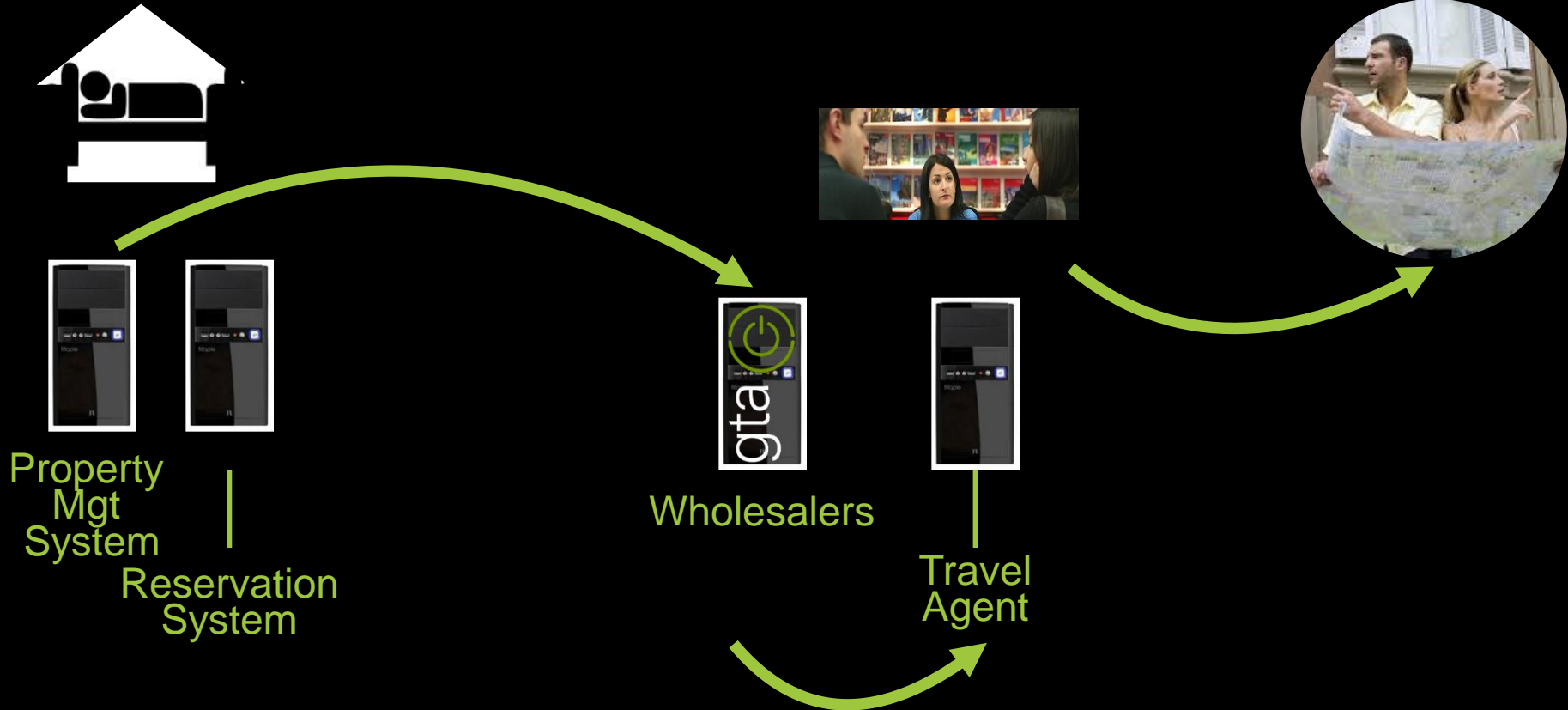


gta

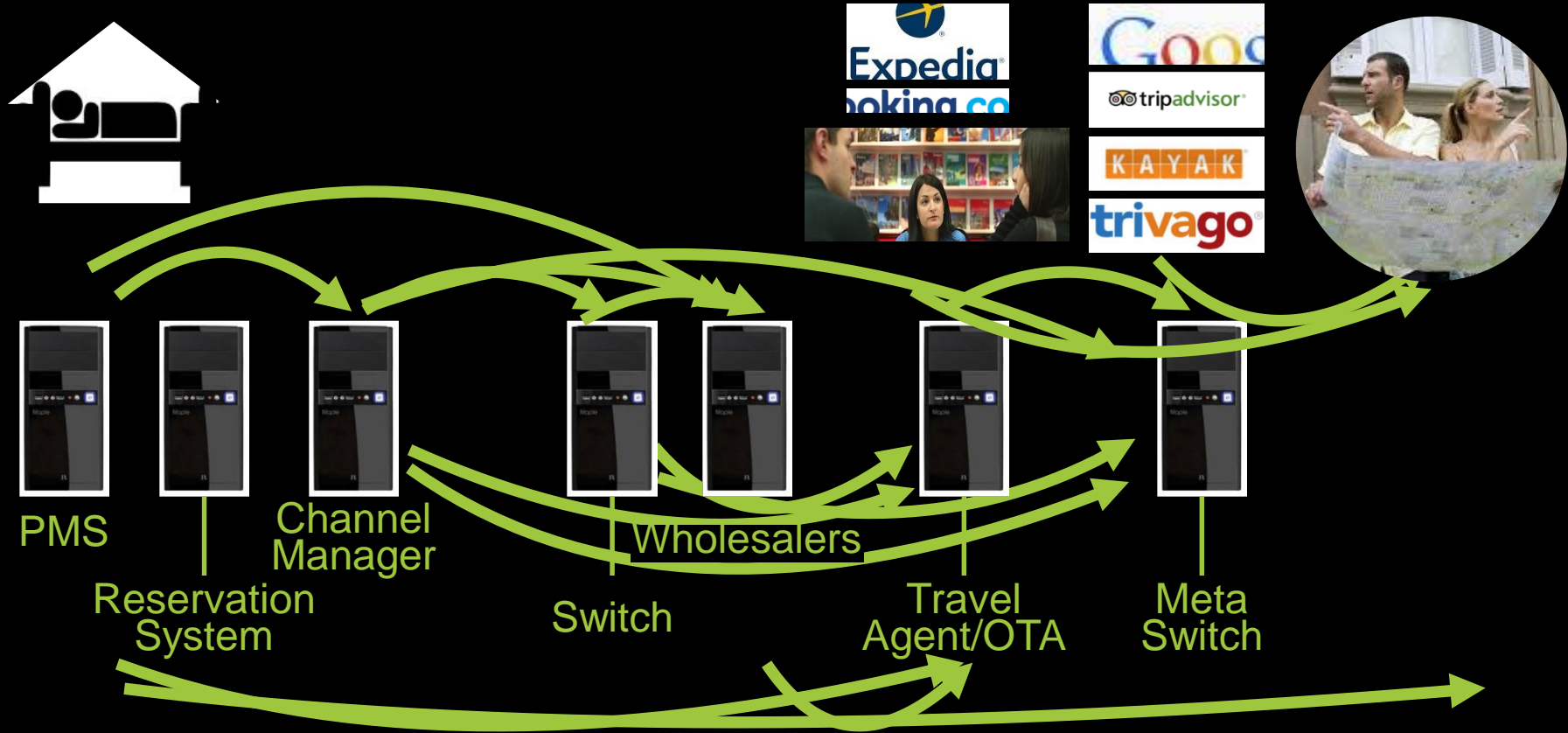


powering
global travel

2000 Hotel Distribution



2015 Hotel Distribution



Exclusive: Amazon
to Get Into Hotel
Booking With
Launch of Travel
Site

Dennis Schaal, Skift
[@denschaal](#)

