



*Genesys*

the travel technology consultancy

[www.genesys.net](http://www.genesys.net)

# Travel & Technology Latest Trends

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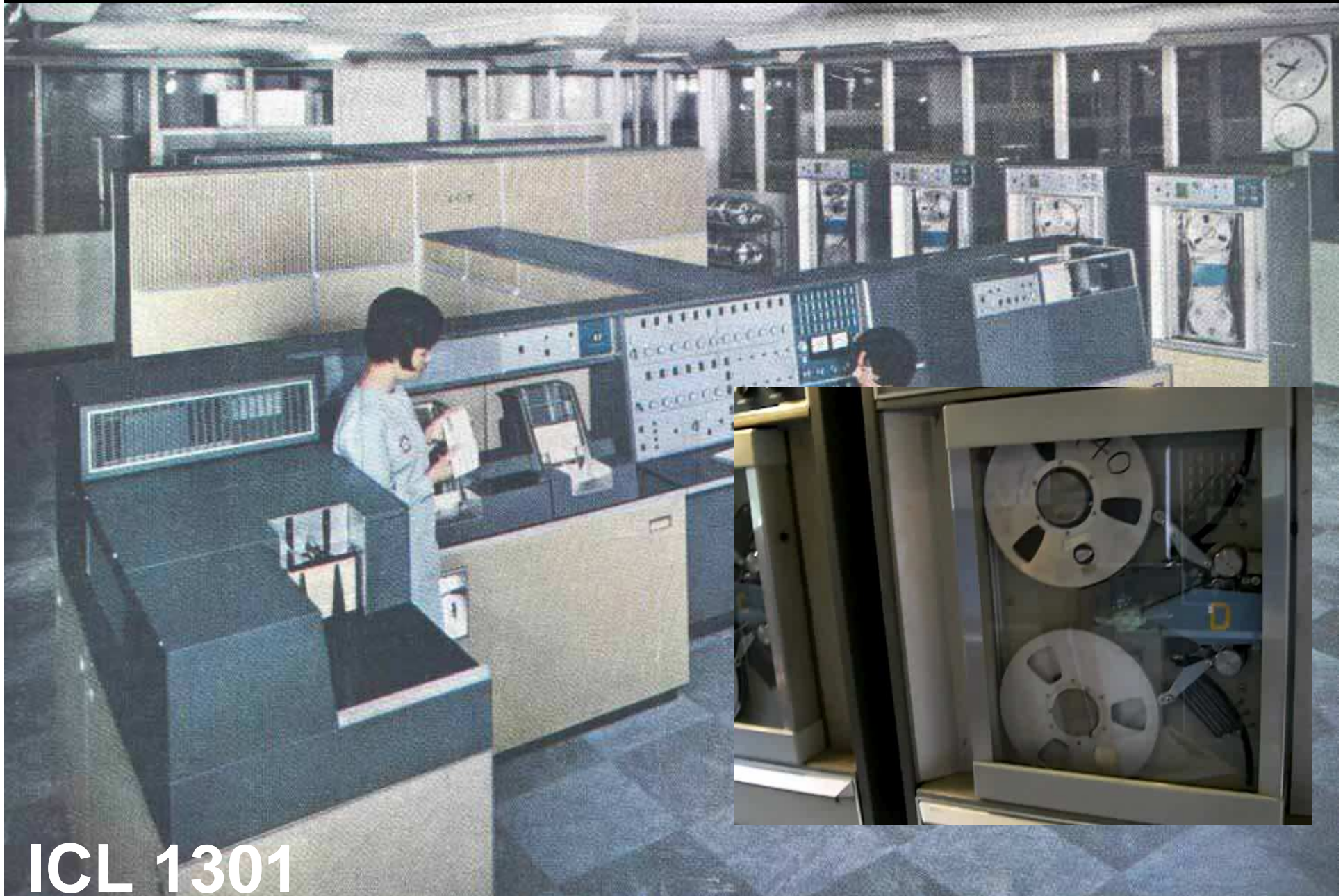
Blog: [www.genesys.net/blog](http://www.genesys.net/blog)

Twitter: [@paulricher](https://twitter.com/paulricher)

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**We've come a long way in 50 years**



**ICL 1301**

# Agenda

- The still must-do's
- The new must-do's
- Latest technology

# The Still Must-do's

- Have a good product proposition
- Online sales
- Differentiate your business

# Have a good product proposition

- Is your product as good as it can be?
- Is there scope for improvements?
  - Effectiveness
    - Can you make your product better?
  - Efficiency
    - Can you make your product cheaper?
- Worst plane flight ever!

