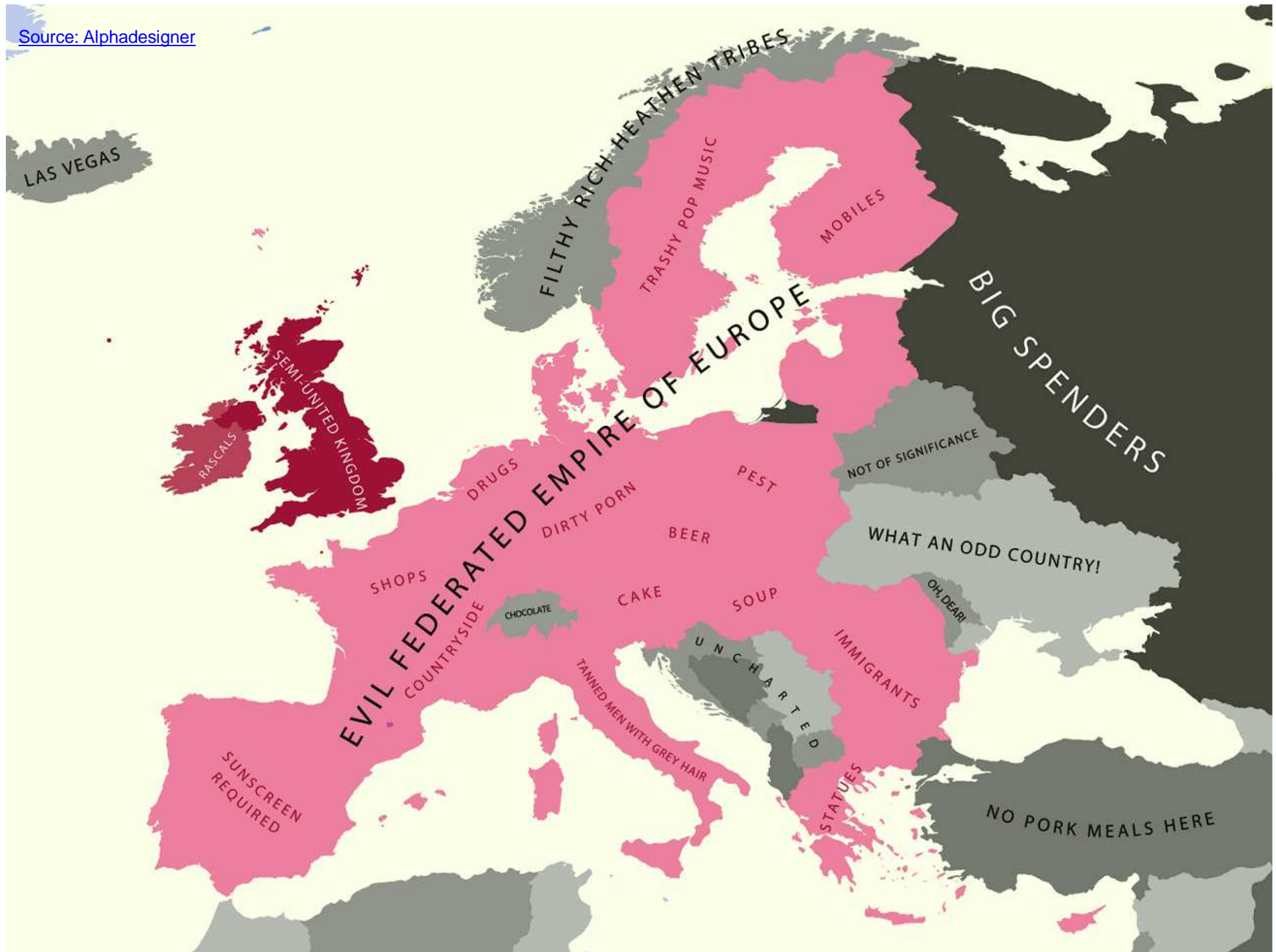


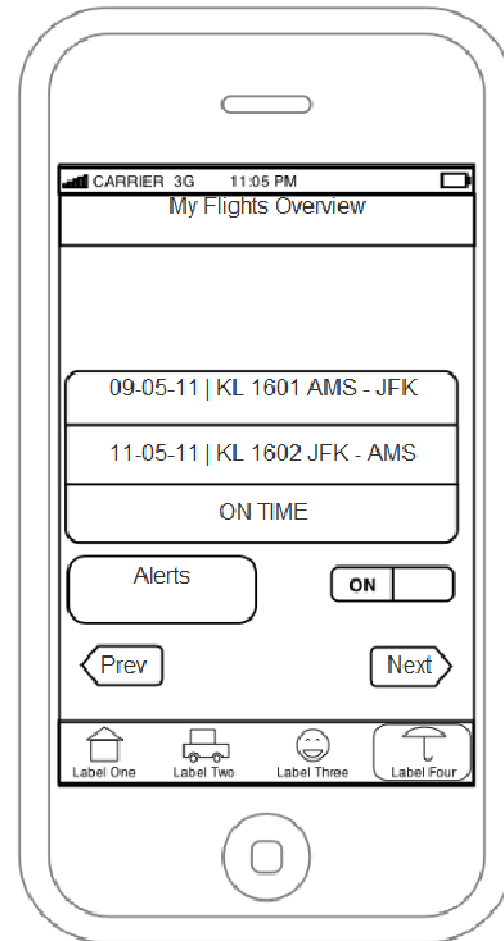
The Future is Mocial



CREATING THE
MOBILE TRAVEL
AGENCY_

Source: Alphadesigner





Creating the mobile travel agency

 VLIEGTICKETS.NL

 transavia.com

 World
TICKET CENTER

 eDreams

 CheapTickets.de

 ebookers.com

 MONTYS
VLIEGTARIEVEN.NL

 Amsterdam
