

The Digital & Social Marketing Summit



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The Digital & Social Marketing Summit

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Our global reach

Travelport services more than 67,000 agencies in 160 countries and in 29 languages

Air



- 350 participating airlines
- 6 billion+ stored airfares
- 46m air searches every day
- 1.8 billion messages daily

Car



- Over 25 car rental companies across 30,000 locations
- 17million car rentals booked annually
- \$3.8bn revenue per annum

Hotel



- 96,500+ hotel properties
- 430+ hotel brands
- 310 hotel chains
- 26m hotel rooms booked annually

GDS agency and corporate customers

67,000+ travel agencies worldwide

Global Corporate Agencies

BCD travel

HRG **FC^m**
TRAVEL
SOLUTIONS



Carlson
Wagonlit
Travel

Leisure & Corporate Agencies

TRAILFINDERS 
THE TRAVEL EXPERTS



ATP The Advanced Travel Partner



TRAVEL
AND TRANSPORT

 Westminster Travel Ltd.

KUONI

 THE MARK TRAVEL CORPORATION

Online Travel Agencies

 **Expedia.com**

ORBITZ

priceline.com
Name Your Own Price

 **eBookers.com**

Corporations

 **UBS** 

Deloitte **Microsoft**

 **CREDIT SUISSE**

What's driving the future landscape of travel and which trends will impact the future face of travel



Who is travelling?



Where they are going?



How are the trends evolving?

The next generation are likely to be even more technology engaged...

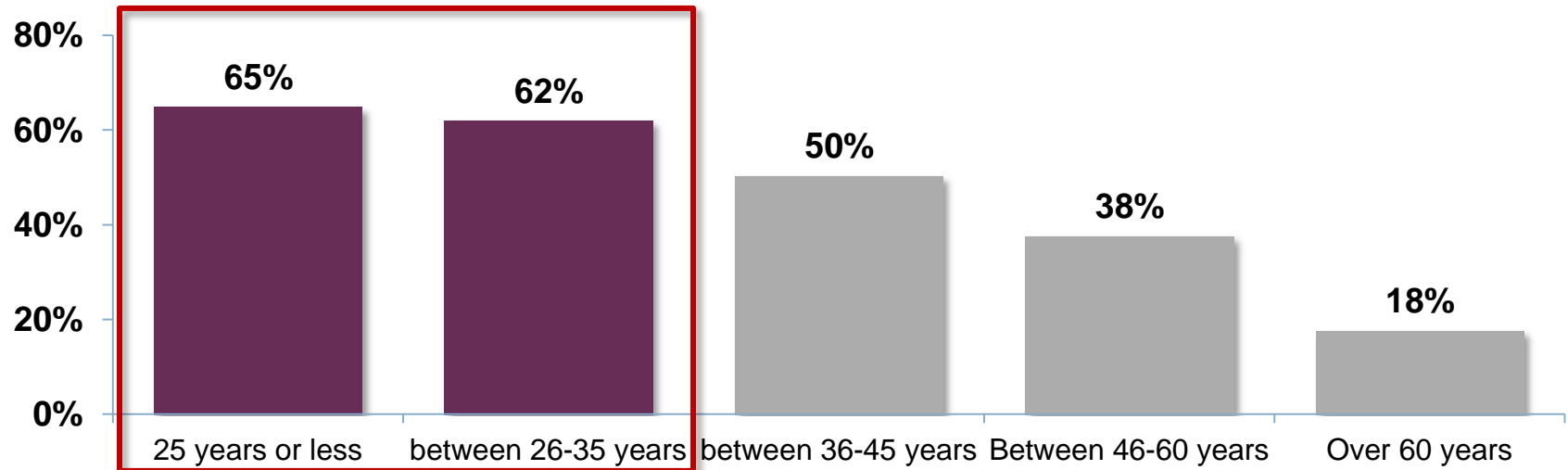


**7 out of 10
children are
using Tablets***

** In tablet owning households with children under 12 years old*

Source: MDG

I consider my mobile phone/smartphone to be my Personal Travel Assistant/Companion