Nov 20, 2014 4:22 pm

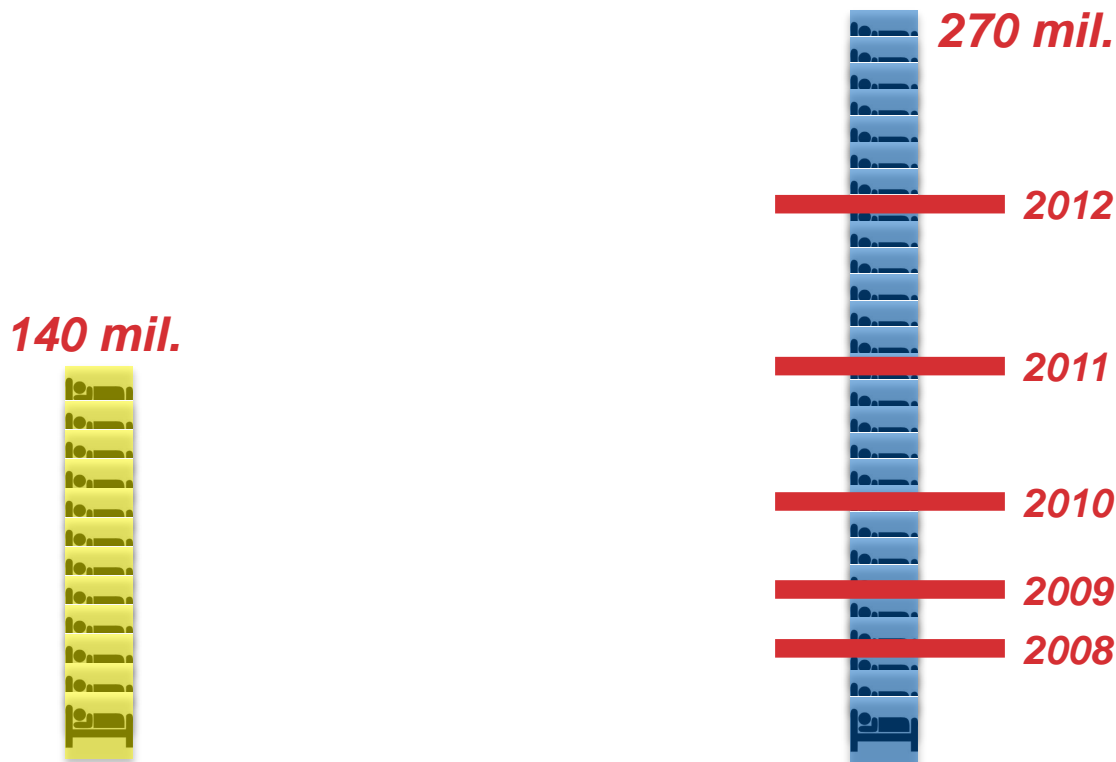
amaz

The Amazon logo, featuring the word "amazon" in a bold, lowercase sans-serif font, with a curved orange arrow underneath it pointing from the letter 'a' to the letter 'z'.