Airport Schiphol

 BudgetAir.com

 The Advanced Travel Partner

 Rumbo

 CheapTickets.nl

Customers in Travel

 amadeus
Your technology partner

 BCD travel

 Eindhoven Airport

 vliegwinkel.nl



Booking

- Flights
- Hotels
- Cars



Travelling

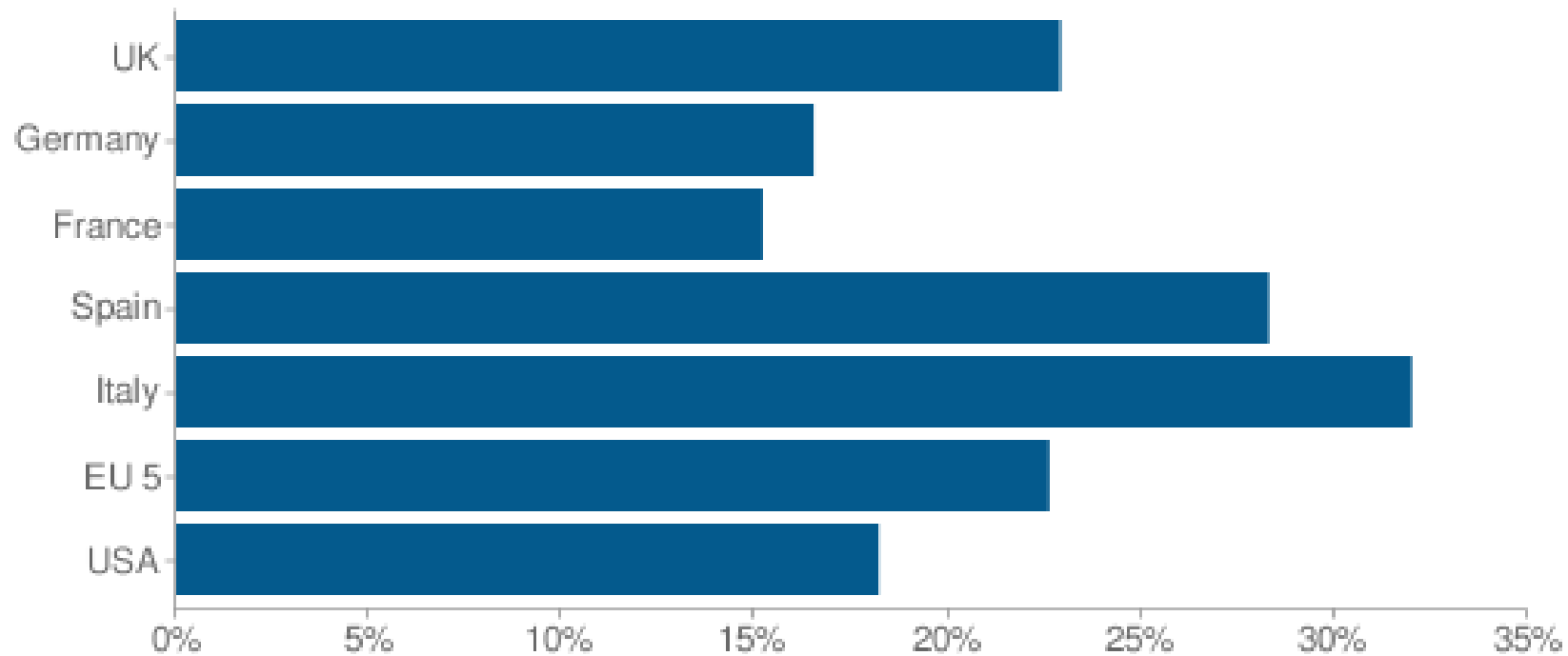
- Itinerary Management
- Local transactions
- Customer Service



