

The power and sophistication
of a large corporation ...

... the behaviour of a local retailer

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An aerial view of a vast Amazon warehouse. The floor is covered with hundreds of pallets, each stacked high with cardboard boxes. A network of yellow lines is painted on the floor to delineate aisles. In the distance, several workers in orange safety vests are visible, and a few forklifts are in operation. The warehouse has a high ceiling with large windows and industrial lighting.

**Amazon –
the large
corporation**

Fantastic buying power

Substantial investment in technology

Amazon – the local retailer



What Amazon is doing,
you need to be doing

A man in a grey suit and blue tie is lying on his stomach on a sandy surface, possibly a desert. He is holding a clear plastic water bottle to his mouth and drinking. His expression is one of intense thirst and relief. The background is a vast, flat, sandy landscape under a bright sky.

Need/Want

Know your customer

It's all about personalisation

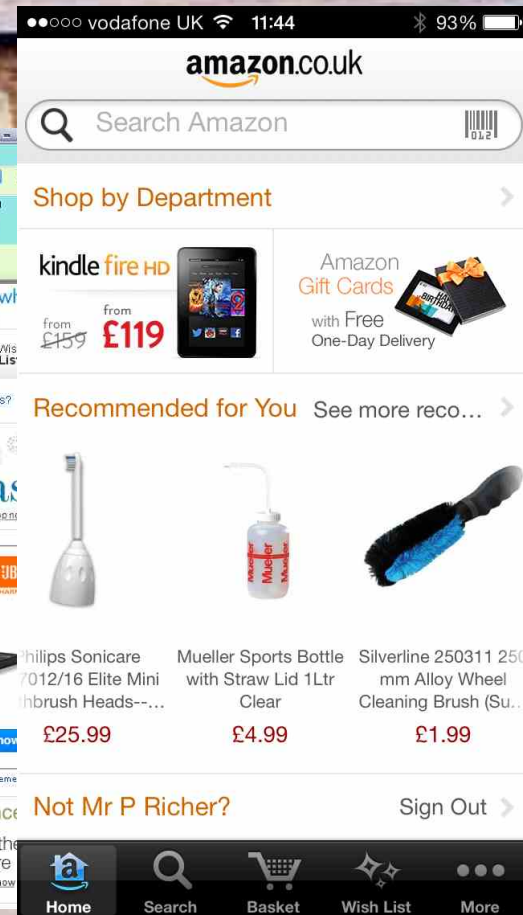
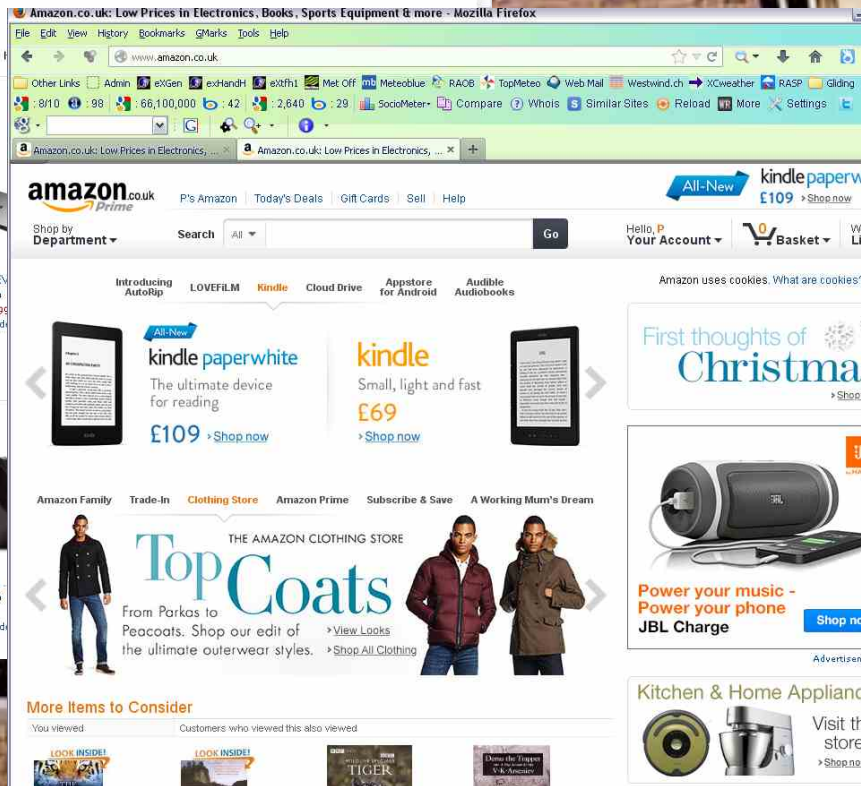
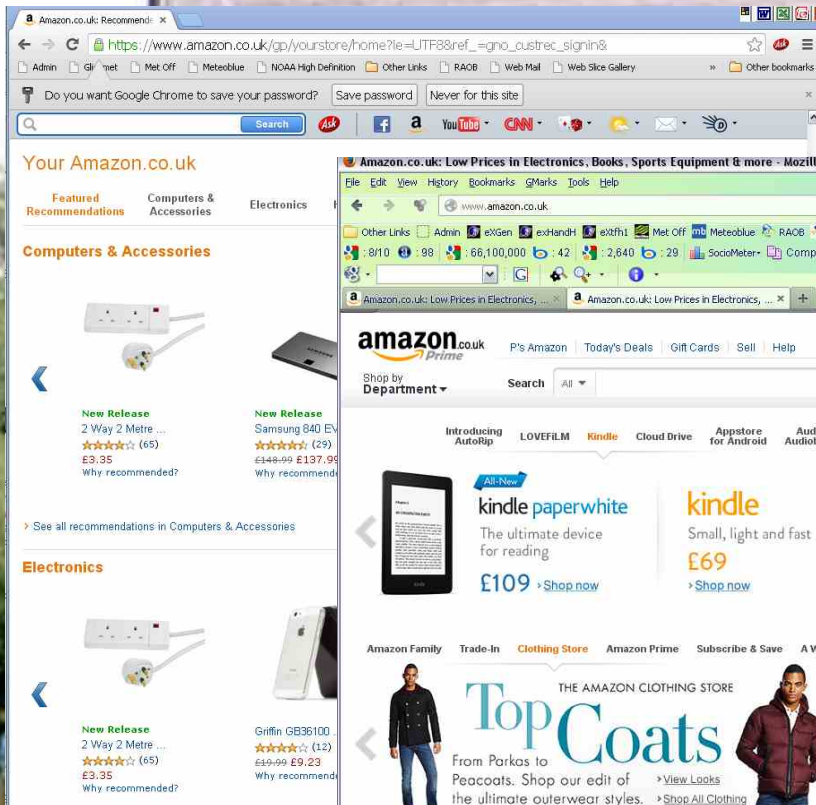
Driven by Cookies

Text files placed on your PC

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... but it is not perfect



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Personalisation examples

1. Display a relevant background image that triggers a good emotional response.
2. (Display the relevant background image on the right of the page as well)
3. Displays a banner with a relevant special deals and promotional website navigation
4. Change the colour of the banner design
5. Show recommendations to increase conversion rate
6. A personalised offer for users with a specific interests and profile



Source: personyze.com

Personalisation examples

1. Displays a relevant banner that links to a page dedicated to attractions in Italy
2. Displays a relevant banner that links to a page with information in Italy, and that will promote events that take place on the specific dates that the user has specified in his search.
3. Displays attractive promotional offers for a destination that the visitor is interested in.
4. Displays only relevant vacation offers.
5. Displays a relevant "Deal of the Day" banner for a family targeted user.
6. Displays only relevant vacation offers.
7. Displays a banner that links to a page with information relevant for the wanted destination.
8. Displays a banner that links to a page with information relevant for the wanted destination.