*Source: Travelport itinerary solutions end traveller study
Sample: 2588*

The Mobile Internet Is becoming the sole or primary access method for many



Mobile Internet Users Who Never or Infrequently Use the Desktop Internet



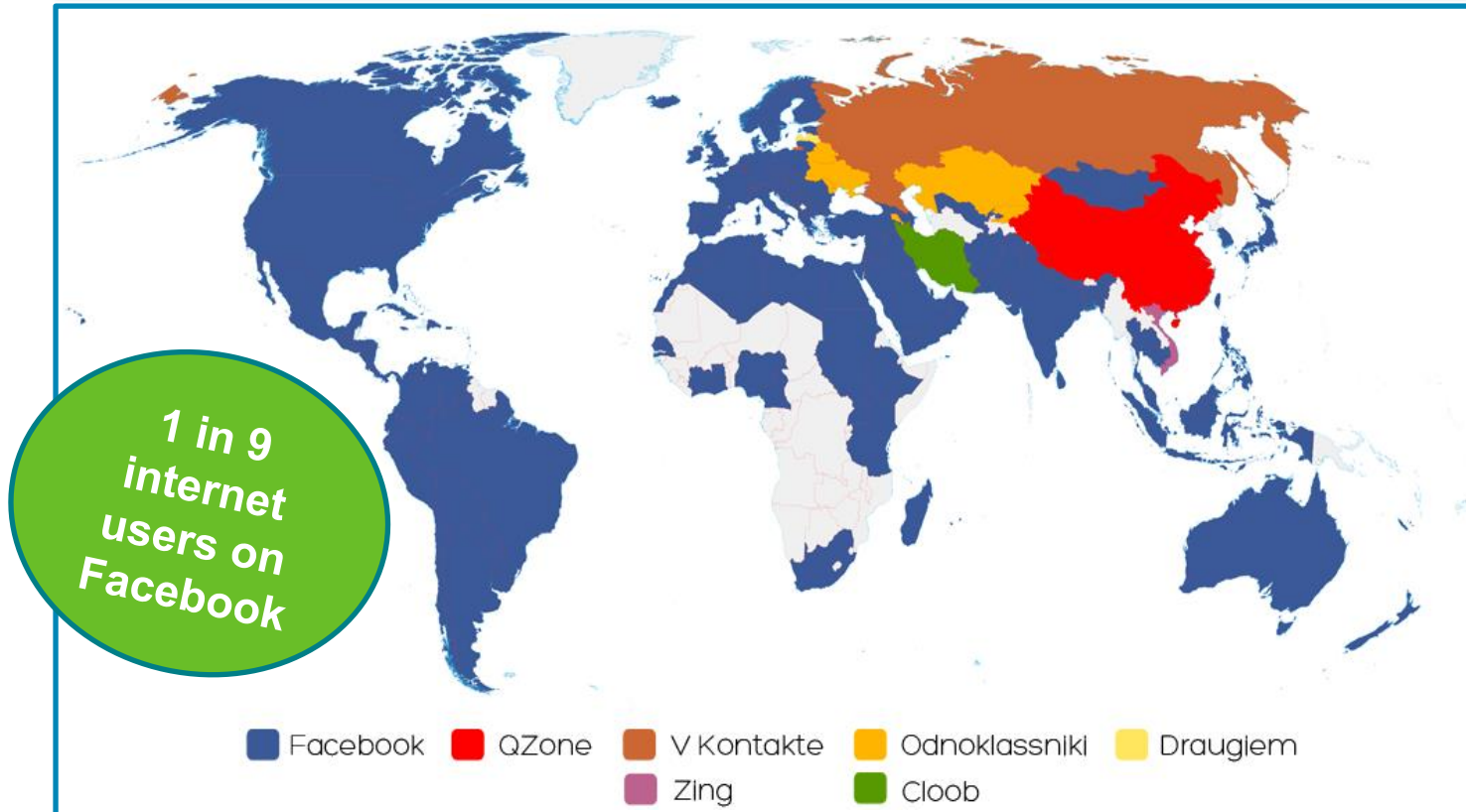
Source: On Device Research

Social Networking facilitates greater sharing

Facebook has established its leadership position by finally conquering the Netherlands, Brazil and Japan