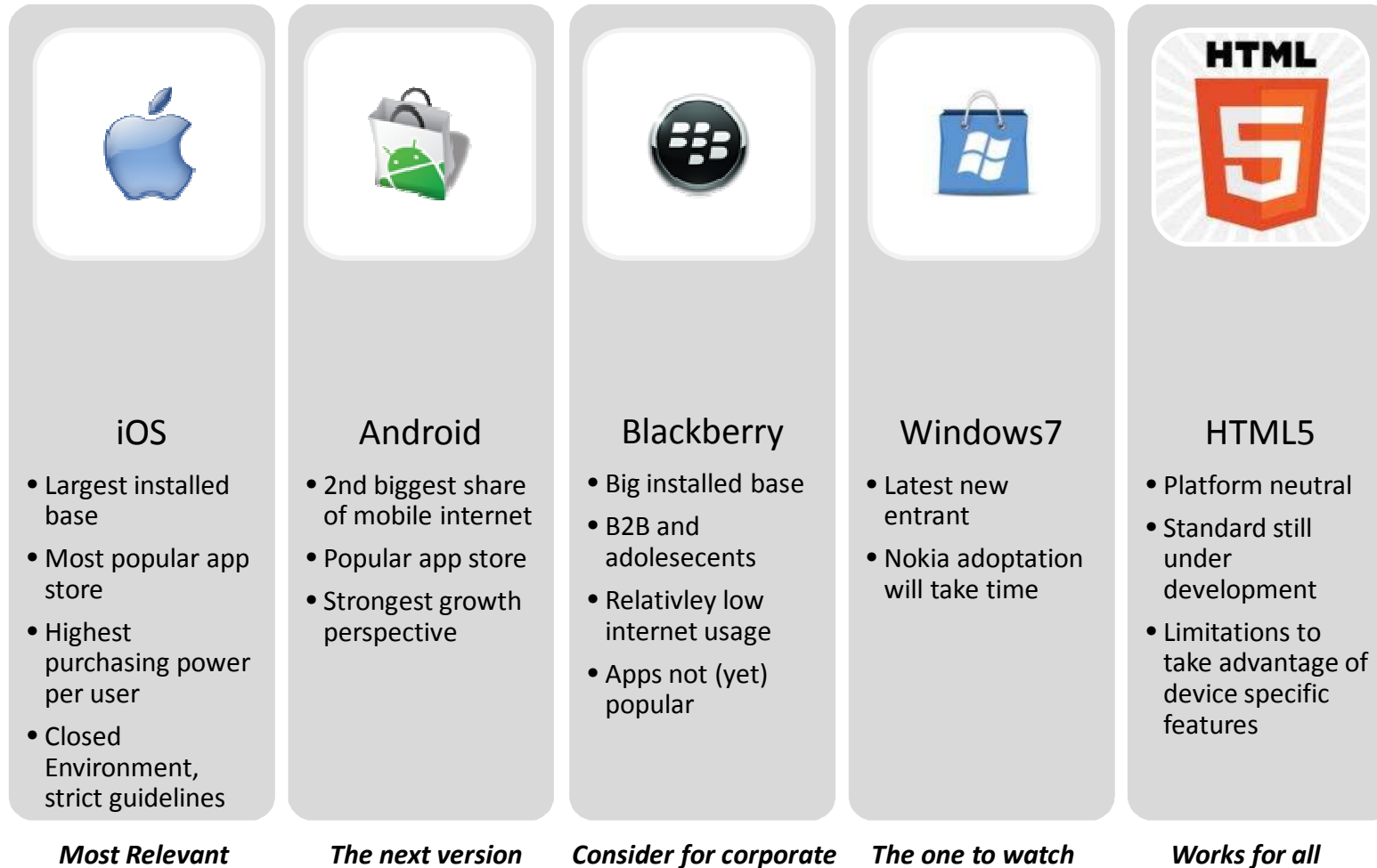
The Cases for Mobile Travel

The **only** way to **interact** with your **customer** while he's enjoying your product (i.e. traveling) is using a **mobile device**.