AB Travel Agency
Find the Best Deals

Home | Vacations | Honeymoons | Flights | Hotels | Cruises | Tours | Vacations by Interest | Business Travel | Groups | About Us

1. Attractions in Venice
2. Perugia Jazz festival ITALY

Vacation Search (Flight + Hotel)

Departing on: Mar 9 8 AM
Returning on: Mar 12 5 PM
Going to: [Empty]
Adults: 2 | Children: 0

3. Venice at Night
800 Vacation Experts | 160 Stores & Growing! | 59 Years Experience

4. Hot Deals
5. Genoa, Italy
6. Never miss a deal to Venice!

7. Last-Minute Deals to Italy
8. Find the Best Restaurants in Italy

Hot Deals

Turin FROM \$369*
Bologna FROM \$549*
Florence FROM \$665*
Naples FROM \$779*
Milan FROM \$499*
Napoli FROM \$599*
Rome FROM \$669*
Florence FROM \$689*
Verona FROM \$699*
Turin FROM \$979*
Bologna FROM \$699*
Escorted Tour FROM \$1525*

Hotels

Fort Lauderdale FROM \$389*
Puerto Rico FROM \$409*
Jamaica FROM \$779*
Cancun FROM \$499*
Jamaica FROM \$599*
Dominican Republic FROM \$659*
Dominican Republic FROM \$689*
Eastern Caribbean FROM \$699*
Bahamas FROM \$799*
Eastern Caribbean FROM \$699*
Bahamas FROM \$799*

Vacations by Interest

Family | Honeymoons | All-Inclusive | Casino | Luxury | Golf & Spa | GLBT | Adults-Only

Gather Information

Nerja Club Hotel

in Nerja, Costa Del Sol 

 [Add to shortlist](#)

Select flights

Combining an-away-from-it-all vibe with a secluded setting, this Spanish retreat is a great choice for a chilled out holiday.

- Ideal for couples
- Guests return year after year
- Free Wi-Fi in rooms

- ↓ [Photos & videos](#)
- ↓ [Hotel features](#)
- ↓ [Room facilities](#)
- ↓ [Location](#)
- ↓ [Find out more](#)

Just on the outskirts of Nerja, this little hotel provides peace and quiet without being too far off the beaten track. It's about a 20-minute...

Handpicked

Read more details below

61

people have shortlisted this h

Writing on 27/04/2011 Anonymous from Edinburgh said...

When me and my partner arrived at Malaga we thought this holiday would be great until we went to our resort Hotel Nerja Club. We went to book in to the hotel and the receptionist was on the phone which was fine but he lefted us standing there for about 20 mintues and also insulted me and my partner by saying that the booking was made with 1 adult 1 child which offended us because my partner is not a child. Did not even say sorry. After that we finaly got to our rooms and the rooms were green, small, damaged furniture and bathroom shower was falling from the wall and holes in the wall. On the booking we ask for a reasonable view we got a view facing a wall and a small tree. The pool was really bad ,very cold small. The resturant staff were rude until they got used to you. The foood wasnt great. I payed £680 for that holiday and it was not worth it and complete waste of money. Would not recommed to anybody and I will not definitely would not go with Thomson. The olny thing i enjoyed with this holiday was spending my time with my partner and going to shops and the beach.