World Map of Social Networks, June 2012



Search

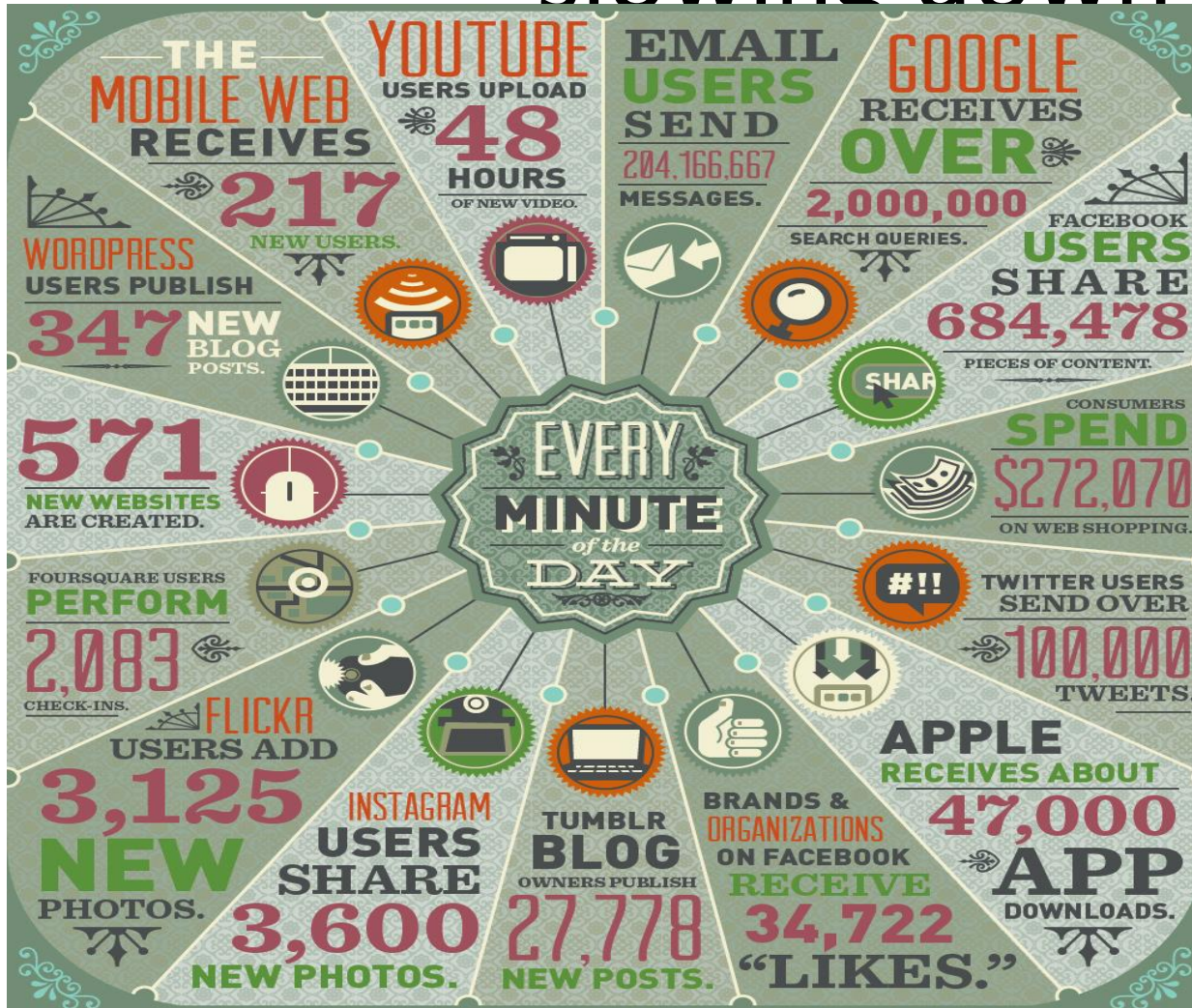
Shop

Buy

Share

Source: Vincenzo Consenza vincos.it, Google Trends for Websites

Data keeps growing – no signs of slowing down



How much data is generated in 60 seconds?

The amount of digital data will grow 50x over the next 10 years

Storing data has been cheap



...so everything gets stored

Finding what you need



becomes more of a challenge

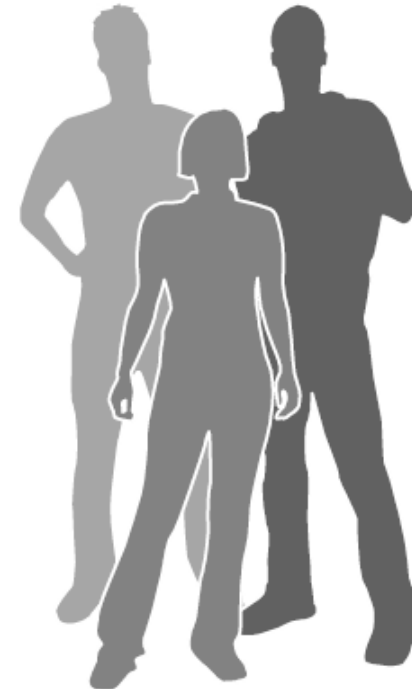
Consumers are increasingly becoming confused with the amount of information on the Web...

