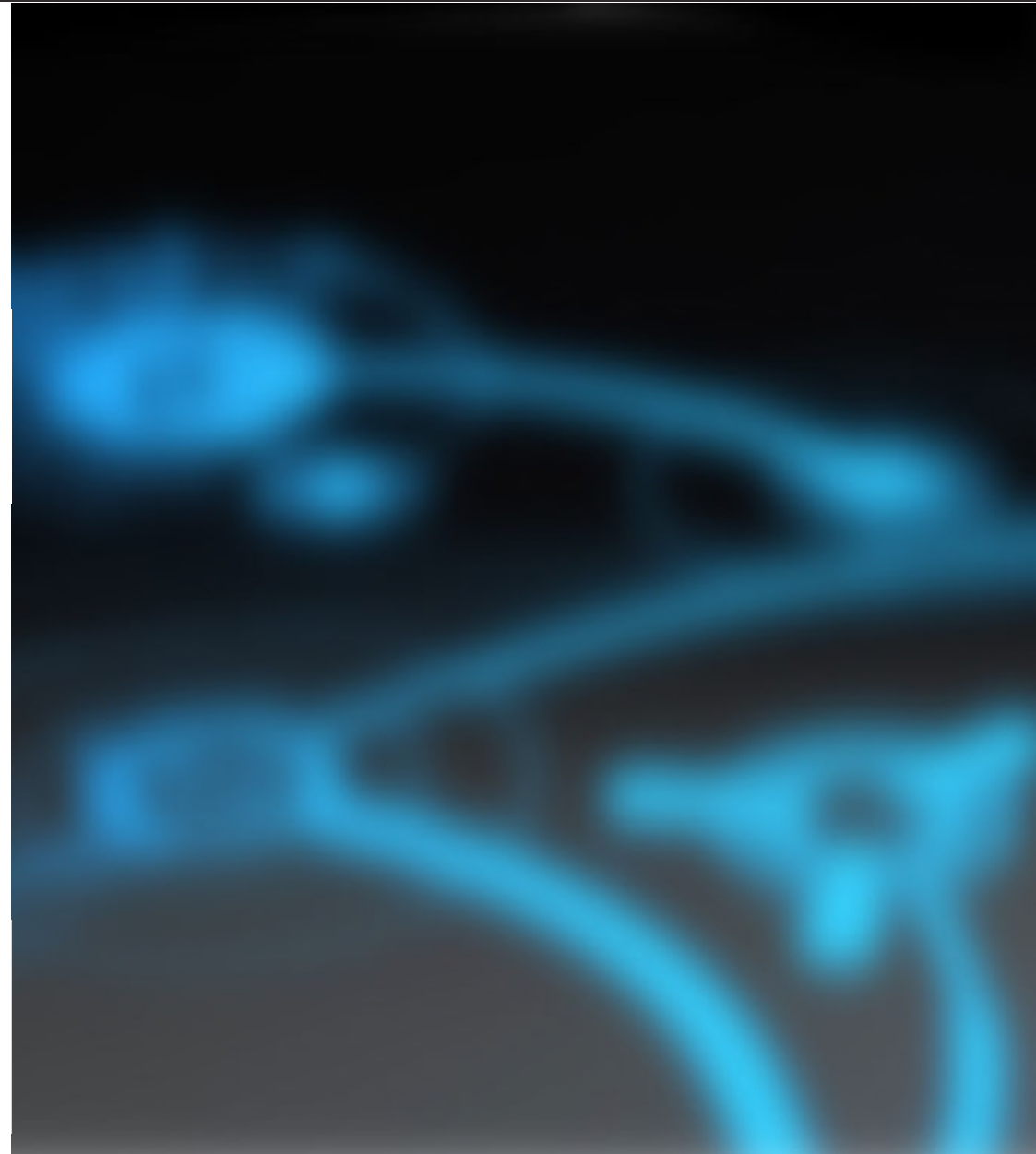




# Digital Travel

A view from a technology provider

Jackie Groves  