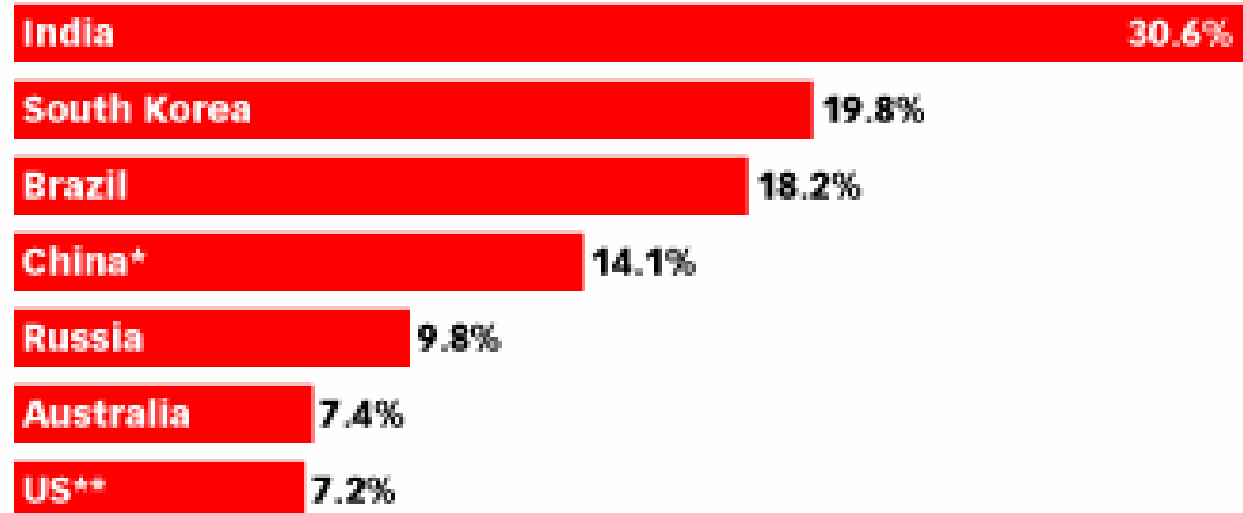
# Online Travel

- Still growing fast in some markets

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## Online Travel Sales CAGR in Select Countries, 2011-2016

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Source: eMarketer

# Five Point Plan

1. At the start – match the expectation
2. Provide all the information needed to make the sale
3. Clearly signpost the information journey
4. Give the customer confidence to do the deal
5. Make sure the booking process is as simple and clear as possible

# There is always room for improvement

- Improving your online presence is a never-ending task
- Constant a/b testing yields benefits



Quick Quote CTA

Source: presentation by Gillian Corley, Head of Marketing, Disney Destinations International

# Buttons to A/B test



Orange (Small, 32px)



Orange (Large, 36px)



Blue (Small, 32px)



Blue (Large, 36px)



Red (Small, 32px)



Red (Large, 36px)