Market penetration (%) of Smartphones

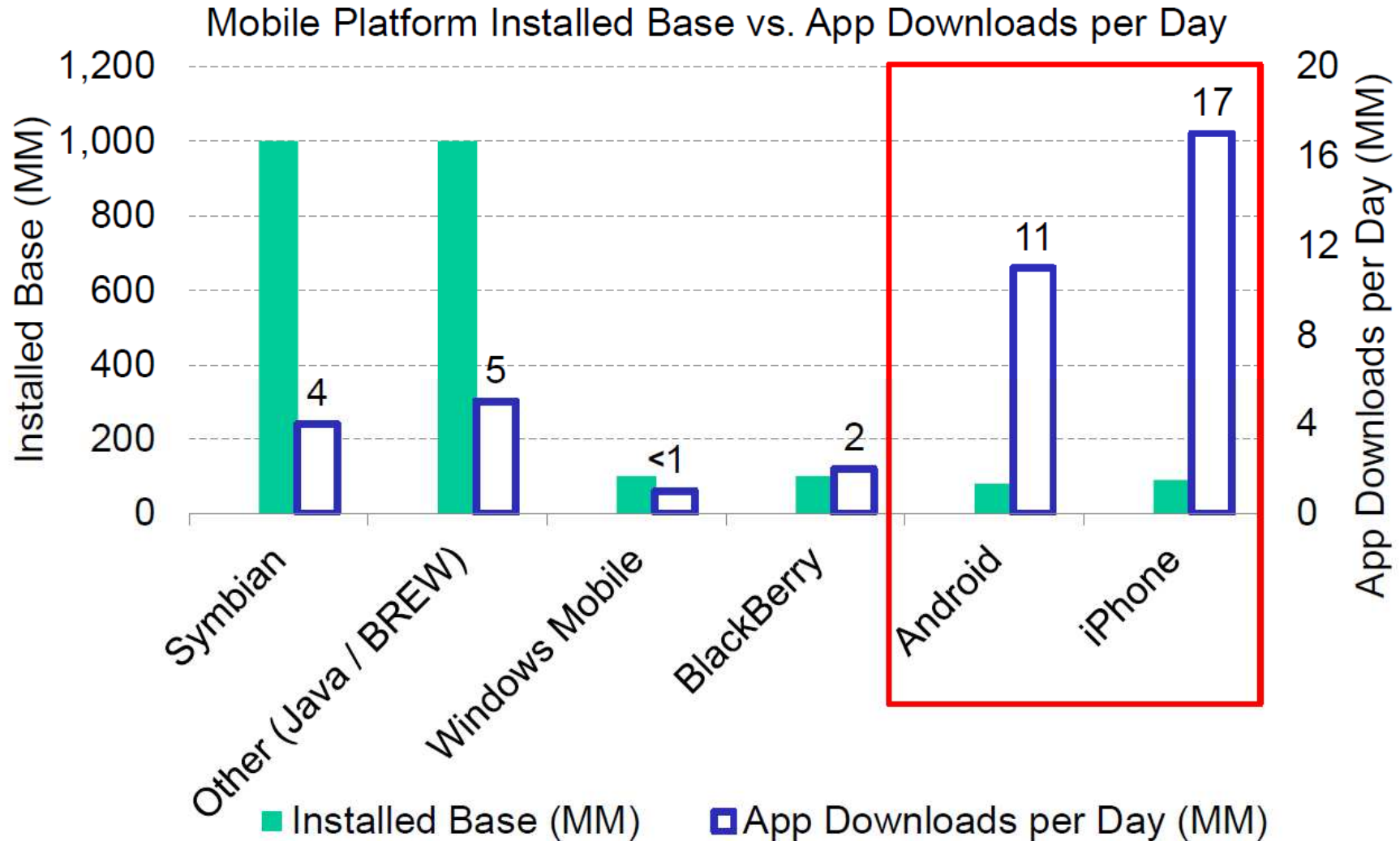


EOY 2010 -> 35% EOY 2014 -> 94%



The almighty platform discussion

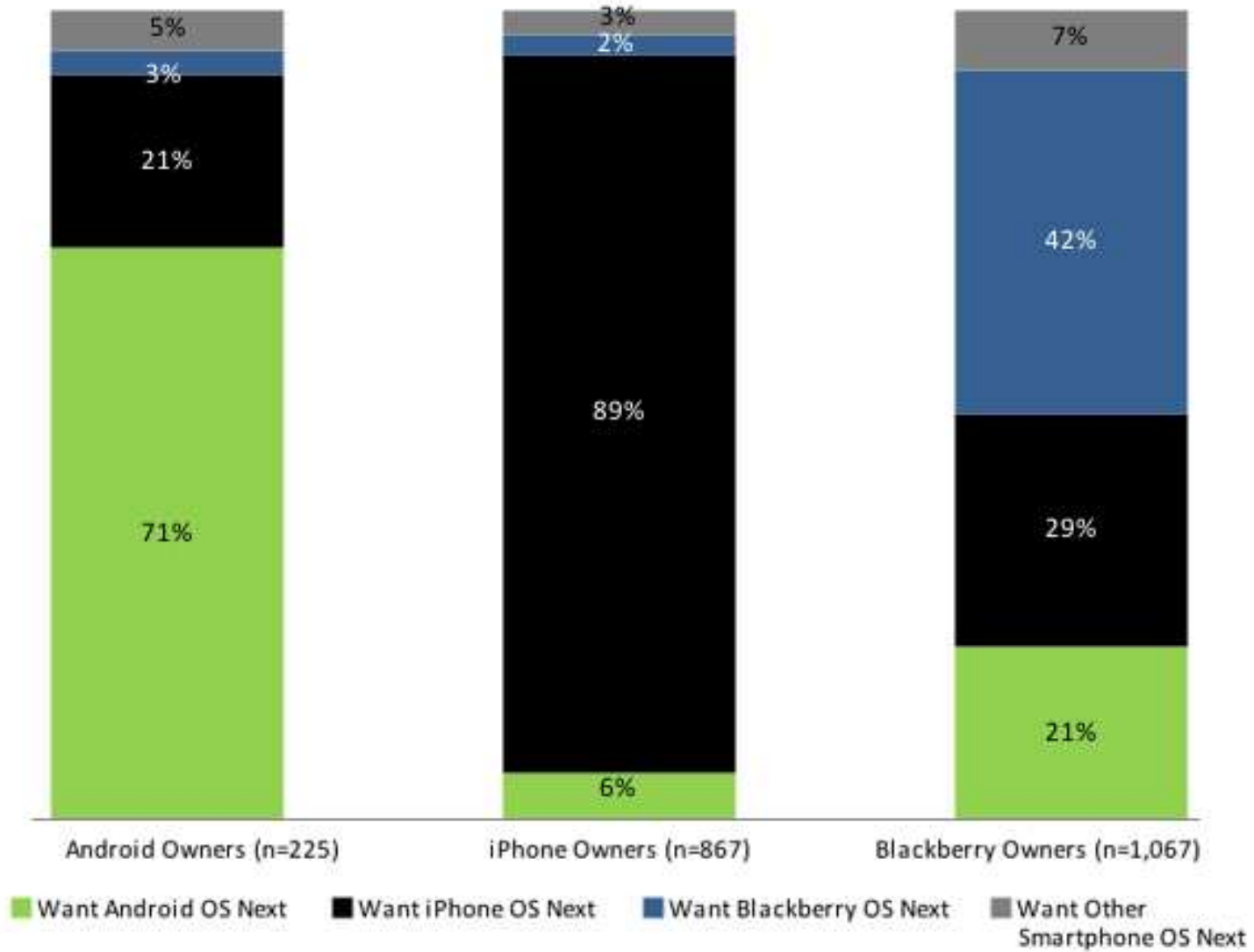
Differences in Platform Engagement – Internet + App Usage Massively Higher on Android + iOS