Review based on a trip in February 2010



Photos (15)



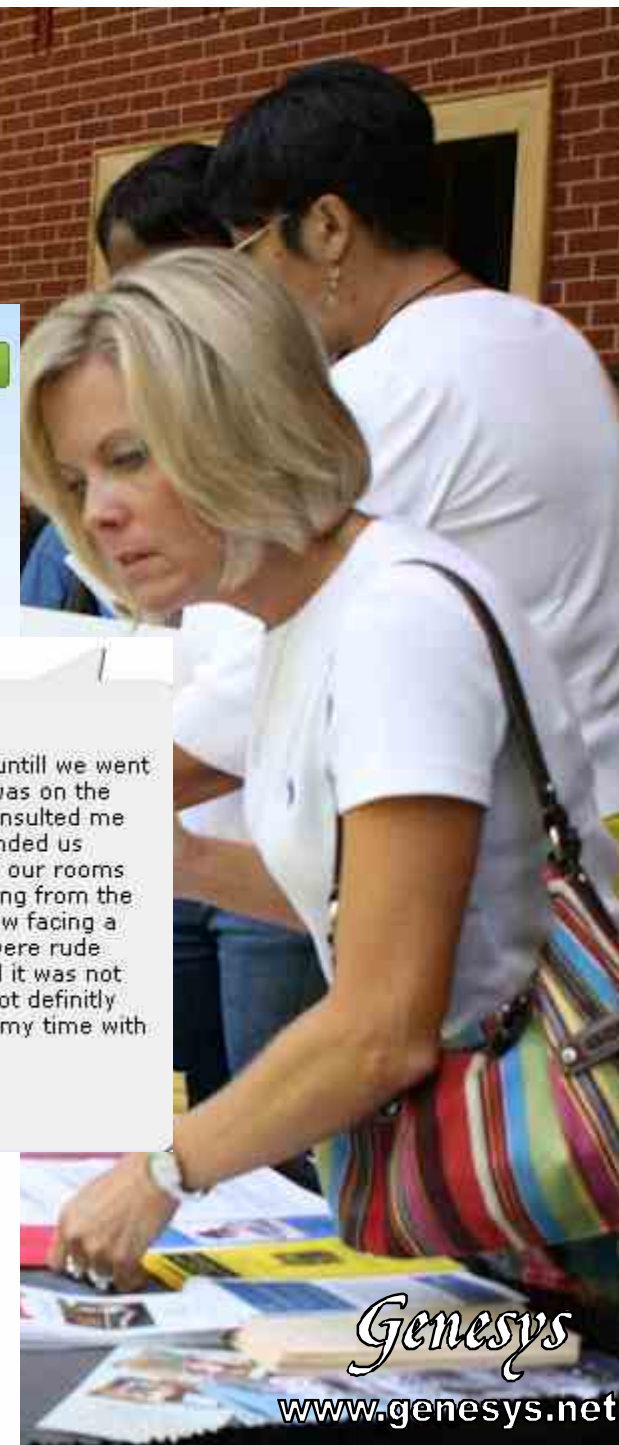
Video



Map



Hotel Nerja Club photo



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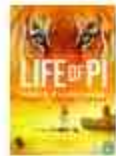
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Evaluate Options

Amazon provides options

So does Thomson (TUI)

Frequently Bought Together



+

- This item: Life of Pi
- The Impossible
- Salmon Fish

Other Items



Avatar |
★★★★★
£7.00



Titanic
★★★★★
£3.00



Hugo [2]
★★★★★
£4.89



The Hobbit
★★★★★
£8.00

Explore similar

? Other holidays we think you'll like...

Please see below for alternative options.

2. Villa Flamenca Hotel

IN NERJA, COSTA DEL SOL

Handpicked
Only from Thomson



- ✓ Suitable for Couples
 - Traditional Andalusian hotel
 - Live music
 - Relaxed atmosphere

TripAdvisor reviews



Thomson customer reviews



45

people have shortlisted this hotel

Add to shortlist

More details

Per person £190
Total price **£380**
Includes web saving **-£192**
Sun 24 Nov 13, 7 nights
London Gatwick flights
TWIN
Half Board
✓ Coach transfer included

3. Riu Monica Hotel

IN NERJA, COSTA DEL SOL

Thomson PLATINUM
Only from Thomson
Stylish 4T and 5T hotels



- ✓ Suitable for Couples
 - Highly rated by customers
 - Gardens with access to the beach
 - Excellent location in Nerja