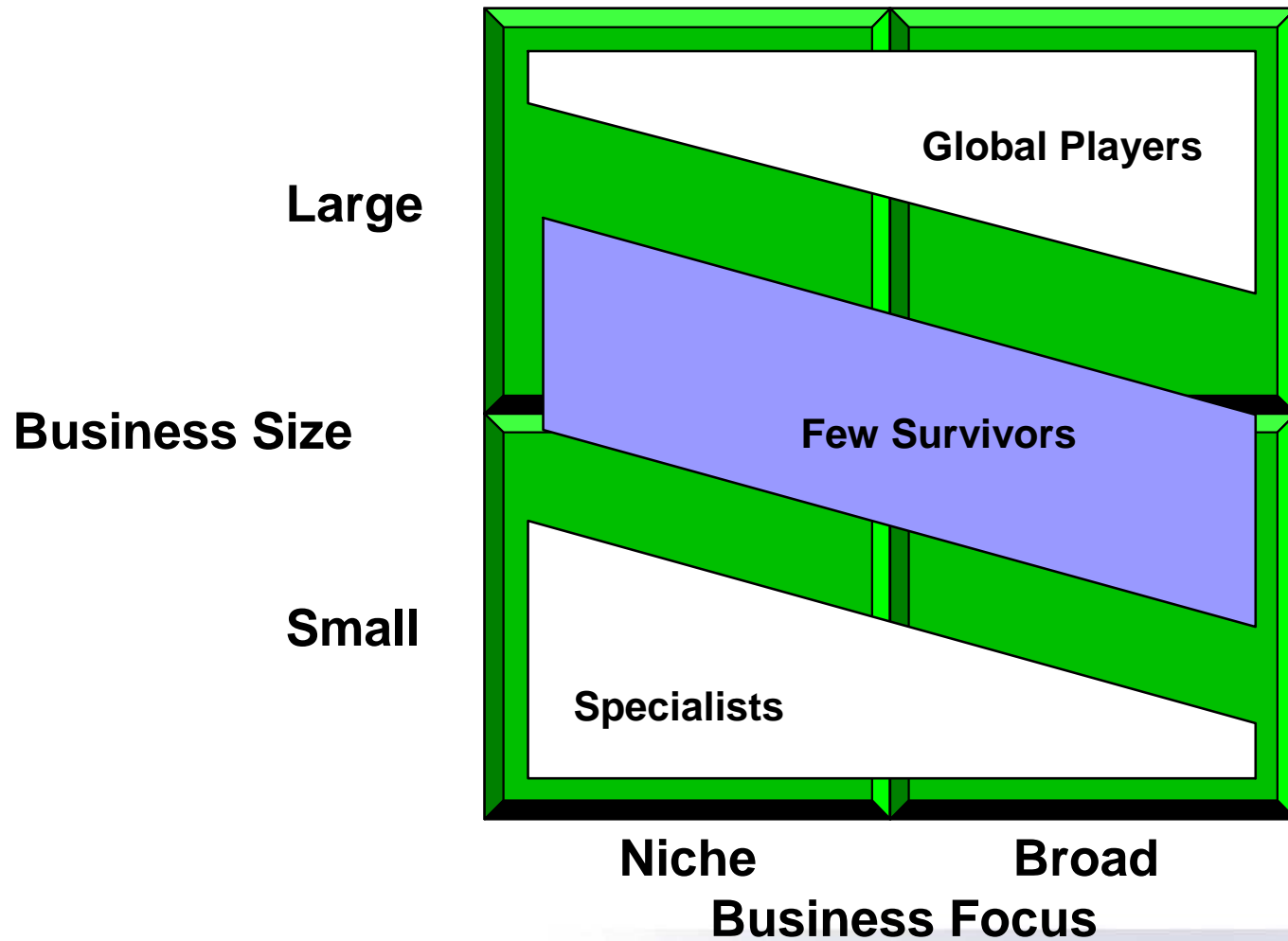
**Small orange wins, +8% clickthroughs**

Source: presentation by Gillian Corley, Head of Marketing, Disney Destinations International

# Differentiate your business

- The online marketplace
  - Consumers search globally for products that meet their precise needs
    - Niche products sold internationally
  - Broad range product suppliers compete on brand power and lowest cost
    - Marketing spend counts.

# The Online Marketplace



# The New Must-Do's

- Social media
- Guard your reputation
- Mobile compatibility
- Tablet compatibility
- Online self-service
- Personalisation

# Social Media



# Facebook

## Australia

3,707,219 likes · 310,855 talking about this

## Royal Caribbean International

1,204,268 likes · 22,499 talking about this

## British Airways

513,732 likes · 36,803 talking about this

## Thomas Cook UK

145,541 likes · 10,167 talking about this

## Hertz

83,763 likes · 482 talking about this

## Hilton Hotels & Resorts

331,769 likes · 3,859 talking about this

## Expedia

1,485,494 likes · 32,633 talking about this

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# Twitter

The collage features several elements related to Twitter:

- Twitter Logo:** The word "TWITTER" in white on a blue background with a bird icon.
- Flutter App Interface:** A yellow screen with a red hummingbird logo and the word "Flutter". It shows a text input field with "making baked ziti 2nite!", a red "3" indicating character count, and a tweet from "Smowers12" that says "I had fun yesterday".
- Rihanna Profile:** A profile card for "RIHANNA@rihanna" with 13,596,061 followers and a small image of her.
- Infographic:** A blue background with a globe and a sign that says "175 million TWEETS A DAY". It includes a pie chart and a list of countries with their tweet counts: India (13M), Mexico (11M), Philippines (8M), Spain (8M), and Canada (7M). The United States is also shown with 107.7M.

Source: infographic labs

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# Guard your Reputation

- United Breaks Guitars (July 2009)
  - 13,014,051 views to date

3 years later, and United still sucks! (;  
[MorriganMalaysia](#) 2 days ago



**luke hutton** 2 days ago

Coming to you from England in the UK. love your music a lot :) currently training for a job with an airline and they show the trainees this and how much it affected united airlines from one man and his guitar and how important customer service is and how you should treat every passengers luggage as if it were your own. You have defiantly made airlines more careful and caring so well done :) and the fact you gave the compensation to charity is amazing. your inspirational in many ways :)

Reply ·



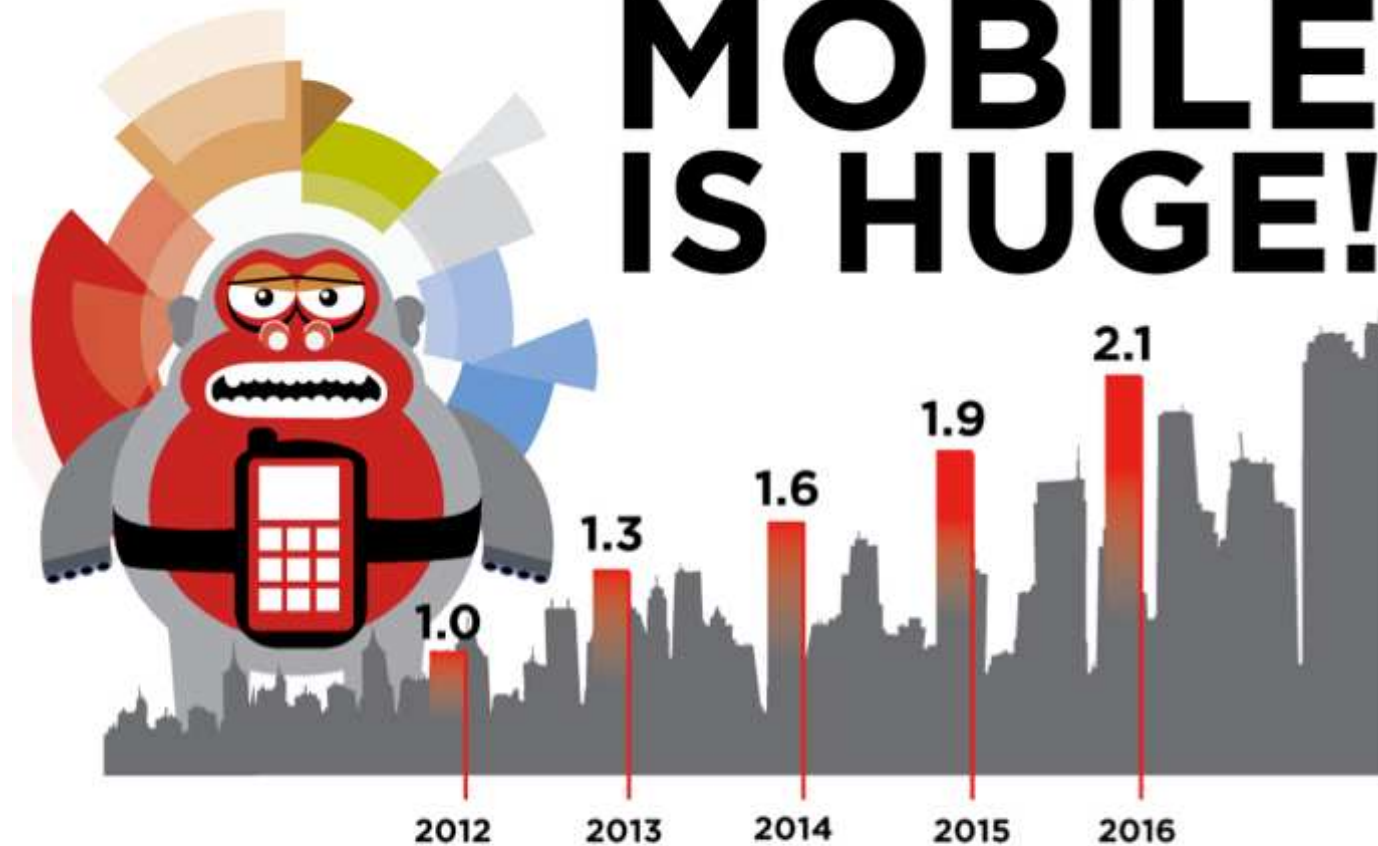
Im a music student, thank you, no way i'm traveling with them and risk my instruments.