Sales and Marketing Director  
**intuitive**



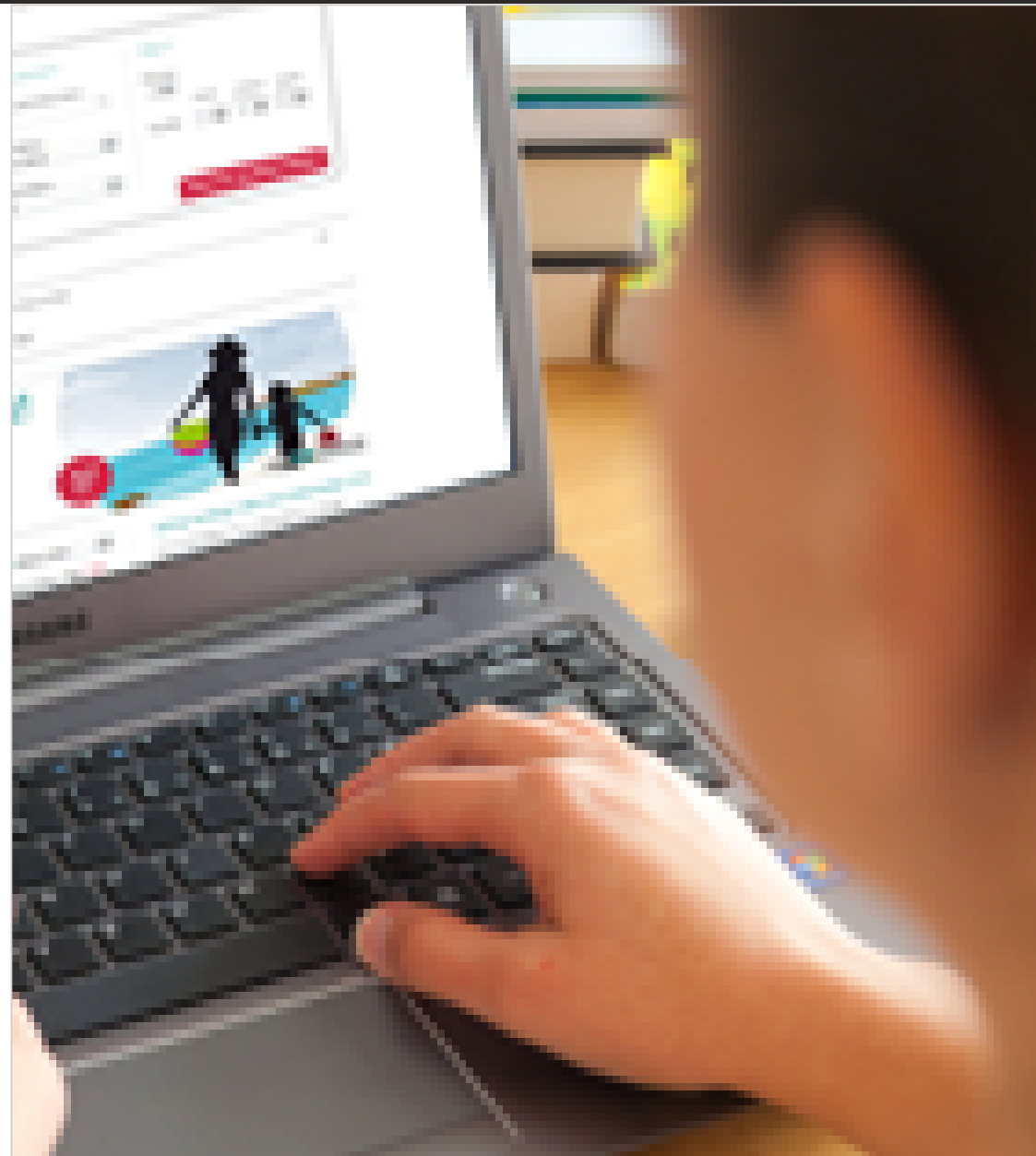
# How do your customers make their choices?