Room Nights 2013



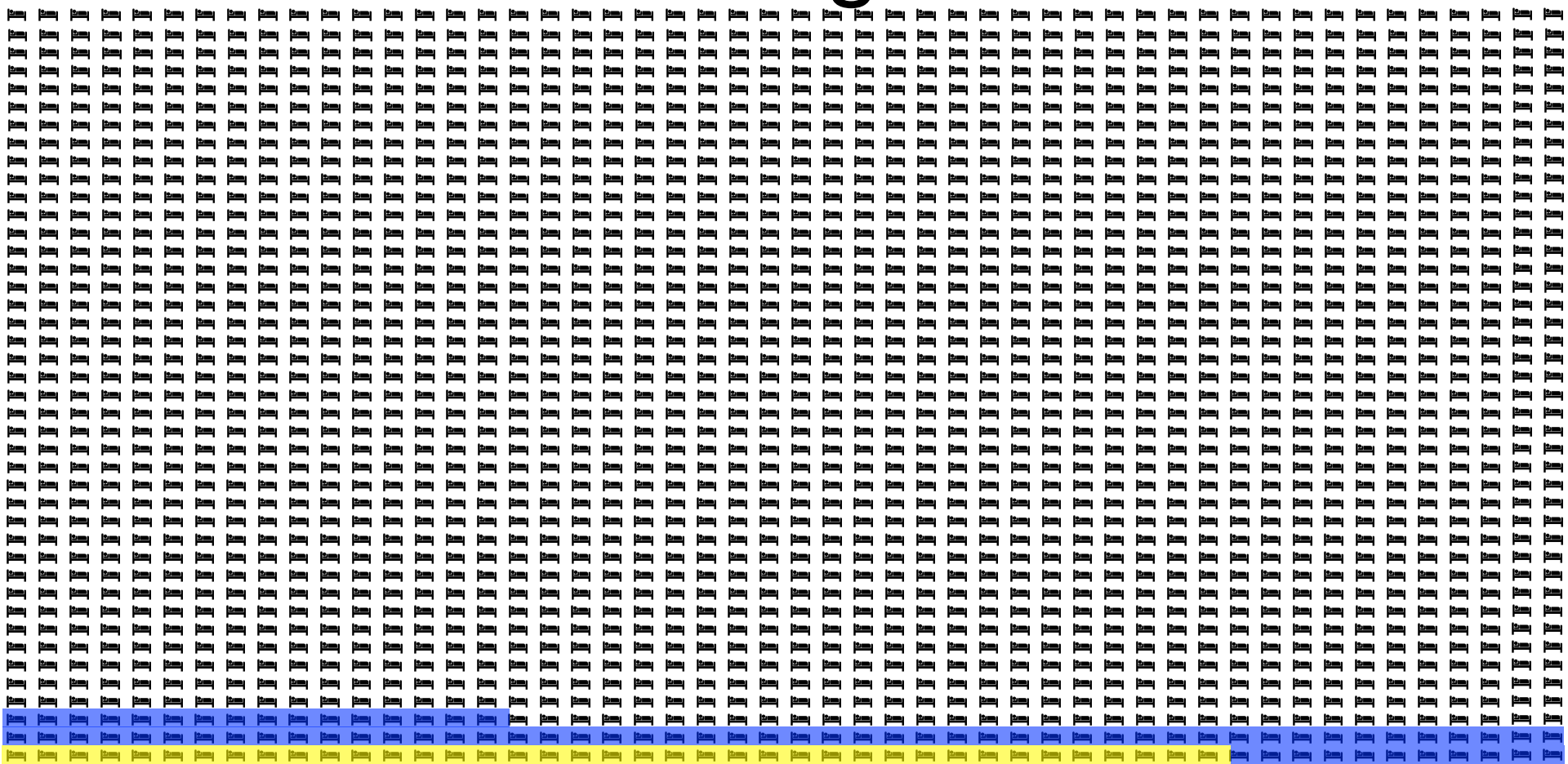
Room Nights 2013



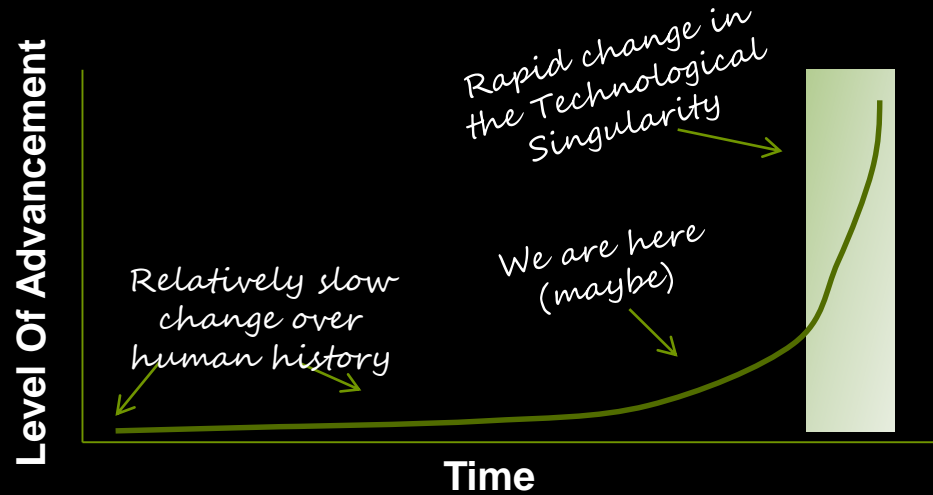
Room Nights 2013

7'200'000'000

Room Nights 2013



Digital urgency.. Digital distribution



Travel Distribution: technology advancing exponentially

BE READY

- ✓ Accuracy & Performance : Cache
- ✓ Push/Pull/Deltas : 'Live' Cache
- ✓ FPLOS pricing / LOS pricing / Nightly rates
- ✓ Which channels? What price?

BE GLOBAL

- Ideas from mobile first countries: China, India, Indonesia
- Messaging (WeChat) as commerce: gaming, shopping and banking
- Being Global : Cloud / Data Centres / Content Delivery Networks (CDNs), China Firewall
- Payments

Payment options are vast and you need to be ready for these:

- UnionPay, Global PayPal, Wallet's / Vaults, Apple Pay / Bitcoin, Alipay, WeChat, Text (Africa)
- Parcels / Billets for South America
- OpenTable now enabling users in certain markets to settle their restaurant checks with the swipe of a smartphone

BE MOBILE



- Responsive / Adaptive / Apps: Mobile first
- Viewports
- JSON

73%

Inspiration
Booking
Notification
of the earth population
subscribe to wireless services

16%

Recommendations
Feedback
Share
of the travelers use
Emergency Contacts
smartphones to book trips

BE BOOKABLE

- Meta-search
- Digital Disruption goes physical: Start-ups (Airbnb / Uber)
- Brings opportunities
- Mind the gap between physical & digital and across devices
- VR

- Big Data
 - In God we trust, all others bring data
 - Big data drives decision
 - Hadoop / Casandra / NoSQL / Elastic Search
- Sharing / Security
 - Level of mistrust in the industry to sharing traveller data = bad traveller experience
 - Digital Natives will share data
 - Think 'traveller' first
 - Think partner vs. competitor
 - Big Mother vs. Big Brother
 - Circle of trust