Before a first transaction,
on average consumers were
shopping:

22 Travel sites
over

29 Days

14% will commit a whole day to
researching flights and / or
accommodation



And Search will need to evolve and bring more relevance results to the consumer

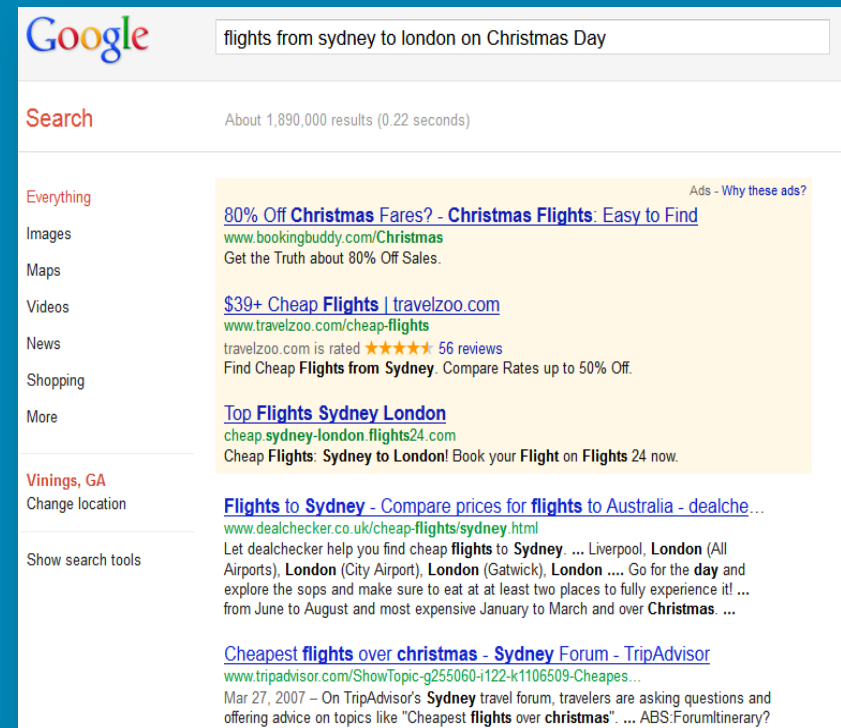
Search has been focussed around Origin / Destination



A screenshot of a basic flight search interface. It features a sidebar with radio buttons for 'Flight', 'Hotel', 'Car', 'Activities', and 'Cruises'. The 'Flight' option is selected. Below this, there are more radio buttons for 'Flight + Hotel', 'Flight + Car', 'Hotel + Car', and 'Flight + Hotel + Car'. A promotional banner for 'LAST-MINUTE HOTEL DEALS' offers a 'Save up to 50%' discount. The main search area includes options for 'Round-trip', 'One-way' (selected), and 'Multi-city'. It has input fields for 'From City name or airport' (Sydney) and 'To City name or airport' (London). There is a 'Leave' date field set to '12/25/11' and a time dropdown set to 'Anytime'. A 'Travelers' section shows 'Adult (18-64)' with a count of '1'. A 'Flight preference' section has a checkbox for 'I prefer non-stop flights'. A 'Find Flights' button is at the bottom right. Links for 'Expand search options' and 'Flexible dates' are at the bottom left.

Basic Parameter Based Search

It will need to evolve in pursuit of relevance and context to improve acquisition and conversion rates



A screenshot of a Google search results page for the query 'flights from sydney to london on Christmas Day'. The search bar shows the query and the number of results is 'About 1,890,000 results (0.22 seconds)'. The left sidebar lists search filters: 'Everything', 'Images', 'Maps', 'Videos', 'News', 'Shopping', 'More', 'Winings, GA', and 'Show search tools'. The main content area shows several search results. The top result is an advertisement for '80% Off Christmas Fares? - Christmas Flights: Easy to Find' from bookingbuddy.com. Below it is another advertisement for '\$39+ Cheap Flights | travelzoo.com'. The third result is a link to 'Top Flights Sydney London' from cheap.sydney-london.flights24.com. The fourth result is a link to 'Flights to Sydney - Compare prices for flights to Australia - dealche...' from dealchecker.co.uk. The fifth result is a link to 'Cheapest flights over christmas - Sydney Forum - TripAdvisor' from tripadvisor.com.