## Leisure

- In 2013 over 68% of leisure travellers turned to the internet to start inspiration
  - Growth of 3% over 2012
  - 66% plan to spend more time researching
- 40% rely on travel review websites
- Leisure travellers rely specifically on OTAs for inspiration as well as destination planning
- Internet search is the no 1 source of information for leisure travellers

## Business

- Business travellers mostly rely on brand sites (hotel/airline etc)
- 53% use internet searching
- 40% rely on travel review websites
- Internet search is the no 3. source of information for business travellers (no1 &2 Hotel/airline brand websites)



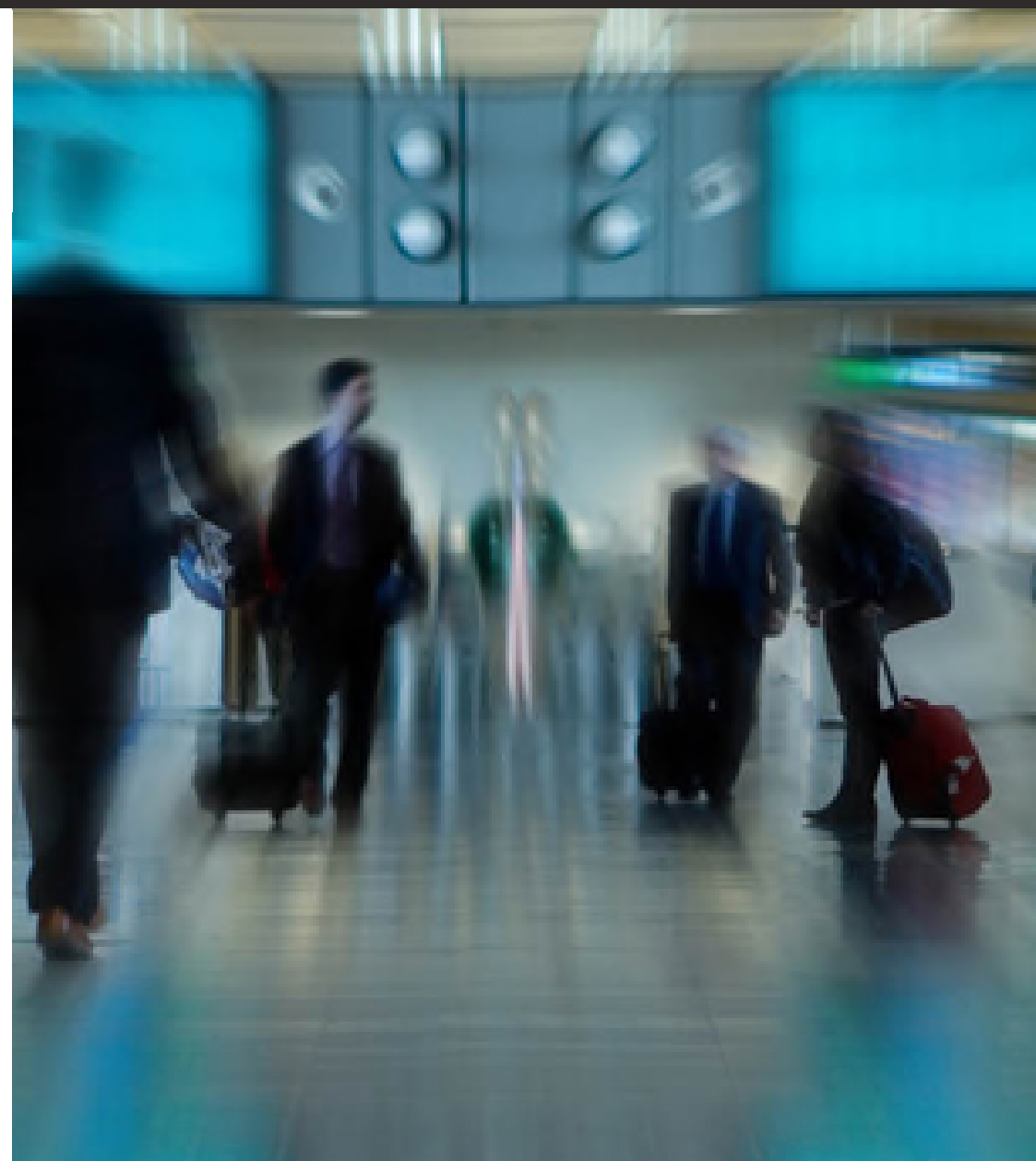
# Where do they make their choices?