TripAdvisor reviews



Thomson customer reviews



120

people have shortlisted this hotel

Add to shortlist

More details

Per person £320
Total price **£640**
Includes web saving **-£212**
Sun 24 Nov 13, 7 nights
London Gatwick flights
Twin with limited sea view
Half Board
✓ Coach transfer included

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Buying Decision

Clearly set out what the customer is purchasing

Villa Flamenca Hotel

in Nerja, Costa Del Sol

000

Per Person **£190**

Total Price **£380**

Includes web saving **-£192**

Price includes

- ✓ **7 nights** accommodation
- ✓ **Half Board**
- ✓ Return flights from **London Gatwick**
- ✓ Coach transfer
- ✓ World Care Donation (Optional)
- ✓ All applicable taxes & charges

[View price breakdown](#)

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Purchase


Review Your Order

By placing your order, you agree to Amazon.co.uk's Privacy Notice, Conditions of Use & Sale and Cookies & Internet Advertising.

Delivery address

Paul Richer
9 Fairholme Close
Finchley, London N3 3EE
United Kingdom
Phone: 020 8349 0099 [Change](#)

Payment method

 ending in 4323 [Change](#)

Gift cards & promotional codes

Invoice address

PAUL RICHER
9 FAIRHOLME CLOSE
LONDON
LONDON, N3 3EE
[United Kingdom Change](#)

Order Summary

Items:	£6.07
Postage & Packing:	£0.00


Order Total: **£6.07**

Order Totals include VAT. [See details.](#)

Guaranteed delivery date: 1 Nov 2013 If you order in the next 11 hours. [\(See details and conditions\)](#)



**Xerox A4 100gsm Premier Paper -
White Ream**

£6.07 (£6.07 / EA) 

Quantity: 1 [Change](#)

Sold by: Amazon EU S.a.r.L.

[Add gift options](#)

Pickup is available

Choose from 20 locations near you.

Choose your Prime delivery speed:

- FREE First Class (up to 2 business days)
- FREE One-Day Delivery : get it tomorrow, Friday, November 1
- £4.49/item Express Delivery : get it by 1pm tomorrow, Friday, November 1
- £7.48/item Evening Delivery : get it (delivery between 6pm-10pm on weekdays and 4pm-8pm on weekends) on Thursday, October 31

What if I am not in?

[Tell us where to leave your package](#)

How are delivery costs calculated?

Amazon Prime Delivery has been applied to the eligible items in your order.