Not all platforms are created equal

Next Desired Smartphone OS

Q2 2010, Likely Smartphone Upgraders, National, US



The Nielsen Company

Stickyness

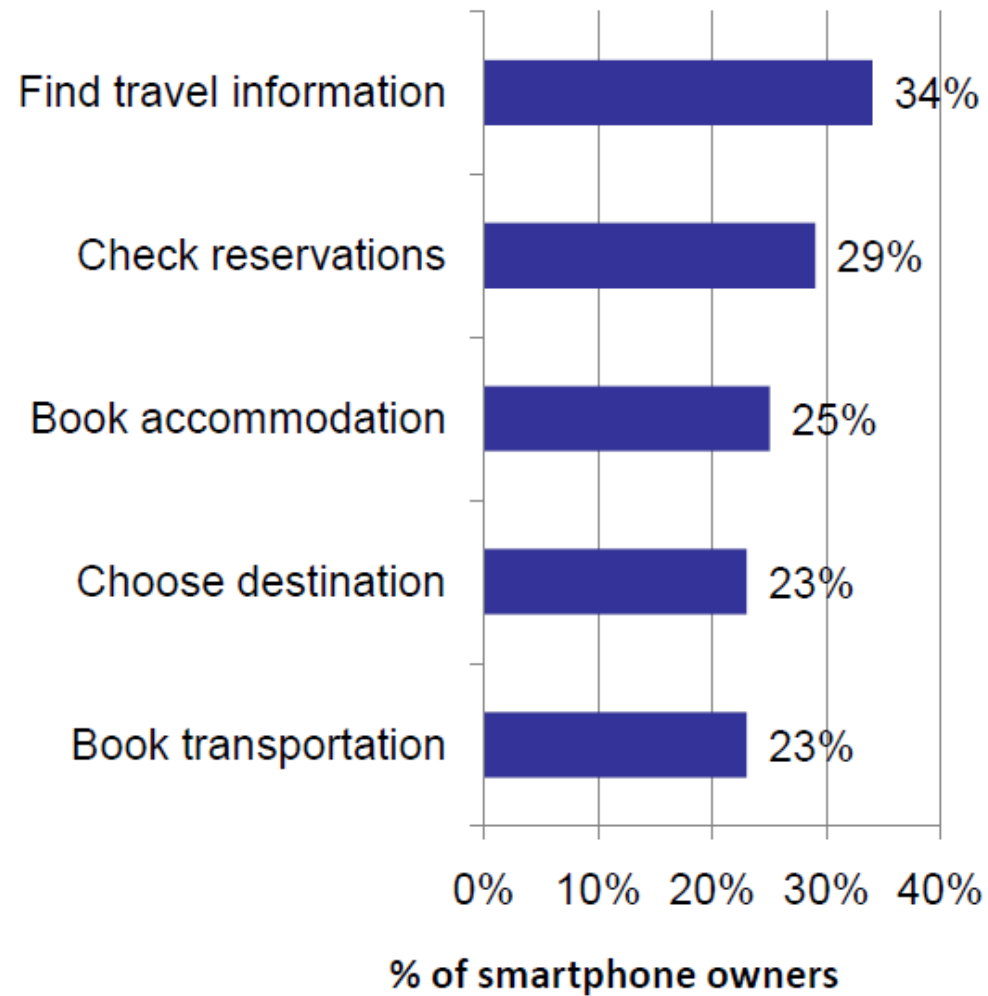
Platform Differences Can Significantly Impact Monetization - Built-in Billing & In-App Commerce are Key

% of Free Users Converting To Paid, iOS vs. Other



Not all platforms are created equal

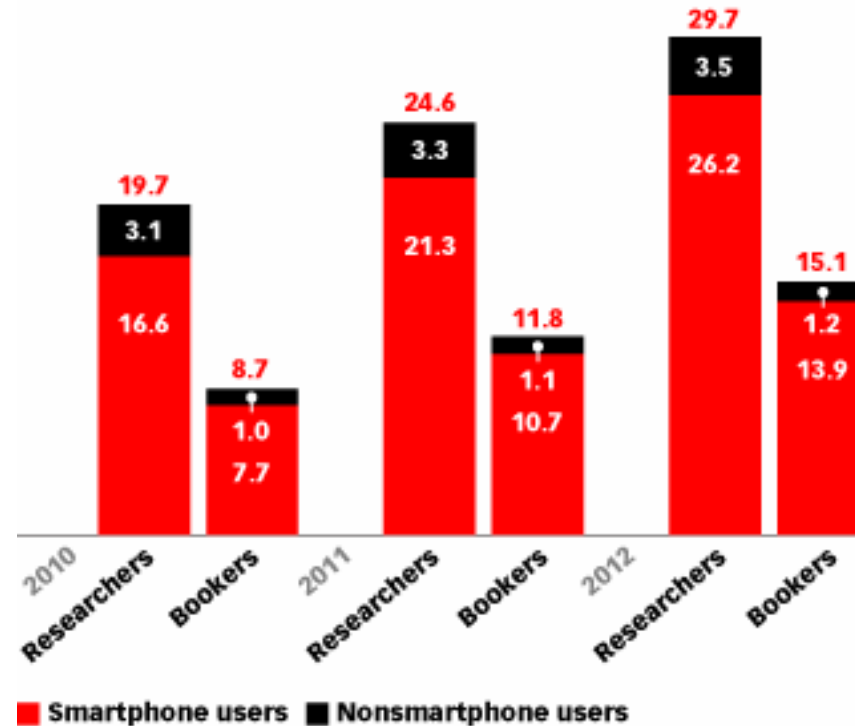
Smartphone Travel Usage Survey Jan/Feb 2010



Mobile in Travel

US Mobile Travel Researchers and Bookers, by Device, 2010-2012

millions



Note: ages 18+; researchers defined as those who researched travel information prior to a trip via mobile internet or app services at least once in the past year but did not necessarily book; bookers defined as those who booked travel via mobile internet or app services at least once in the past year