[zonks92](#) 1 week ago

Get case studies and highlights from  
Dave's speaking tour at  
[www.UnitedBreaksGuitars.com](http://www.UnitedBreaksGuitars.com)

# Mobile

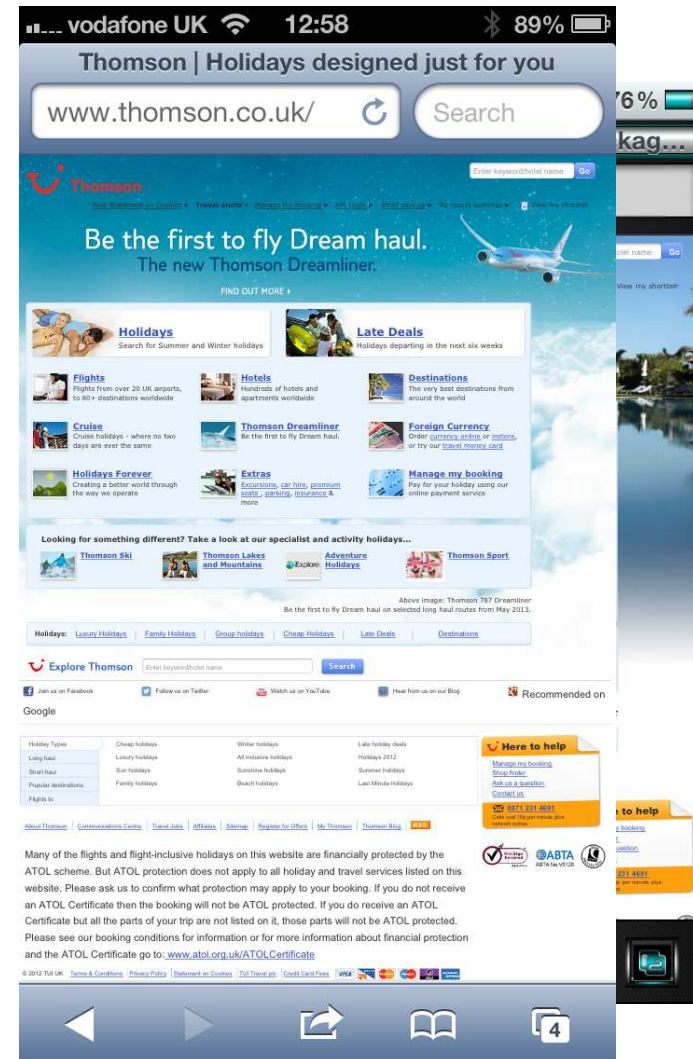
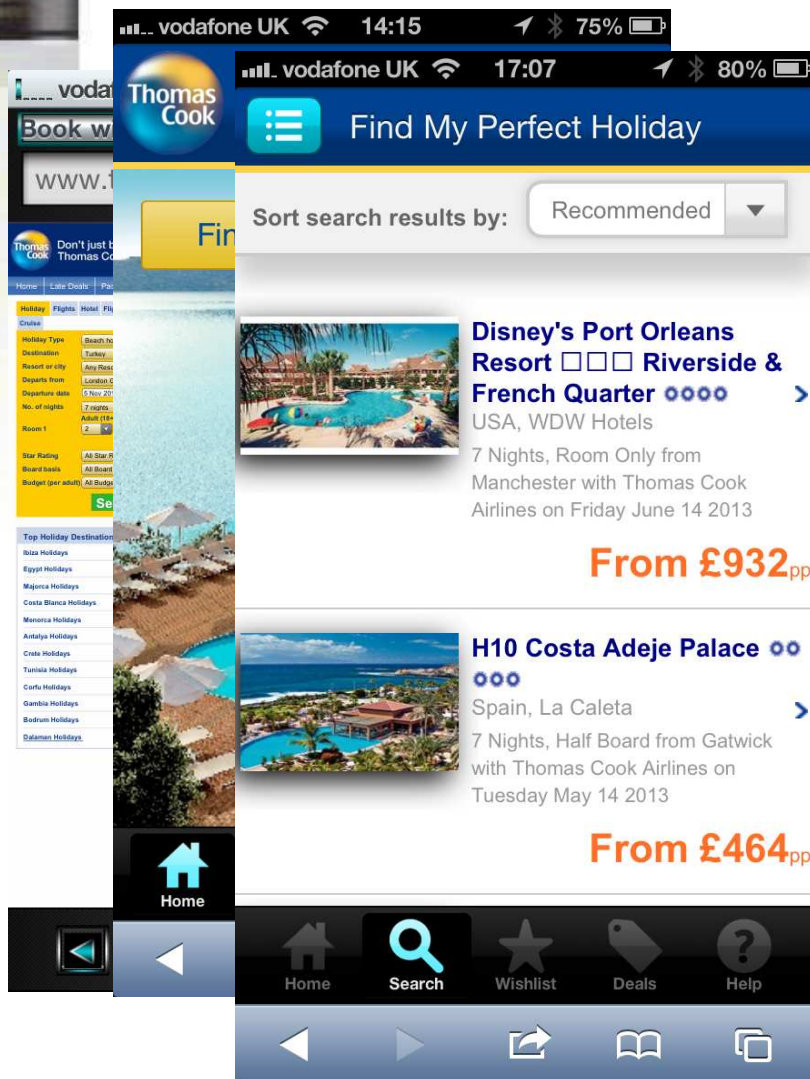
# MOBILE IS HUGE!