Post-Purchase

Turn your customers
into evangelists

Encourage posts and reviews

Maintain the conversation

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Latest Technology

Mobile and Tablet

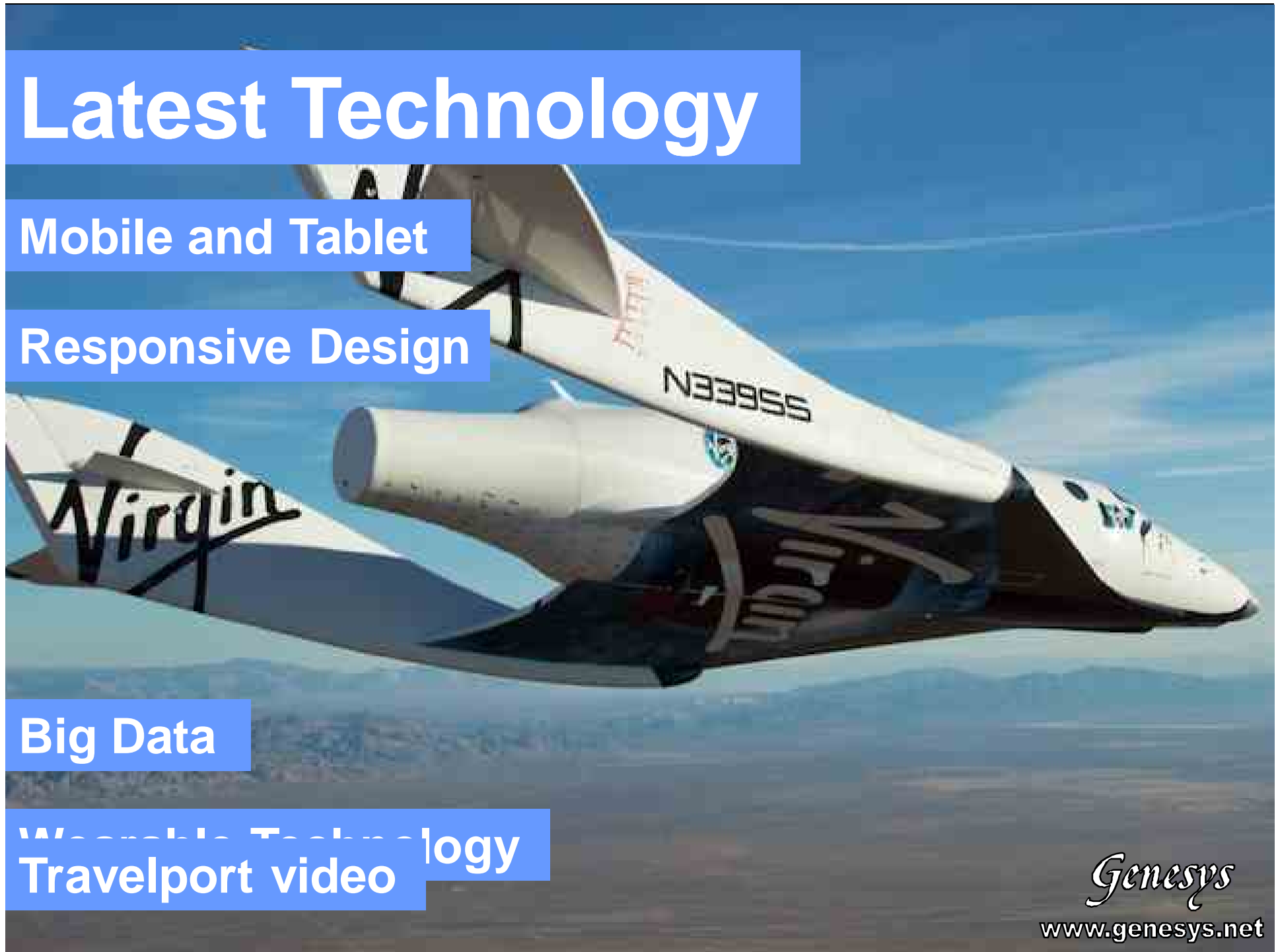
Responsive Design

Big Data

Wearable Technology
Travelport video

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Mobile and tablet



Different devices, require different business strategies

Mobiles are like this



Tablets are like this



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Mobile

A close-up photograph of a baboon's face in profile, looking towards the left. The baboon has reddish-brown skin on its face and chest, and greyish-brown fur on its head and body. It is holding a black mobile phone with its antenna extended. The background is a clear, bright blue sky.