Source: eMarketer, Feb 2011

Mobile in Travel



Booking

- Flights
- Hotels
- Cars



Travelling

- Itinerary Management
- Local transactions
- Customer Service



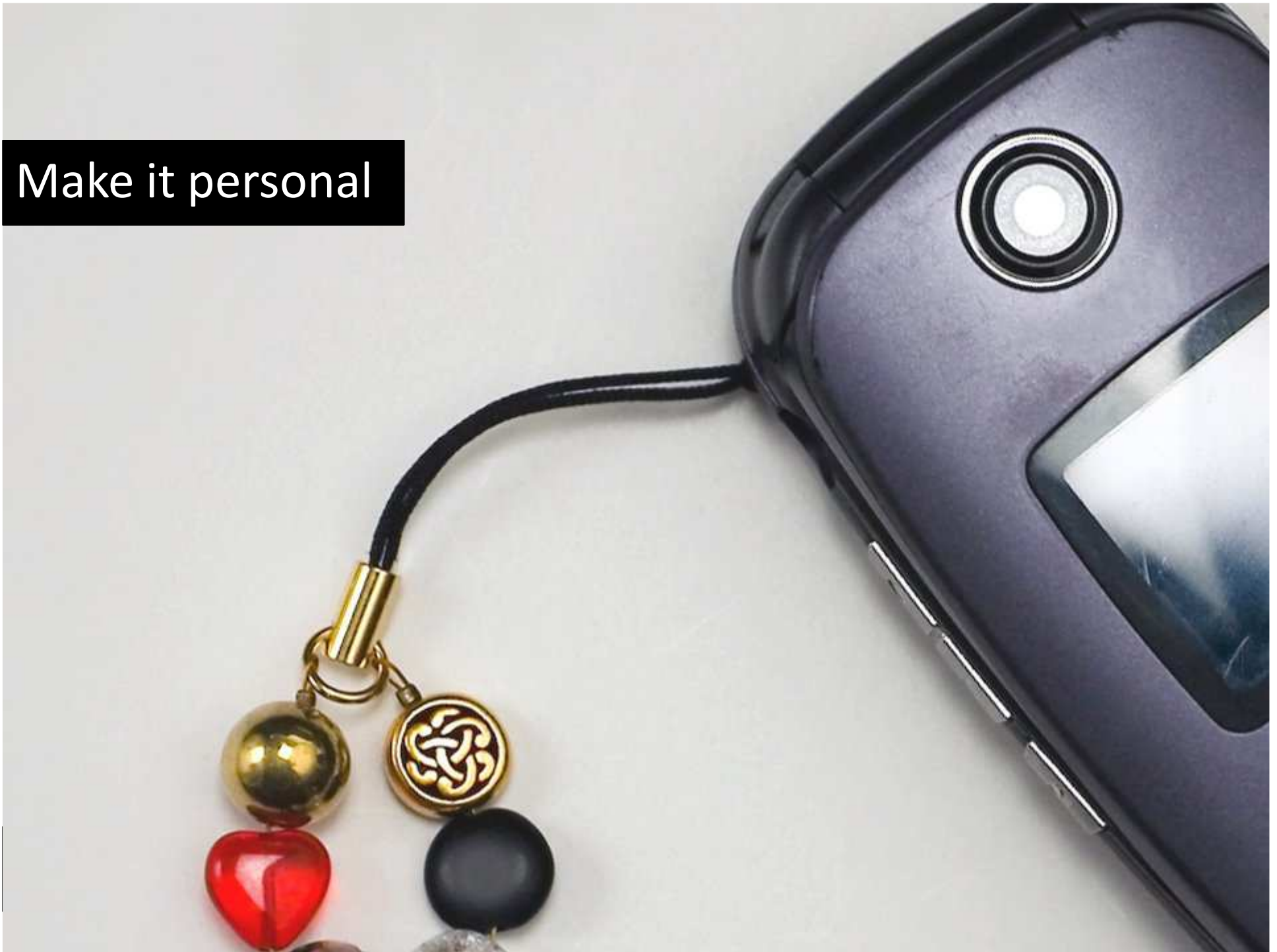
The Cases for Mobile Travel

The (perceived) **practical value** of your service
is the **alibi** to engage in a mobile **relationship**



Practical Value

Make it personal





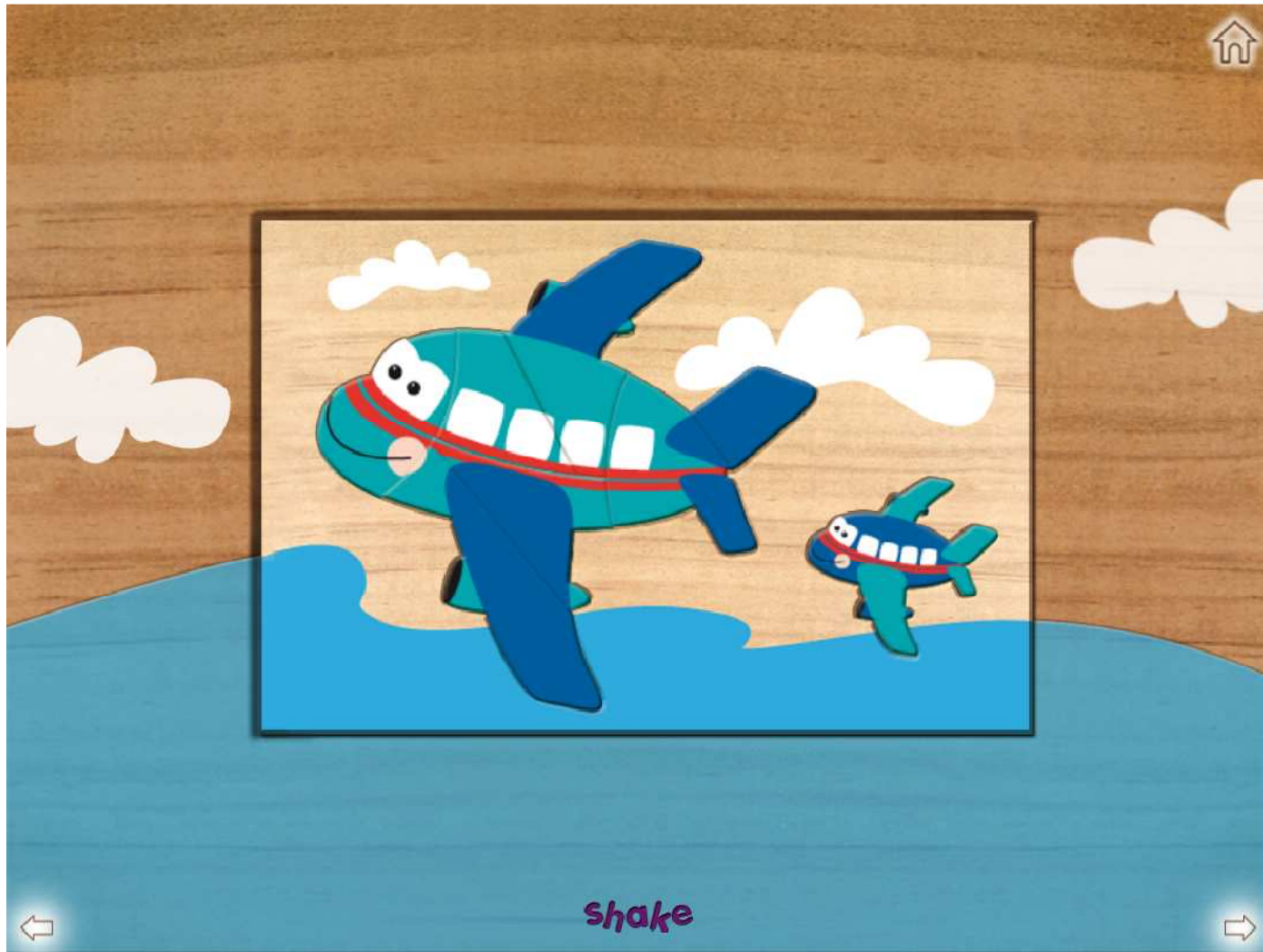
Personal Practical Value



Less is more!