**Active Mobile App Users Worldwide, 2012-2016 (billions)**

Source: Yankee Group, "Mobile Apps and Cloud Forecast," April 2012 as cited in company blog, May 9, 2012

# Mobile Compatibility



# Sofa Surfers

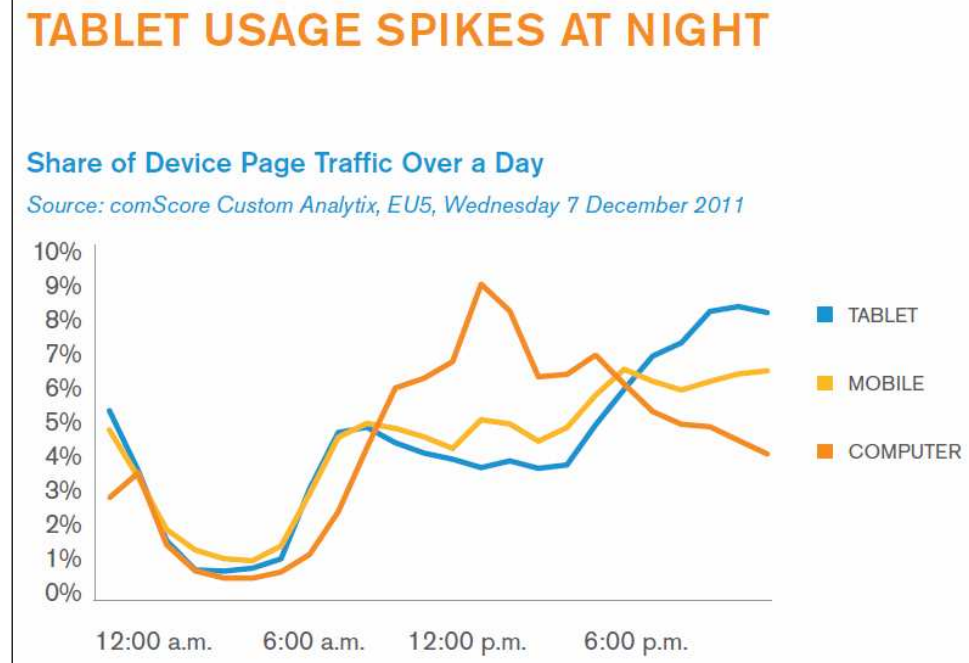
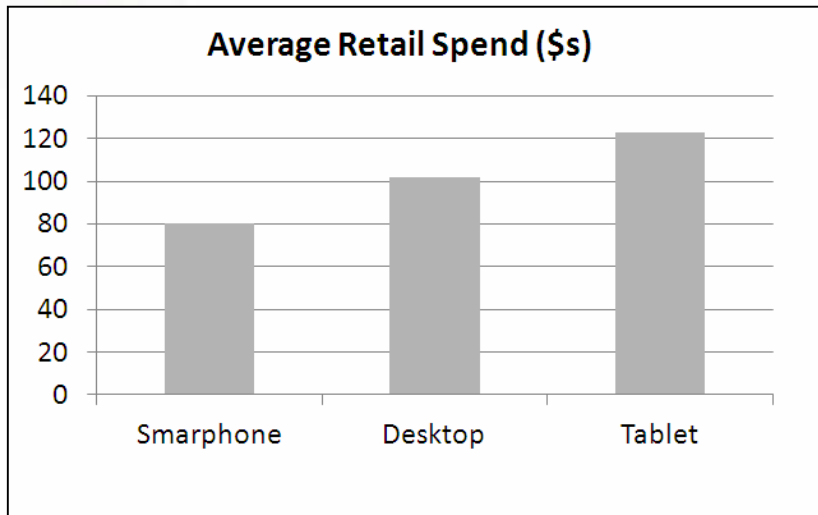


- Tablets use mobile operating systems
  - But they are NOT mobile devices



# Tablet users spend more

- Tablet users spend 54% longer on sites than mobile users, and purchase over 20% more than desktop visitors.
  - Study by Adobe Research over the 2011 US holiday period



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# Online Self-Service



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Holiday insurance

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Special offers

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Use your 5 letter reference to view, amend or cancel

### View, amend or cancel your booking

Booking Type

Parking, Hotel, or Lounge



Booking Reference

E-mail Address

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### Frequently Asked Questions

- Will I have to hand in my car keys? - [Answer?](#)
- How do I amend my booking? - [Answer?](#)
- What do I do if my flight is delayed and I go over my pre-booked parking period? - [Answer?](#)
- Can you send me a map? - [Answer?](#)
- Are the prices per room or per person? - [Answer?](#)
- Will I have to park the car myself? - [Answer?](#)
- What do I do if I exceed my 8/15 days parking package? - [Answer?](#)
- Can I park before my stay? - [Answer?](#)

# Personalisation

- “The process of using a customer’s information to deliver a targeted solution”
  - Source: Peppers & Rogers
- “75% of UK consumers prefer to receive promotional offers that reflect their tastes and preferences”
  - Source: Direct Marketing Association (2011)

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# Personalisation



Personalised "Featured Destination"  
Generated a 41% increase in conversion rates and  
a 4% improvement in bookings



23% uplift in bookings of their experiences products

# Lastminute.com

Achieved a 28% increase in look-to-book conversion rates

# Personalisation

- Computers & Office
- Home, Garden & Pets
- Toys, Children & Baby
- Clothes, Shoes & Watches
- Sports & Outdoors
- Grocery, Health & Beauty
- DIY, Tools & Car
- > Full Shop Directory

Amazon Apps Clothing Trends **The Christmas Store** Amazon Prime Amazon Wish List Toys & Games