- On the move
- Customer service
- In destination
- Last minute

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Tablet

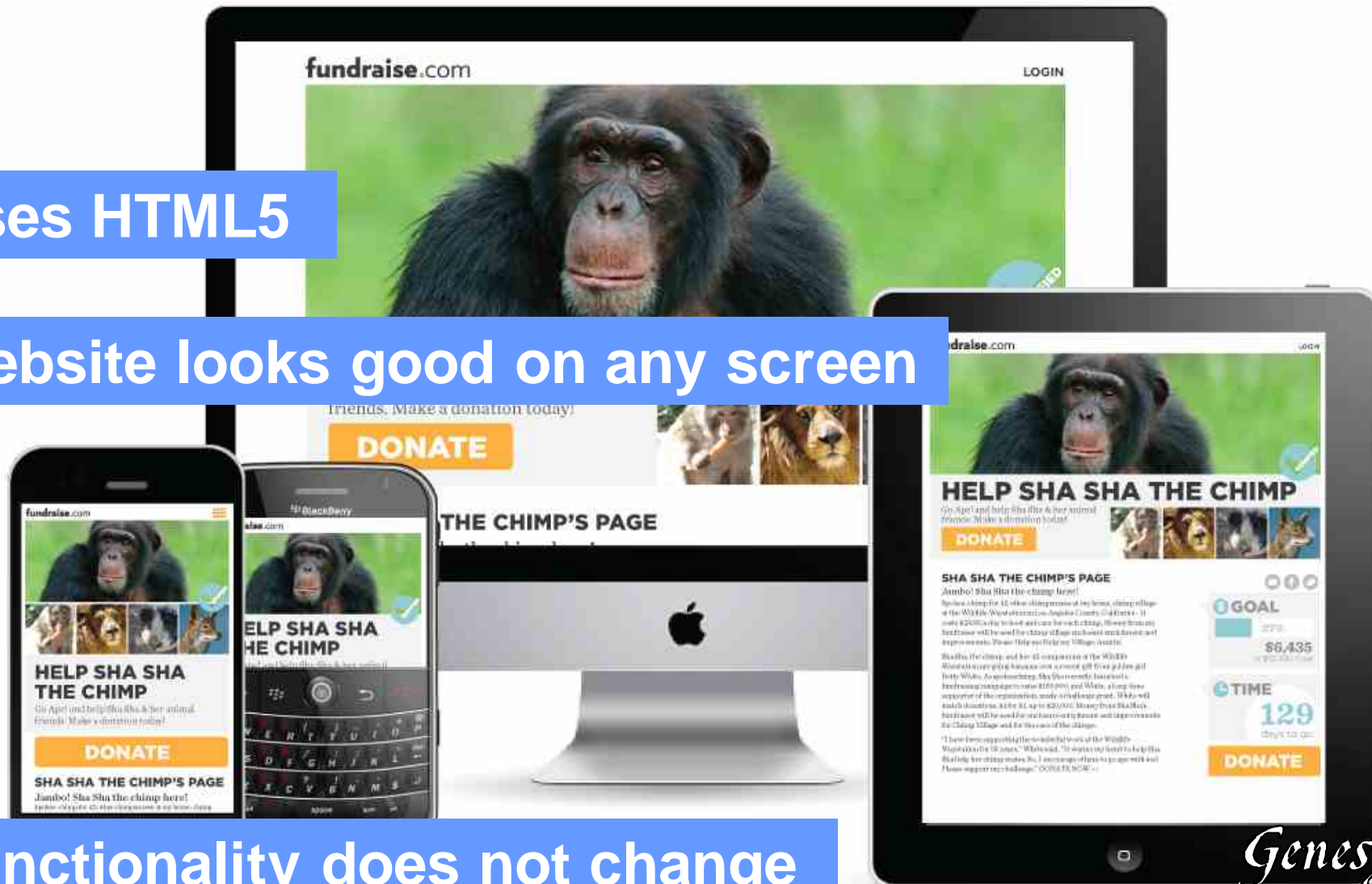
A close-up photograph of a baby with blue eyes, wearing a white polka-dot onesie, holding a silver tablet with the Apple logo on the back. The baby is looking off-camera with a curious expression. The background is dark and out of focus.

- At home
- Replaces home PC of old
- Shared with family members

Responsive Design

Uses HTML5

Website looks good on any screen



Functionality does not change

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Big Data



The data your business holds is an asset

Are you squeezing the max. profit from it?

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Wearable Technology

Samsung Galaxy Gear



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Wearable Technology

Argo ReWalk



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Virgin America Safety Video



4,057,761 views in 6 days

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Thanks for listening

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