- 43% of consumers go between devices when planning travel
  - Desktops are used more during the day – tablets and mobiles in the evening/weekends
- 60-70% of mobile bookings are same day (last minute bookings)
  - Tablet users spend 21% more than desktop users and 54% more than smartphone users per purchase
- 20% of online leisure bookings are **made** on mobile devices
- Since 2012 use of tablets (+6%)/smartphones (+4%) for accessing travel info has grown significantly
- Bad mobile website is cited as no.1 deterrent to booking travel on a phone
  - Relevance (preferences) is key to mobile
- 89% start activity on one device and complete on another



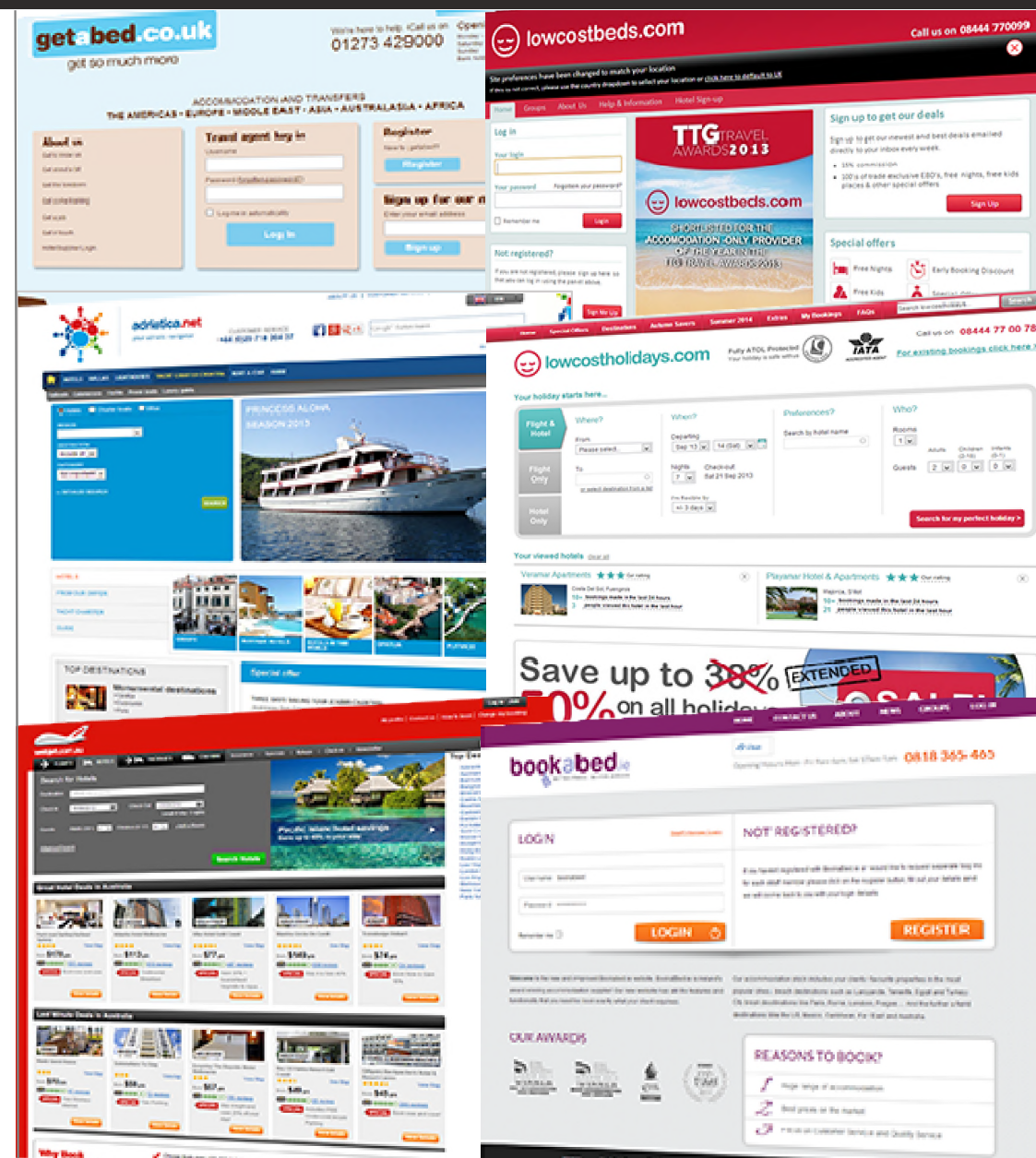
# How should you respond to this?