## The Christmas Store

Get everything you need for **Christmas**

> Shop now

### More Items to Consider

You viewed

Customers who viewed this also viewed



Asus TF300T 10.1-inch Multitouch...  
★★★★☆ (44)  
£387.92



Samsung Galaxy Tab2 10.1 inch Tablet...  
★★★★☆ (103)  
£299.99 £277.92



Asus EeePad Transformer Prime TF201...  
★★★★☆ (139)  
£499.99 £389.99



Poetic ASUS Transformer TF300 Leather...  
★★★★☆ (21)  
£19.95



iGadgitz Black EVA Travel Hard Case...  
★★★★☆ (23)  
£12.99



Asus EeePad Transformer TF101 10.1...  
★★★★☆ (165)  
£429.99 £325.99

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### New for You



Doctor Who - Series 7 Part 1 Weeping...  
Matt Smith, Karen Gillan, Arthur...  
Blu-ray  
★★★★☆ (25)



Seeking A Friend For The End Of The...  
Steve Carell, Keira Knightley, ...  
Blu-ray  
★★★★☆ (25)



Naruto 59  
> Masashi Kishimoto  
Paperback  
£6.99 £4.89



The Dark Knight Trilogy  
Christian Bale, Michael Caine, ...  
Blu-ray  
★★★★☆ (9)



Rock of Ages  
Tom Cruise, Julianne Hough, Diego...  
Blu-ray  
★★★★☆ (37)



Livescribe Unlined Journals - Red, 14...  
£21.99 £20.86  
Fix this recommendation



OtterBox Defender Case for iPhone 5...  
★★★★☆ (6)  
£21.29

# Latest Technology

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# Mobile Data-Roaming Affordable



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# Augmented Reality



# KLM Meet & Seat

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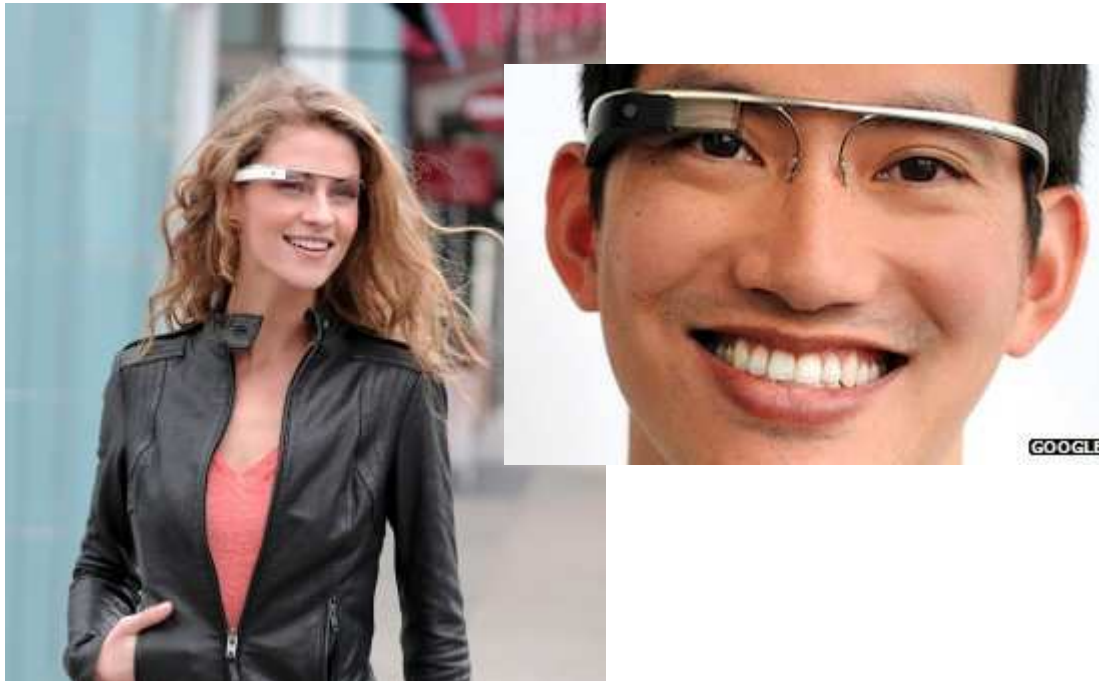
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Discover, save, and share your favourite places on Airbnb.  
Watch the video

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# Where to from here ...

- Google Glasses – The Future?



# Direct Neural Interface

- Thought control of robotic arm.





# Thank you for listening

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