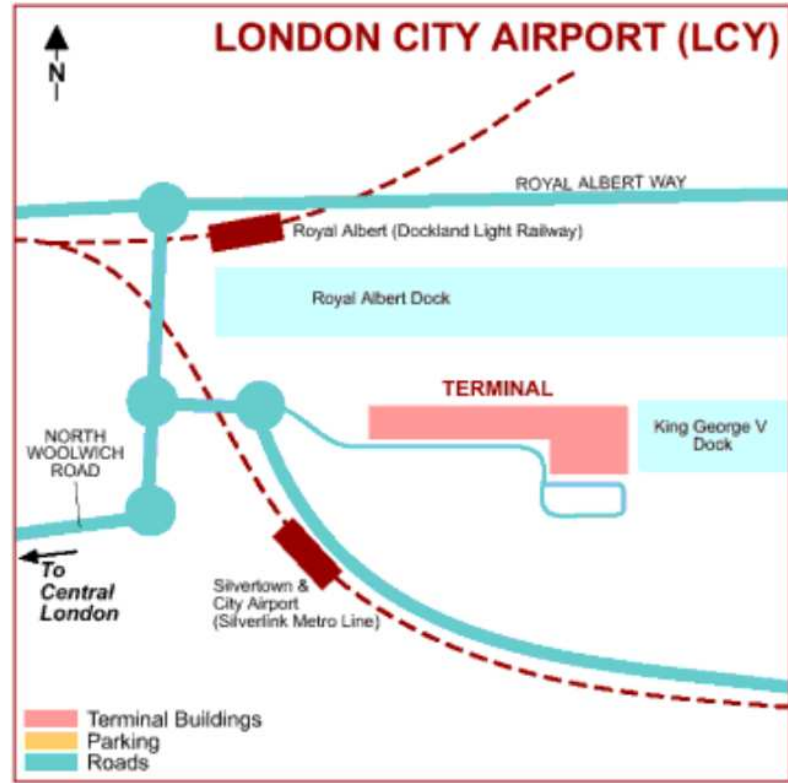
Extreme intuition!



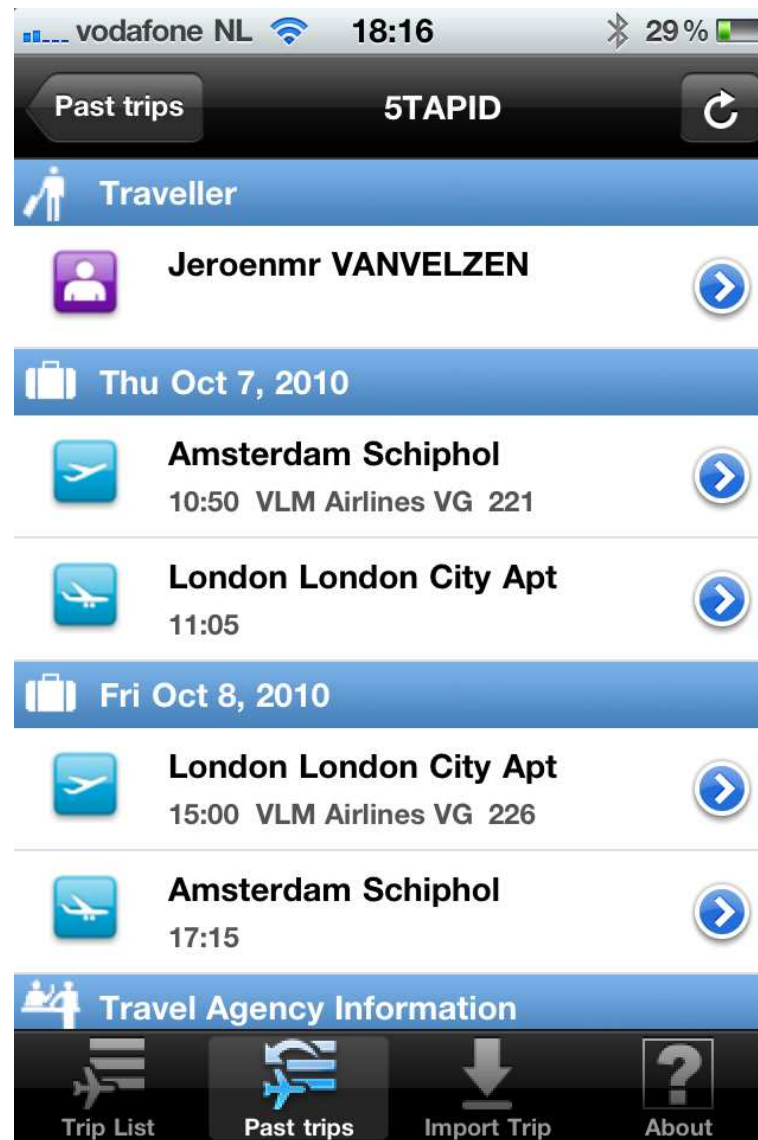
Extreme intuition!



Remove travel stress factors



Remove Stress ?!



Remove Stress ?!