- None of this is news - it is here now
- To grow your business you need to react to the rapidly changing environment



# First Stop.....Web Presence

- With more search/multi device consumer approach
  - Be available to potential customers when they want
  - Incentivize returning customers
- Strong online presence
  - Be clear about your unique offering/speciality – attract the right customer
  - Traditional Tour Operators need to become TO/OTA hybrid
- Inspire!
  - Provide high quality information
    - Videos, Photos, Descriptions, Chat
  - 3<sup>rd</sup> party endorsement
    - Trip advisor, Pinterest, Facebook, lonely planet
    - Past guest reviews
- Multi device/multi environment friendly
  - Responsive websites
  - Responsive is key to usability
- Integrated with a reservation platform for full service offering



# Get new customers to your website

- Digital marketing strategy
  - PPC/SEO
  - Relevant advertising
  - Banner ads
  - Social buzz
- Integrated marketing campaign to your target audience
  - PR/articles with relevant specialised media
  - Consider offline advertising
- Offers/promotions
  - Flash sales
- CRM - Retain new customers for subsequent trips





# Keep them there..... Technology platform that delivers

Conversion comes from.....

Fast highly relevant search results  
widest relevant product offering

.....book what they see!

- Speed
  - Offer fastest searches
- Relevance
  - Use technology to best offer what your customer wants
  - Match your uniqueness to potential prospects
- Extensive relevant product choice
  - Offer more product through 3<sup>rd</sup> party connections
  - Offer flexible product
    - contracted stock
    - dynamically packaged options
  - Be sure to have most recent promos updates etc
- Best value for your target customer



# Keep them (and you) happy.....

- Better control over costs as margins are slim
  - Know the deals you can do with the customers you want
  - Use channel managers (best/last available)
- Efficient, automated, fast administration
  - Supplier connectivity for ancillaries
  - Automated supplier confirmations
  - Clear automated payment plans
  - Automated prompt ticketing
- Possibility to upsell
  - Web or call centre upsell
- Let consumers interact with their booking again
  - Manage my booking
  - Upselling
- Scalable
  - Manage your busy periods
  - Manage your growth





# Summary

- Interact with your customers across all devices
  - During Search & selection
    - Inspire them to choose you
  - During travel
    - Assistance
    - Promote experiences – use GPS capability
  - Post travel
    - Gain feedback
    - Build loyalty
    - Entice back