Full Text

Travelport e-volve Facebook app

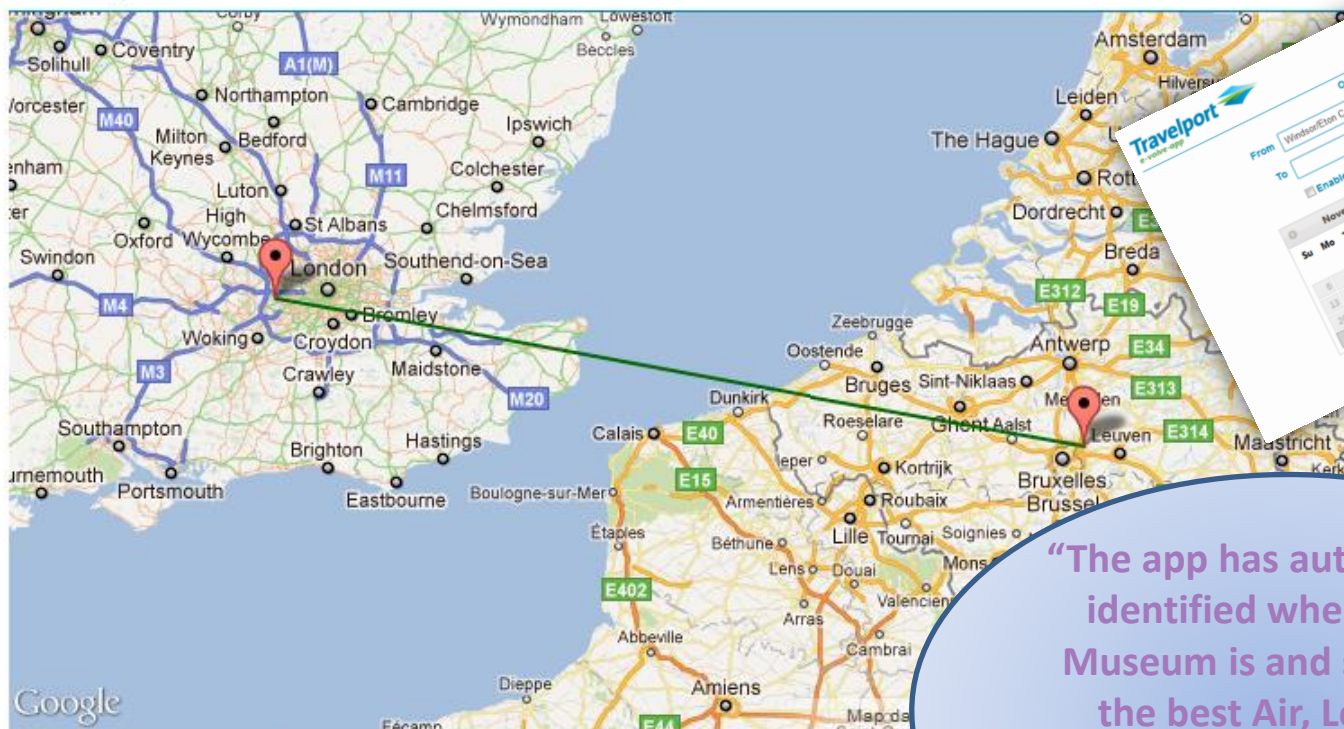
Sharing, integration,
personalization...

- Jane & John are friends on Facebook
- Jane lives in Scotland
- John lives in London
- Both would like to go somewhere together
- A Facebook conversation sparks a spontaneous thought



Travelport
e-volve-app

National Airport, Brussels, Belgium (BRU)



1 2 3 4 5 6 7 8 9 10 11 12 13 14

GBP98.30 London to Brussels

GBP98.30

Book Share

issued by



Heathrow Airport, London,
United Kingdom

06 Jan , Terminal 1

SN 2096, Class: E, Travel time: 1h 15m



17:50

Brussels National Airport,
Brussels, Belgium

06 Jan



20:05

Brussels National Airport,
Brussels, Belgium

08 Jan

SN 2101, Class: E, Travel time: 1h 20m



19:05

Heathrow Airport, London,
United Kingdom

08 Jan , Terminal 1



19:25

"The app has automatically identified where Tintin Museum is and served up the best Air, Low Cost Carrier and Rail options to get the two friends there"





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