Use all the context you can think of



Contextual | Personal | Relevant

If you are able to build the right **mobile relationship**
sales will be perceived **as a service**



Booking

- Flights
- Trains
- Hotels
- Cars

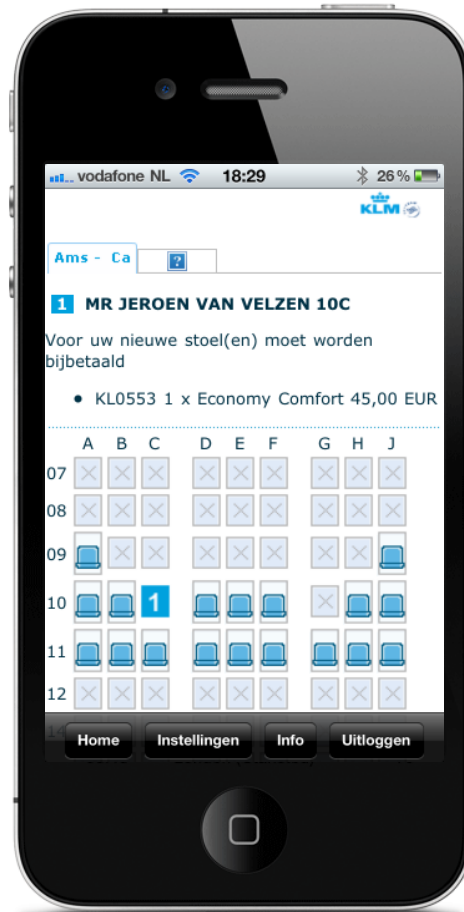


Travelling

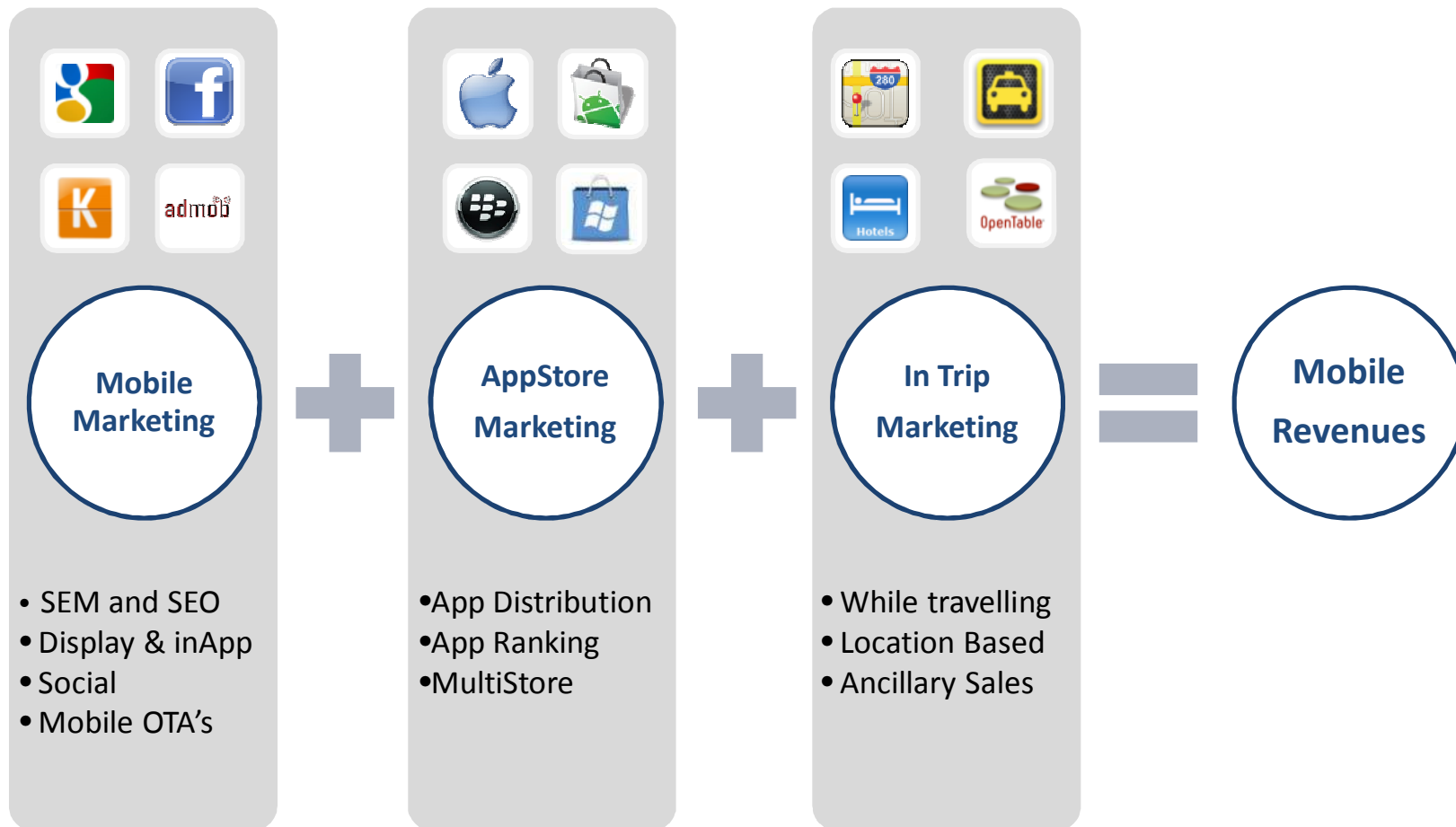
- Personalization
- Itinerary Management
- Relevant Local transactions
- Customer Experience

Booking while Travelling

The real mobile opportunity



Booking while travelling



Creating new marketing & revenue opportunities

Jeroen van Velzen, CEO

TWITTER: @jeve

MOBILE: +316 13 13 17 17

MAIL: jeroen.vanvelzen@sod.nl



CREATING THE
MOBILE TRAVEL
AGENCY _